

Reaching the largest readership of any Australian Automotive Industry publication

31,976 CIRCULATIONS AUDIT BOARD



Australian

Auto motive

Advertising Rates 2011/2012

NEWS REVIEWS FEATURES BUSINESS

Australian Automotive is the premier publication for news, events, current issues and industry comment for Australia's Automotive Industry

Australian Automotive offers a CAB-audited 31,000-plus national circulation, giving advertisers unique access to the people who own and run businesses in the automotive and transport industries.

Australian Automotive is positioned as a comprehensive resource of national automotive news and products. It is a 'must-read' resource for business-people and tradespeople in the retail, service and repair sectors of the Australian Automotive Industry.

Australian Automotive reaches the decision makers: business proprietors, dealer principals, service managers, operations managers and finance directors.

Why not make *Australian Automotive* work for you in reaching a national automotive readership in a \$70 billion-plus national service, parts and retail industry?

Australian Automotive reaches your customers with readership across a broad range of industry sectors including:

- Mechanical repairers
- Farm machinery dealers
- Crash repairers
- LPG conversion specialists
- New & used car dealers
- Motorcycle dealers & repairers
- Air conditioning specialists
- Service station operators
- Transmission specialists
- Suspension & underbody repairers
- Auto electrical repairers
- Steering specialists
- Commercial vehicle dealers
- Towing operators
- Tyre dealers
- Auto accessory retailers
- Engine reconditioning specialists

Deadlines

ISSUE	THEME	FOCUS	BOOKING	MATERIAL	DELIVERED
JUNE	Training	Compressors Repair benches and measuring systems	22/4/11	25/4/11	1/6/11
AUGUST	Innovation	Scanners Paint	24/6/11	27/6/11	1/8/11
OCTOBER	Safety	Workshop safety equipment Abrasives and sanding equipment	26/8/11	29/8/11	1/10/11
DECEMBER	Technology	Cleaning equipment Welding equipment	21/10/11	24/10/11	1/12/11
FEBRUARY	Business	Power tools Spray guns and ancillary equipment	19/12/11	21/12/11	1/02/12
APRIL	Green	Hand tools OEM parts	17/02/12	20/02/12	1/04/12
JUNE	Skills	Workshop machinery Fillers and adhesives	23/4/12	27/4/12	1/6/12

Rates

EDITORIAL	x1	x3	x6	SERVICE DIRECTORY	x3	x6
DOUBLE PAGE	\$5000	\$4500	\$4000	HALF PAGE	\$1200	\$800
INSIDE FRONT	\$3500	\$3200	\$2900	QUARTER PAGE	\$800	\$500
INSIDE BACK	\$3300	\$3000	\$2700	EIGHTH PAGE	\$500	\$300
OUTSIDE BACK	\$3200	\$2900	\$2600	Minimum Service Directory booking three or six consecutive issues		
FULL PAGE	\$2900	\$2600	\$2300			
HALF PAGE	\$1900	\$1600	\$1300			
QUARTER PAGE	\$1100	\$900	\$700	All rates exclude GST		

INSERTS:

Accepted for loose insertion.
Minimum 5000 (POA)

AGENCY COMMISSION:

Accredited agencies earn 10% commission

Australia's largest circulating Automotive Industry magazine

CAB

CIRCULATIONS AUDIT BOARD

31,976 distribution

Advertising Representatives

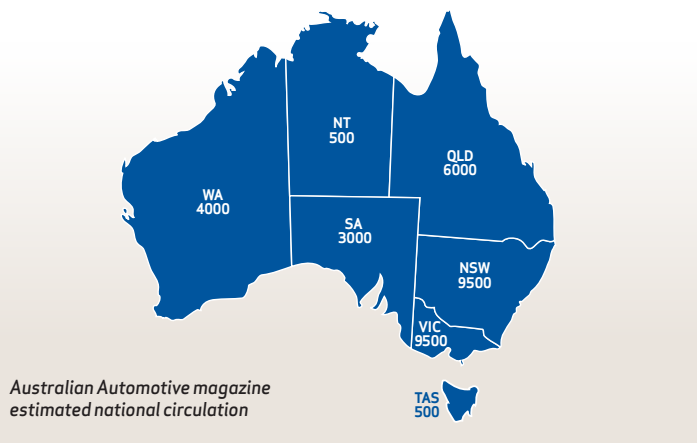
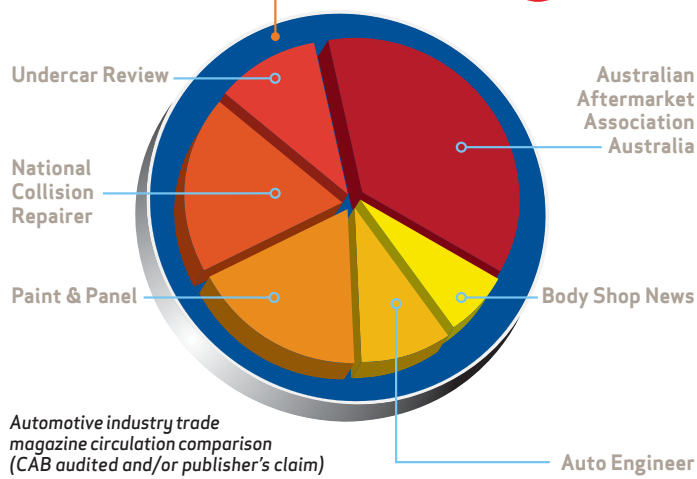
Hyde Media Pty Ltd
Max Hyde

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Australian Automotive

cab 31,976
CIRCULATIONS
AUDIT BOARD



Ad sizes

Editorial Pages

<p>Double Page (DPS) Trim: 300mm high x 430mm wide Bleed: 3mm all round (306mm high x 436mm wide) Live Type Area: 277mm high x 400mm wide</p>	<p>1/2 Page Vertical 306mm x 109mm (includes 3mm bleed on right, top and bottom)</p>
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<p>Full Page (FP) Trim: 300mm x 215mm Bleed: 3mm all round (306mm x 221mm) Live Type Area: 276mm x 186mm</p>	<p>1/2 Page Horizontal 127mm x 186mm No bleed</p>
<p>1/4 Page Vertical 127mm x 90mm No bleed</p>	<p>1/4 Page Horizontal 63mm x 186mm No bleed</p>

Need an advertisement created?

Professional design service available.
Contact: production@australianautomotive.com

How to supply files

Advertisers should supply reproduction materials as a PDF

PDF set up:

- All embedded images to be at 300dpi and converted to CMYK
- Logos and fonts to be embedded
- Trim and bleed marks if needed
- Contact *Australian Automotive* for distilling preferences and Photoshop colour profiles on 03 9829 1159 or production@australianautomotive.com

The publisher will not accept responsibility for poor reproduction due to:

- Incomplete material supplied by an advertiser or agent
- Poor resolution of images
- Missing fonts or logos
- No colour proof being supplied

Word, Excel, Powerpoint or Publisher files not accepted

Upload your hi-res PDF files, preferably using your Quickcut software or Quicksend: quicksend.net.au or email (under 10Mb) to: advertising@australianautomotive.com

Service Directory

<p>1/2 Page 128mm x 186mm</p>	<p>1/4 Page Horizontal 63mm x 186mm</p>	<p>1/8 Page 63mm x 92mm</p>
	<p>1/4 Page Vertical 128mm x 92mm</p>	

Terms & Conditions

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