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No.1 every time.

Start here

Whether it's to re-position your brand, dominate the market, trounce your competition or simply to enhance your visibility, there is only one place to start.



Contact us now

t: +44 (0) 1634 261 262 | f: +44 (0) 1634 360 514 | e: enquiries@aftermarket.co.uk

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



We are as passionate as you are.



No.1 for Automotive Information

The market-leading magazine demystifying technology and giving essential business advice to its ABC audited, controlled, free circulation of 30,151 (average nett per issue).



www.aftermarketnetwork.com

A rapidly expanding online resource dedicated to providing technical and management information with targeted advertising to thousands of daily 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.



www.technicalworkshop.co.uk

Position your company at the cutting edge of technical education and advice by co-sponsoring a GEA Aftermarket Technical Workshops.

ADVERTISEMENT RATES & DATA

Which **option** suits you?

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

Display Advertisement Rates - Four Colour

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 91,579 readers (3.7 readers per copy).

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

Copy Requirements

Advertisements can be accepted in the following formats:

- CD Rom & colour laser proof
- Use only Postscript type 1 or 3 (NOT Truetype)
- All images in the advertisement must be high resolution (300dpi)
- All images must be saved as a single file (not 5 EPS etc) in CMYK mode as EPS
- Do not embed files within files
- No FNT files
- Any Illustrator files should be saved as CMYK and text saved to outlines.

Mechanical Data

Copy Size

Front cover	212mm high x 150mm wide
Full page	270mm high x 190mm wide
Half page vertical	270mm high x 90mm wide
Half page horizontal	130mm high x 190mm wide
Quarter page	130mm high x 92mm wide
Junior page	204mm high x 145mm wide

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

Programmes:

QuarkXpress • Illustrator • Acrobat (PDFs must be produced in at least version 1.3 & high resolution) • Photoshop

email: copy@aftermarket.co.uk

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.

EDITORIAL FEATURES

Editorial Features 2010

Each feature contains opportunities for **FREE** editorial on relevant products, services or profit opportunities. Contact the editorial team on +44 (0) 1634 261 262 to find out more or email brief details and a high resolution image to editorial@aftermarket.co.uk

February

Batteries
Brakes
MOT
Diesel

Editorial deadline: 15th Dec 2009

March

Vehicle electronics
Workshop schemes
Bearings
Ignition

Editorial deadline: 29th Jan 2010

April

Workshop 2010
Commercial Vehicle Operator Show
Clutch
Steering & Suspension

Editorial deadline: 1st Mar 2010

Special April supplement:
The Technical Book

May

Air Conditioning
Tyres, Wheels & Tyre Bay
Rotating Electrics
Think Bike: Two Wheel Service & Repair

Editorial deadline: 22nd Mar 2010

June

Diagnostics & Engine Management
Lifts & Jacking
Hand & Air Tools
Vehicle Refinishing

Editorial deadline: 28th Apr 2010

July/August

Brakes
Diesel
Oils, Lubes & Additives
Batteries

Editorial deadline: 18th Jun 2010

September

Automechanika
MOT
Ignition
Lighting
Computing & Software

Editorial deadline: 30th Jul 2010

October

Belts
Exhausts & Cats
Wipers
Training

Editorial deadline: 26th Aug 2010

Special October supplement:
The Technical Book

November

Clutches
Cooling
Remanufactured Components
Steering & Suspension

Editorial deadline: 27th Sept 2010

December/January 2011

Filters
Fuel Systems & Components
Wheel & Body Alignment
Diagnostics & Engine Management
Workshop Kit & Design

Editorial deadline: 19th Nov 2010

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. No charge for photographic reproduction, editorial inclusion cannot be guaranteed.

CIRCULATION ANALYSIS

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

 ABC audited circulation 30,151 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 91,579, with an average issue readership of 3.7* readers per copy

* Aftermarket Reader Attitude Survey

Circulation Analysis - **Primary Business Function***

14,317	Independent Garages / Fleet Workshops
7,393	Franchised Dealers
1,374	Wholesale Distributors / Factors
3,055	Fast Fits
3,423	Independent Crash Repair / Refinishers
589	Head Offices / Purchasing

Total 30,151

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***


24,988	Garages / Repair & Service
7,391	New Car / Van / Truck Sales
14,302	Garages with Accessory / Parts Sales
1,374	Wholesale Distributors / Factors
7,968	Tyre / Battery / Exhaust / Fast Fits
12,687	Auto Electrical Services
843	Petrol Filling Stations / Forecourt Shops
7,547	Crash Repair / Refinishers
15,125	MOT Stations / Test Facilities
2,307	HGV Servicing / Parts Sales
589	Head Offices / Purchasing / Buying Groups (e.g. Halfords / A1 Motor Stores / CAAR / Motorworld)

Total 95,121**

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 2008 - June 2009
30,151

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 products/services, simply because it is sent to more of the right sort of people, the buyers of your products and services.

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 what we are doing right and what we can improve or amend.

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 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, be it through Aftermarket's own **free** 1st Class Reader Response System, Aftermarketnetwork, direct contact or through your own literature/ website.

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 best possible editorial. This has the added bonus of providing you with the most productive environment to promote your products and services to the people who continually 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 unrivalled.

Surely you want to make sure you are **getting your share?**

AFTERMARKET NETWORK

The internet – it's complicated isn't it?

No! Not with Aftermarket Network.

In fact it's simple

Over 30,000* visits per month gives your company an unrivalled on-line presents.

...And we thought this might interest you:

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

So, while you're thinking about that, we will tell you that our user registration system means we know who is visiting the site. Just ask for a full breakdown and we'll gladly give you the facts (in a simple graph, of course).

We took this simple approach when designing Aftermarket Network. After all, technicians have enough to think about with all the technology in newer cars. This means that our users are more likely to visit time and time again and see your advertisements time and time again and that they can find your information on Aftermarket Network as easily as they can order their shopping online.

With more of the aftermarket visiting Aftermarket Network 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 Aftermarket Network brand for your company. Or 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.

*As at 21.09.2009

www.aftermarketnetwork.com