

Trade Ads

- Current pricing. When I took on the role in Feb 23 we immediately increased the Impressions trade advertising rates by 7%, applied retrospectively to the January. By the time the advertisers paid it we were into Mar/Apr 23. Therefore as I started canvassing for 2024 renewals in December 23, I thought it would be too soon for another price increase. However, I recommend that the committee and TradeAds officer should consider a price rise for Jan '25 onwards, likely between 5 and 10%, to help contribute to the increase in postage costs etc.
- It has been a tricky year for Impressions trade adverts with Malcolm Anderson and Speedy Spares dropping off, which was preceded the previous year by the loss of advertising from Lancaster Insurance and Corley Conversions. Ultimately with the remaining small cohort our revenues are down to £2,444.40 (inc VAT), a combination of Maynard Motorsport, Classicline Insurance and Peter Best Insurance.
- On the plus side, John Ross canvassed RustBusters at the 2023 NEC Classic Car Show, who are now taking a half page advert, accompanied each month by a half page infomercial. This provides an additional £264 (in VAT).
- Most recently, in July I offered a discounted rate for the final 3 months of the year ("Revving up to Christmas" email campaign) to try and drag in additional revenues for 2024. This has been offered to all current and previous advertisers in the hope that once we have their 3 months, we can build on it into 2025. Malcolm Anderson took this up with a half page advertisement, and new advertisers Sunroof Source with a full-page advert. As no others have taken it up, Classic Car Almanacs will do a full-page advert for the period too - assuming it works with Grahames page plan edits and Phil's Treasurer approval. If all well, therefore once invoicing and payments are complete, "Revving up to Christmas" will reap an additional £540 (inc VAT).
- At a glance, all up, TradeAds revenues over the last 3 years (inc VAT):
 - 2024 Impressions: £3,248.40
 - 2023 Impressions: £3,575 (>90% of the drop from 2022 was losing Lancaster Insurance and Corley Conversions)
 - 2023 Cov 60thprog: £180
 - 2022 Impressions: £4,857

- Therefore it is imperative (a) to keep our insurance companies, (b) to almost pay homage to our longstanding supporters/advertisers, (c) to look after our newest fantastic contributors, Rustbusters and Sunroofsources, (d) to look for further new opportunities.

Regalia

- Range.
 - Our outsource partner Logo That Polo (LtP) continue to provide an efficient supply of quality The Imp Club Branded regalia and merchandise. The range is over 40 items strong, some items of clothing have up to 6 different colour options and up to 8 different size options. In hundreds of different options, which we could never hope to match in-house, therefore my recommendation as we head towards 2025 is firmly to stay with Logo That Polo. Pricing is not unreasonable, eg for a polo shirt with stitched club logo it is £21.
- Revenues.
 - Whilst we aren't anywhere near the end of 2024, speaking to Phil he is suggesting the revenues we receive from LtP are likely to be less than last year (£282), but the benefit of LtP to the club is not having to hold a large amount of club invested stock.
- Relationship.
 - The relationship is light touch, albeit was slightly marred by a misunderstanding around ordering items for our club sample stock where incorrect stock was received, but we were still invited (and did) pay for it. Ultimately no harm done, and we moved on.
- Response at National.
 - Feedback from a few at the 2023 Perth National was strongly "where is the Regalia!", I took this onboard and hence why we bought a small mixture of LtP items as samples to show at events (value circa £250). These were shown at the 2023 NEC show and 2024 Ellesmere Port National, along with a big laminated QR code I made so that people could go online from their phone, direct to the LtP Imp club page and start buying. The code was used by some members, and we also sold a few of the sample items, which the Regalia Officer may wish to replenish before the 2024 NEC show in November. The best thing was the feedback on the quality of the items, so fingers crossed this follows up with ongoing sales to LtP.
- Reminder.
 - As prompted by the Editor, I am currently drafting a Pre-Christmas article on the LtP range for Impressions to remind our members of the regalia and merchandise, which will again include the QR code!

I will be standing down from the committee WEF the AGM. Andy Gill has put his name forward to take on this combined role and therefore I have passed over to him the display stock. Should someone else ultimately be awarded the post at the AGM, I am sure Andy will be happy to pass on the stock to that person.

Regards

Simon