



**The No.1 magazine for
automotive information**

Media information



NO.1 EVERY TIME

Whether it's to re-position your brand, dominate the market or simply to enhance your market visibility, we have all you need. So, align your products and services today with our trusted aftermarket team...



No.1 for Automotive Information

The market-leading magazine demystifying technology and giving essential business advice to its ABC audited, controlled, free circulation of 30,167 (average nett per issue).



www.toptechnician.co.uk

A magazine for technicians by technicians. Our newest title combines technical know-how with the latest in training and equipment news.



www.aftermarketonline.net

A rapidly expanding online resource dedicated to providing technical and management information with targeted advertising to thousands visitors, plus bespoke promotions to suit your brand.



www.toptechnician.co.uk

Align your brand with the pinnacle of excellence through this search for the most skilled technician in the whole of the UK.

Tell us what you want to achieve and we will help you get there.

Contact us now

t: +44 (0) 1634 261 262 | e: enquiries@aftermarket.co.uk



We are as passionate as you are.



5 REASONS WHY WE'RE NO.1

No. 1 for Circulation

With the highest ABC audited controlled circulation in the sector, Aftermarket really does deliver to all of the right people. Investment in mailing lists, keeping data up to date and absolutely accurate is vital to the success of any magazine.

Aftermarket generates genuine interest in your company's products or services, simply because it is sent to more of the right sort of people, buyers of across the aftermarket.

We update circulation daily so we know who the right people are and ensure Aftermarket is the best means by which to reach them.

No. 1 for Development

Once a reputation is earned, it is often no longer warranted. We are acutely aware of this and work hard to ensure that we don't fail our readers. Regular benchmark Reader Attitude surveys tell what Aftermarket readers want, need and demand. These studies let us know that we are doing it right.

Constant investment in circulation development, editorial content, industry networking and involvement with many key trade organisations, keep Aftermarket at the forefront of developments within the automotive service and repair sector.

No. 1 for Decision Makers

Aftermarket has the highest controlled circulation of any magazine in the automotive sector but quantity alone counts for little.

Quality is what Aftermarket's circulation is all about. Quality decision makers, quality business professionals with the buying power to be quality customers of your business.

No. 1 for Editorial

Having the best circulation means nothing if the reader has nothing of interest to read.

The objective of Aftermarket is to provide readers with the most job useful editorial. This has the added bonus of providing you with the most productive environment to promote your products and services to the people who actually buy them.

Every issue of Aftermarket reports on hundreds of new products and services and covers news and technical issues in depth. The quality of journalism and professionalism is recognised as class leading.

No. 1 for Sales Enquiries

It's no surprise that, with the highest circulation and the right editorial environment, Aftermarket continually produces quality sales enquiries in a number of different ways, whether through Aftermarket's own **free** 1st Class Reader Response System, aftermarketonline.net, direct contact or through your own literature/website, we will deliver quality leads for you to follow up.

Surely, you want to make sure you are **getting your share!**

CIRCULATION ANALYSIS

Why you should **choose Aftermarket** for your promotion

ABC audited circulation 30,167 per issue, over 75% higher than our closest controlled circulation competitor

- * The highest number of service/ repair outlets of all publications in this market
- * Estimated readership over 100,000, with an average issue readership of 3.4* readers per copy
- * With 84.1% of the pass on readership being technicians / mechanics

* Aftermarket Reader Attitude Survey

Circulation Analysis - **Primary Business Function***

- 17,016** Independent Garages / Fleet Workshops
- 5,199** Franchised Dealers
- 2,019** Wholesale Distributors / Factors
- 3,194** Fast Fits
- 2,362** Independent Crash Repair / Refinishers
- 377** Head Offices / Purchasing

Total 30,167

Most businesses to which Aftermarket circulates are multi-functional. The adjacent list represents a broader picture of the business penetration opportunities available to you when you promote your company through Aftermarket.

Aftermarket Readership - **Total Business Activities***

- 25,409** Garages / Repair & Service
- 5,199** New Car / Van / Truck Sales
- 13,304** Garages with Accessory / Parts Sales
- 2,109** Wholesale Distributors / Factors
- 8,802** Tyre / Battery / Exhaust / Fast Fits
- 9,301** Auto Electrical Services
- 613** Petrol Filling Stations / Forecourt Shops
- 5,544** Crash Repair / Refinishers
- 16,001** MOT Stations / Test Facilities
- 1,607** HGV Servicing / Parts Sales
- 377** Head Offices / Purchasing / Buying Groups
(e.g. Halfords / A1 Motor Stores / CAAR / Motorworld)

Total 88,266**

Aftermarket does not circulate to petrol filling stations that are not part of a garage, or single accessory shops.

* Publishers statement

** Total exceeds 100% of circulation figure due to multi-function businesses.



average nett circulation
July 2013 - June 2014
30,167

2014/15 Editorial features

Each feature contains opportunities for FREE editorial on relevant products and services, in addition to various advertising options. Contact the team on +44 (0) 1634 261 262 to find out more. Alternatively, email press releases with a high resolution product image to: editorial@aftermarket.co.uk

November 2014

Clutches
Cooling
Remanufactured components
Steering & suspension

Editorial deadline: 29 September
Advertising deadline: 14 October
Published: 24 October

December 2014

Wheel & body alignment
Fuel systems & cleaners
Diagnostics & engine management
Top 10 gadgets & gizmos of 2014
Tuning & remapping

Editorial deadline: 31 October
Advertising deadline: 13 November
Published: 25 November

February 2015

Batteries & chargers
Brakes
MOT
Diesel

Editorial deadline: 19 December
Advertising deadline: 15 January
Published: 27 January

