

Aftermarket Direct

**TOP
TECHNICIAN**

Andrew West | Top Technician Winner 2022



TARGET YOUR BUYERS FROM OVER 17,000 QUALIFIED CONTACTS

- **E-CAMPAIGN**
- **LIST RENTAL**
- **LEASE**

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**TOP
TECHNICIAN**

**TOP
GARAGE**

Aftermarket Direct

Why choose Aftermarket Direct?

The UK's No.1 magazine for automotive information.

Aftermarket covers the latest equipment, legislation trade news, technical articles and issues affecting the independent garage.

Aftermarket is the essential tool for any workshop decision maker, with circa 17,000 contacts in the industry.

Primary Business Function: independent garages/fleet workshops/franchised dealers/wholesale distributors/fast fits/independent crash repair/head offices.

Drive Your Business to Your Buyers'

Use HTML- Casts, Direct Mail or Loose Inserts to target your campaign by:

- Activity
- Job Function
- Responsibility for Buying
- Company Size
- Region

HTML- Cast

- Measure you campaign to the second with traceable results and data capture opportunities
- Harness interest from client immediately
- Build your database with fast and popular option
- Simply send HTML copy and distribute and agreed time and audience on behalf
- Full reporting to follow within 48 hours

Up to 3K - £420/1000 Up to 3-5K - £385/1000 Up to 6-10K - £325/1000 Up to 10K+ - £275/1000

Direct Mail

Send a targeted message with impact to your identified market through an independent mailing house

£195 per 1000 contacts

Loose Insert Distribution

Use the regular and anticipated distribution to Aftermarket's magazine circulation

From £195 per 1000 contacts

Lease

Create bespoke option to rent list for email or postal campaigns on 6 or 12 month basis

Call to enquire further

Contact:

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DRIVE BUSINESS TO YOUR BUYERS

To allow us to provide a free data count that matches your direct mail or e-marketing needs—simply tick the boxes below to show the criteria of your selection. Then email back for a rapid response and detailed quotation

Establishment Types

Activity of Your Organisation (Please tick all that apply)

Garage/Repair Service
Garage with accessory parts
and sales
New car/van/truck franchise
Wholesaler/ distributor/
factor
Tyre/Battery/Exhaust/Fast Fit
Auto Electrical Services
Body/Crash Repair/Refinish
Used Car Sales
MOT Station/Test facility
Company/Fleet Workshop

Job Function

(Please tick all that apply)

Proprietor/Owner/Partner
Managing Director
Director
General Manager
Bodyshop Manager
Parts Manager
Purchasing Manager
Service Manager
Stores Manager

Responsibility for Buying (Please tick all that apply)

Components/parts
Garage/Workshop Equipment
Body Panels/Components
Bodyshop Equipment
Paint/Consumables
Tools
Tyres/Batteries/Exhausts
Accessories
Fuel
Lubricants
Computer Software/Hardware
Finance
Training
No Buying Responsibility

Company Size in Employees

0-49
50-99
100-249
250-499
500-999
1000+

Geography

National

Regional

East Anglia
London
North West
South East
Yorkshire
Wales
East Midlands
Midlands
Northern
South West
Northern Ireland
Scotland

I Require

Postal Data
Email Data



Your Personal Details

Name:

Job Title:

Street Address:

Town:

Postcode:

Telephone:

Email: