

# 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: