



## PrimeSite Magazine - A Magazine for People on the Move

Welcome to **PrimeSite**, a magazine for those on the move. It's written for people who enjoy the best in life - whether it's cars, travel, eating-out, art, music, net surfing, design, style, site-seeing or career development. It's also for those smart enough to expect value, to be able to spot a good deal and know how to go about getting it.

As part of the Automotive Online site, **PrimeSite** naturally has a motoring emphasis. But don't be put off by this if you're not a car buff, because a lot of the time, the car will left in its virtual garage and we'll be taking to the streets on foot, so to speak.

At **PrimeSite** we will keep the car in its place, and we know that is not the centre of life's universe. Yes, cars are pretty essential and can be fun, and that will be recognised, but we will also focus on the design qualities and the engineering wizardry that the motor manufacturers come up with from time-to-time.

So even if you believe cars should be consigned to the scrap heap, there will be plenty to keep you happy on **PrimeSite**.



**PrimeSite Magazine**

## **PrimeSite Lots of Unique Features**

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There's a lot more to **PrimeSite** than simply an entertaining read, so let us tell you about some of the unique features that we'll be offering subscribers.

- ◆ **Keeping Bills at Bay** - there's no sitting around on-line waiting for the action here, each issue of **PrimeSite** is downloaded to your PC when you log-on to Automotive Online. So you can read it at your leisure, without having to worry about clocking up phone bills. And it's fast, too!
- ◆ **Staying In Touch** - as you download the latest issue, previous editions are archived automatically for you. This means that you can call up back-copies any time, and you can also word-search all the issues to track down a previous article when you need it.
- ◆ **Rapid Referencing** - we want **PrimeSite** to be more than just entertainment. As a result some of the articles will be serialised, providing useful reference material. The magazine will build separate databases of this information for you automatically. These can be accessed at any time.
- ◆ **Powerful Search Facility** - within each issue, articles are linked by hypertext references, so you can move smoothly from one related section to another. There is also a word-search feature and the ability to track the history of the sections you have read.
- ◆ **Have Your Say** - the magazine is fully interactive allowing you to have your say about any of the topics we cover. As a powerful force within the motor industry, we expect you to use us for direct feedback to the people at the top. We can look at consumer issues, service, the quality of car design and manufacturers, and help you out with specific problems. Apart from that, we would like you to assist us shape **PrimeSite** into a magazine that suits your needs.

**Great Prizes** - We'll be running regular competitions with high-value prizes. To start with, we will be giving away a brand-new car worth more than £8,000. Watch this space!



## **PrimeSite Editorial**

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So what's in the magazine? - Here are the feature sections that make up **PrimeSite**;

- ◆ **In Focus** - what and who's new in the latest edition, the hypertext springboard to all features within **PrimeSite**.
- ◆ **Best Designs** - we ascend the pinnacles of design and style in all areas of life - whether it's fashion, pens, watches, architecture, furniture, recipes, to name a few topics. Our interest is tracking down quality and innovation from the cheapest to the most expensive in life. In short, our quest is to identify the best in looks and performance - and price is irrelevant. It's what's good that counts, not what it costs, and it's all put in a database for easy reference any time in the future.
- ◆ **Automotive Club** - we tap into the fast-moving global automotive industry - what's new and best in the car business - latest innovations, new technology, environmental initiatives, new models in the pipeline, cars of the future, facts and figures, plus international motorshow coverage.
- ◆ **The Pace Setters** - a profile on people who are at the top of their profession, how they achieved it, and what can be learned from them. These aren't necessarily the people who make a lot of money, but they are people who influence our lives in terms of what we see, hear, feel, touch, use, and get excited about.
- ◆ **Vintage Net** - a series previewing the best sites on the Internet for you to visit. Each month a different topic is chosen - best celebrities, best banking, best software, best astronomy, best motoring, best entertainment, and so on. This series builds into an Address Database that you can use in conjunction with your favourite surfing software.
- ◆ **Going Places** - a profile on great places to visit, the nicest or fastest routes, the most scenic drives in the UK and Europe, and what to see on the way and when you arrive. Busting with scenery, history, great places to eat and stay and easy route finders. It's all compiled into a database that accompanies **PrimeSite**, and builds with each issue.
- ◆ **Consumer Feedback** - gives you the opportunity to rate the motor industry, whether it's the cars, the dealers, the service, the advertising, the image, or the prices. All your opinions will be presented to top executives within the industry, for them to respond to you, through **PrimeSite**.
- ◆ **Competition Time** - the section that gives you a chance to win something worth having. In the first edition that you can download now, a full profile of the "Mystery Car Competition" vehicle is revealed together with details of how you can enter, and win this prize. And this is only the beginning!



## PrimeSite Magazine

### How Do I Obtain PrimeSite and What Does it Cost?

You can obtain **PrimeSite**, by filling in the details about yourself, your car, and your dealer, and connecting to Automotive Online via modem. Once connected, the magazine will be included within the system disks sent to you, once you've registered.

And it will cost you nothing, for the first 6 issues. After receiving the 6 free issues, the annual subscription to **PrimeSite** is only £18 per annum, and you can pay this by completing the credit card details (Access or Visa).

If you would prefer to pay now, you can, at the lower rate of £12, and you will receive the 6 free issues, followed automatically by the next 12 editions.