

new for
2014



We're evolving

In the last five years, **aftermarketonline.net** has grown into one of the UK's best known and useful UK automotive trade websites. Recent investment has seen our monthly statistics rise from 7,000 unique visits to over 10,000 per month.

Updated daily, **aftermarketonline.net** delivers the latest news, product information and repair advice to the trade. Users can RSS feed information directly to their desktop via the site, providing news when it breaks and also have the option to subscribe to a weekly news round-up via email.

The clear design enables you to get exactly where you want to be at the click of a button. It is now faster and easier to search for content and relevant information is linked to enable users to get the most out of their visit to the site. For advertisers, this means that their company/brand receives high visibility 24 hours a day, 365 days a year.

We are about to re-launch a mobile responsive e-newsletter, which will provide users with exclusive content in the form of editor's comment, product information, news, technical articles and videos. Initially sent to over 11,000 recipients, this will be a valuable source of engaging content for users and offers supporters the opportunity to promote brands, product or technical expertise to our e-newsletter recipients in a number of different formats.



Online advertising menu

Aftermarket magazine holds a controlled ABC circulation that is second to none. In fact, it is 75% higher than its closest competitor. This means that we hold masses of data on our readers including their direct email addresses. You can utilise this data to send a bespoke email designed and created by the **Aftermarket** team. It is a great way to deliver your message to market regarding technical support, new product information, competitions, training and special offers. This has proven to be extremely effective way, with an average open rate of over 20%.

After 7 days of the email being sent out to your chosen market sector, we will provide you with a report on open and click through rates, furthermore, if you have used more than one link we can also report on which link was most popular with the recipients.

Newsletter:

Sponsoring our weekly newsletter has never been more effective. Initially sent to over 7,000 recipients bi-weekly, your banner would head the newsletter, plus you would have a new product reference, technical story or video. You would also receive a name check in the top right hand corner of the newsletter with a contact email address.

Take advantage of a product, technical or video box. As above you will have a picture box and a summary linking through to the full story on aftermarketonline.net which will include your website details.

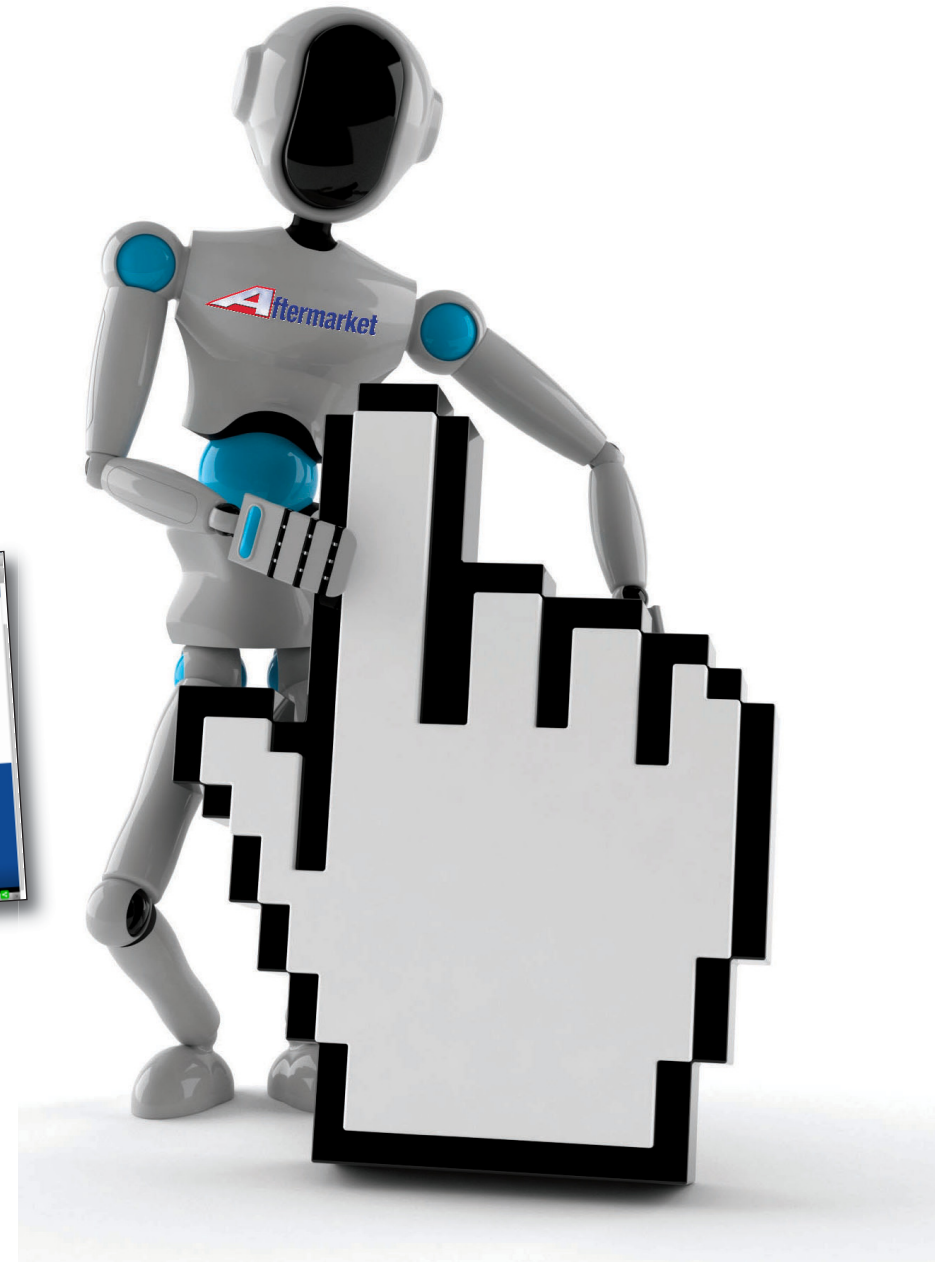
Alternatively, there are three smaller spotlight banners available on the newsletter for you to promote your services or, if you have a product/technical story to be told, you can buy into one of our story boxes.