March 2015

Vehicle electronics & test equipment
Bearings
Ignition
Filters
Turbos

Editorial deadline: 2 February
Advertising deadline: 16 February
Published: 26 February

April 2015

Electric & hybrid vehicles
Clutch & transmissions
Steering & suspension
'CV Show' & 'Workshop' preview
Rotating electrics

Editorial deadline: 2 March
Advertising deadline: 16 March
Published: 26 March

May 2015

Air conditioning
Tyres & tyre bay equipment
Additives & cleaners
Insurance & finance
Top Technician Live preview

Editorial deadline: 2 April
Advertising deadline: 16 April
Published: 24 April

June 2015

Diagnostics & engine management
Lifts & jacks
Hand tools
Wheel & body alignment

Editorial deadline: 29 April
Advertising deadline: 14 May
Published: 26 May

July 2015

Brakes
Garage equipment
Oils & lubes
Batteries & chargers

Editorial deadline: 1 June
Advertising deadline: 16 June
Published: 26 June

September 2015

MOT
Ignition
Lighting
Garage & factor management software
Filters

Editorial deadline: 31 July
Advertising deadline: 13 August
Published: 25 August

October 2015

Belts & chains
Exhausts, catalytic converters & DPFs
Wipers & accessories
Equip Auto preview

Editorial deadline: 2 September
Advertising deadline: 15 September
Published: 25 September

November 2015

Clutches & transmissions
Cooling
Remanufactured components
Steering & suspension
Workshop schemes/soft franchises

Editorial deadline: 28 September
Advertising deadline: 15 October
Published: 27 October

December 2015

Wheel & body alignment
Fuel systems & cleaners
Diagnostics & engine management
Top 10 gadgets & gizmos of 2015
Tuning & remapping

Editorial deadline: 30 October
Advertising deadline: 12 November
Published: 24 November

Aftermarket product news costs you nothing..

In addition to feature releases, please send in your company news, information on general products, services, technical updates, training available to readers and recruitment opportunities, as every issue of Aftermarket covers these topics.

NB. We make no charge for photographic reproduction. Editorial inclusion cannot be guaranteed.



ADVERTISEMENT RATES & DATA

Which option suits you?

Please call Paul or Jim on +44 (0) 1634 261 262 to discuss your requirements.

Display Advertisement Rates

Covers	£3,985
Full Page	£3,517
Junior Page	£2,637
Half Page	£2,095
Quarter Page	£1,207

Classified Advertisement Rates

Mono	£25 per single column centimetre
Four Colour	£35 per single column centimetre
Recruitment	£38 per single column centimetre

Classified advertising in Aftermarket is an extremely cost effective way to get your message seen by over 100,000 readers (3.4 readers per copy).

Every advertisement carries its own enquiry number to generate sales leads for your company.

Mechanical data

Copy Size

Front cover:	195mm High x 189mm Wide
Full Page Bleed:	303mm High x 216mm Wide
Full Page Trim:	297mm High x 210mm Wide
Full Page Type:	270mm High x 190mm Wide
DPS Bleed:	303mm High x 426mm Wide
DPS Trim:	297mm High x 420mm Wide
DPS Type:	270mm High x 400mm Wide
Half DPS Bleed:	153mm High x 426mm Wide
Half DPS Trim:	153mm High x 420mm Wide
Half DPS Type:	130mm High x 400mm Wide
Half Page Vertical:	270mm High x 90mm Wide
Half Page Horizontal:	130mm High x 190mm Wide
Quarter Page Vertical:	130mm High x 92mm Wide
Quarter Page Strip:	60mm High x 190mm Wide
Quarter Page Column:	270mm High x 42mm Wide
Junior:	204mm High x 145mm Wide

Copy Requirements

Advertisements should be supplied as high resolution pdf files, specifically:

PDF/X-1a:2001

email: copy@aftermarket.co.uk

For further technical specifications, please contact: Eve on +44 (0) 1634 261 262

To book

Display or Classified Advertisement Space, loose/ bound-in inserts, 'tip-on' cards or for further mechanical data and enquiries: t: +44 (0) 1634 261 262 • f: +44 (0) 1634 360 514 • e: sales@aftermarket.co.uk

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

Finding the **right** website to showcase your internet campaign can be tricky?

Not with aftermarketonline.net. In fact it's simple.

With an average of 7,214* unique visits per month aftermarketonline.net provides your company an excellent online presence, targeted directly at the heart of your marketplace.

We thought this might **interest** you...

Users can click from aftermarketonline.net directly to your site and the product you are advertising – capturing them at a vital decision-making time, meaning you are more likely to convert enquiries into sales.

In addition, our user registration system means we know who is visiting the site. Just ask for a full breakdown and we'll provide you with the facts.

We took a simple approach when designing aftermarketonline.net – After all, busy technicians and workshop owners have enough to think about with latest vehicle and diagnostic technology. This means that our users are more likely to visit time and time again and view your advertisements. Users can find your information on aftermarketonline.net by a simple click of a button or by using our handy site search facility. All with the peace of mind that the information is supplied by a trusted source and not from a random search engine.

With more users visiting aftermarketonline.net than ever before, make sure that there is no chink in your advertising armour.

Advertising Options

Start with a blank canvas and create your own product page, with video, audio, images and text – harnessing the power of the aftermarketonline.net brand for your company. Alternatively, choose a pre-set option, such as banners, enhanced listings or E-shots.

Let us know what you want to achieve and we will find the solution to fit.

Contact Paul Dearing today, email: paul@aftermarket.co.uk or call +44 (0) 1634 261 262.

www.aftermarketonline.net

Helping you reach the online aftermarket