

# A magazine for technicians by technicians

The Top Technician competition has become a powerful brand in the UK automotive aftermarket; one that encourages repair excellence and rewards those that invest in skills and training.

Over the past decade, Top Technician has provided technicians with a platform to test their abilities against the best of their car repairer colleagues from both independent and franchised workshops. It has become the competition to win with huge rewards for those that enter!

[www.toptechnician.co.uk](http://www.toptechnician.co.uk)



## THAT WINNING FEELING

Gareth Edwards gives advice to would-be Top Technician entrants



**On the Skidz**  
Paddy Hopkirk shows us around a charity for disadvantaged youngsters training to be technicians  
page 30



**Blowing in the wind**  
A whistling turbo on a V10 VW Touareg turns out to be a big job for Matthew Petridge  
page 13

From the publishers of:

**A**ftermarket

# Our readers wanted more . . . so we are set to give it to them!

Top Technician (TT) magazine offers over 24,000 workshops practical fixes for day-to-day problems. It incorporates The Technical Book publication while also providing technicians who aspire to greater success the chance to see how their peers have increased their technical skills. It offers technical and training advice pitched across all levels of skill – plus a whole lot more.

**As a separate stand alone publication from the publisher of Aftermarket magazine, Top Technician magazine is published twice a year in January and August.**

**Top Technician will focus on:**

- Technical information
- Training and skills advice
- Top Technician competition coverage

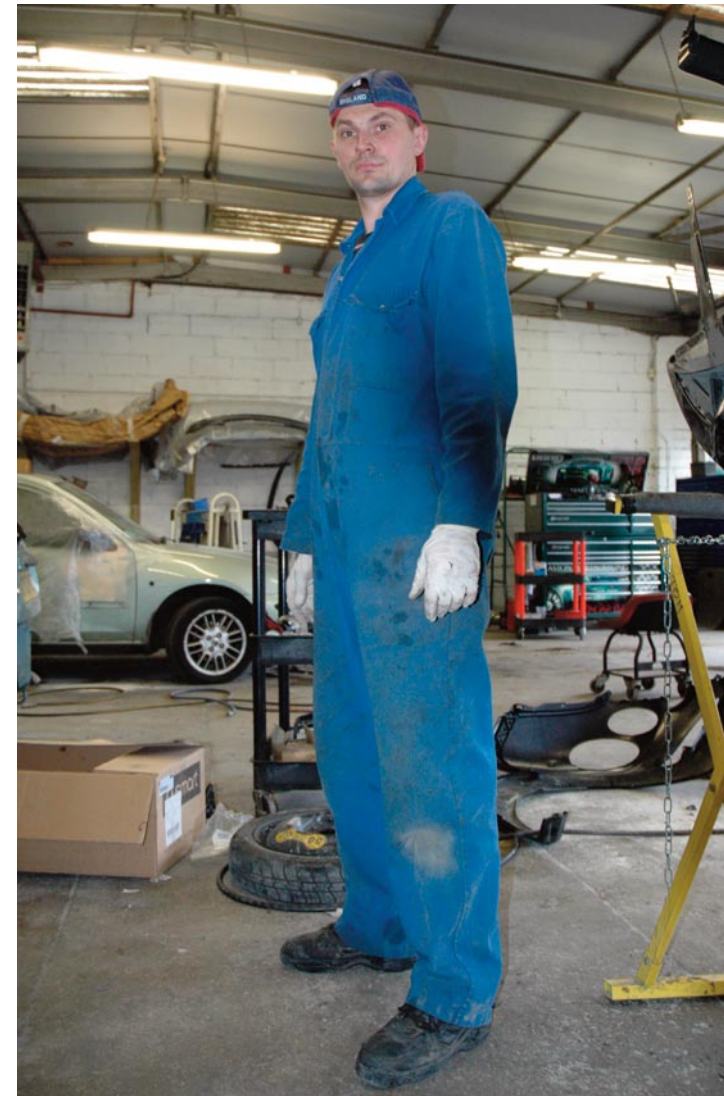
**This will be provided in the following ways:**

- Independent technical editorial on OE advances
- Independent editorial on real case studies from Top Technicians
- Independent editorial celebrating technician excellence
- Advertorial guides to the latest components, systems and technology
- Interviews with the UK's best technicians and technical experts

**In summary**

Top Technician is a magazine celebrating the work of the modern passenger car technician. It is where technicians will turn for a direct hit of fault-finding, repair or technical information and for affirmation of the skill, knowledge, intelligence and ingenuity they possess.

Top Technician's advertisers will build their brand identity with a chance to inform those at the sharp end of the aftermarket about their products and technical support. Through Top Technician, 24,000+ garage workshop readers will learn which companies they can turn to for a more professional and rewarding future.



**Advertisers can benefit from:**

- Technical advertorials
- On-page advertising
- Inserting company literature
- Section sponsorship (price on request)

# Meet some of the team

Top Technician will give its readers access to the finest minds in the vehicle repair sector. Every issue will feature systems theory and practical fixes from repairers at the top of their game, including:

## **Ian Gillgrass – Accreditations Manager, Institute of the Motor Industry**

The technical brain behind Automotive Technician Accreditation (ATA), Ian is at the forefront of vehicle repairs and best practice for the new generation of technicians that have grown up with CAN bus and electronic engine management. Ian is chief judge for the Top Technician competition and will keep readers informed of the latest changes affecting technicians.

## **Stuart White – Top Technician winner 2010**

Running a string of workshops, qualified in marketing and with a proven ability to solve the most frustrating faults, Stuart knows exactly what technicians need to hear to help them get ahead. Stuart will share the tricks and tips he uses to get to the bottom of problems at his Complete Car Maintenance workshop in Surrey.

## **David Hirst – Top Technician finalist**

David Hirst is a mobile mechanic based in North Kent and has reached the finals of Top Technician a number of times. He is a regular contributor to the Top Technician magazine, describing unusual and complicated repairs.



### **About our experts:**

- Decades of combined experience
- Huge depth of technical know-how
- Respected across the motor industry
- Can connect directly with readers

# Advertising rates

## On-Page advertising:

Full page	£2,883.00
Junior page	£2,162.00
Half page	£1,718.00
Quarter page	£989.00

**Please Note:** Covers plus 20%

## Technical advertorial:

Full page	£1,729.00
Half page	£1,030.00

## Advertising packages:

Full page advertisement and technical advertorial	£3,228.00
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## Loose inserts:

£107.00 per 1000 plus postage, minimum quantity 10,000

All rates are subject to VAT at rate ruling at date of invoice.



**Training: In association with the IMI**

**Free technical library**

**Hybrid know-how and F-gas**

**Smart repair**

**Electronic diesel systems**

**Tune into profit**

**Polish up on new skills**

**Training diary**

**Taking care of business**

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