www.aftermarketonline.net

Web banners: Traditional but still effective

aftermarketonline.net offers a numbers of banner opportunities throughout the site. You can take advantage of our Leaderboard which heads the Home and News pages, alternatively you can sponsor a specific product or technical section of **aftermarketonline.net**. All banners can be animated and booked on a 3-12 month contract. Please see our rate card for sizes, options and costs.



www.aftermarketonline.net

Email Marketing: Fast and Effective

Direct marketing to Aftermarket readers

Aftermarket holds over 15,000 email addresses of readers across the UK. You can target these buyers and deliver a message directly to their desktop or mobile device with a bespoke e-shot.

You can deliver technical or product information, offers and competitions. You provide Aftermarket with the message that needs to be delivered and we will design the deliver the information to our readership.

The eshot can carry links to specific promotions or websites plus we can track your open and click through rates and provide you with a report a week after the information has landed.

Please see pricing menu for costs.

The image displays three overlapping promotional materials:

- Webinar Flyer:** Titled "Making the Case for remanufacturing". It features a "Register Now" button and text stating: "Wouldn't it be great if you could increase the amount of profit that you make on electronic component replacements while saving your customers money AND increasing their satisfaction with your service? If you'd like to improve your ability to provide the level of service at a price that keeps your customers coming back to you, register for our webinar". It also lists the date as "Wednesday 13th March, 2013" and the time as "10.00 GMT". Keynote speakers include Peter Bartel (Chairman APRA Europe) and Leon Kleine Staarman (CEO ACtronics).
- Email Survey Invitation:** Titled "The Garage Survey 2013". It offers a "£15 High Street Voucher" as a reward for completing the survey. The survey aims to improve services at key garages. Rewards include vouchers from Argos, Debenhams, Boots, and Homebase, as well as a 320GB Sony PlayStation 3. A "Prize Draw" is also mentioned. The survey closes on 5 May 2013 at 9pm.
- Presentation Slide:** Titled "benefit from offering alternative electronic". It discusses the benefits of using electronic components in cars, such as conserving up to 85% of energy in the production of new components and reducing the need for natural raw materials. It also mentions that electronic components in cars really involves safety and growth, and that the safety of remanufactured parts differs from repaired parts. The slide is powered by APRA (Automotive Parts Remanufacturer Association) and ACtronics.

aftermarketonline.net pricing menu:

Leaderboard web banner

728 x 90 pixels

3 month:	£572.00
6 months:	£465.00
12 months:	£404.00

300 x 400 pixels

3 month:	£465.00
6 month:	£400.00
12 month:	£307.00

300 x 300 pixels

3 month:	£493.00
6 months:	£380.00
12 months:	£279.00

300 x 125 pixels

3 month	£264.00
6 months:	£198.00
12 months:	£126.00

125 x 125 pixels

1 month:	£198.00
3 months:	£104.00
6 month:	£76.00

*All costs quoted are per month

Email marketing:

Email direct to 5,000 recipients, including template build and report

1 x e-shot:	£736.00
3 x e-shot:	£623.00

Newsletter:

Headline sponsor

Package consists of headline banner with name check in top right hand corner plus either product/technical story or video box

Cost: **£458.00** per newsletter

Newsletter spotlight banners:

150 x 150 banners (3 available): **£150.00**

Story box including 25 words plus link: **£175.00**

Please Note:

All rates are net and subject to availability. Site stats available on request.

www.aftermarketonline.net

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