

Aftermarket

The No.1 magazine for automotive information



**TOP
GARAGE 2020**



MEDIA INFORMATION



**TOP
TECHNICIAN 2020**



MESSAGE FROM THE EDITOR

As we move into a new decade, the challenges facing the automotive aftermarket are increasing. New technology and new expectations about vehicle performance in relation to environmental impact are affecting the way people look at cars, and how businesses are supposed to deal with them. Combine this with an increasingly complex legislative environment, and you have a situation where keeping up to date with the latest information in the sector is vital. That is where Aftermarket comes in.



Aftermarket is the leading UK publication for the automotive aftermarket sector. Our news, comment and features provide a vital source of information that reaches across all levels in the industry, from business owners to workshop technicians and everywhere between. The magazine has been running for over 25 years now, and has grown in terms of coverage and stature over the years. It began as a product book in 1992, gradually expanding to include news, features, detailed business information, technical overviews and product features. The mix means readers are able to make informed decisions for their business in terms of capital investment and product usage. As well as a dedicated and deeply knowledgeable staff producing the title, we have a team of regular contributors made up of well-known industry experts. This means we have the best people possible putting together articles that the sector wants to see. Since 2015, the title has been owned by UK-

based B2B publisher DFA Media. It produces a range of sector-leading engineering titles including Hydraulics & Pneumatics, Plant & Works Engineering, Power Electronics Europe, and Smart Machines & Factories. Aftermarket is a perfect fit in the portfolio.

Of course, readership is key, and Aftermarket has the largest ABC circulation of any trade publication in the industry and we mail out directly to garages and business owners. We don't send out to 'the service manager' or 'the workshop owner' – the magazine is 100% requested by a named individual with purchasing responsibility. In addition, according to our 2012 readership survey, each issue is read by 3.4 people on average, meaning we have a readership of around 90,000 professionals working in the aftermarket. The sector is constantly changing and Aftermarket is changing with it. Electronics has become absolutely central to vehicle technology since Aftermarket launched, and the need for diagnostic equipment has grown massively as a result. Changes to the drivetrain, as well as the rise of telematics and vehicle connectivity and the development of self-driving cars also present huge challenges. All of this takes place in a legislative environment where change is the only constant. It's a lot to take in if you are running a garage, dealing with customers and making sure cars get fixed. Aftermarket is here to put some perspective on it all. We're not just coming through the letterbox every month though. Our website www.aftermarketonline.net receives 7,000 visitors a month, and those that access it can find the latest news and features. We are also on Facebook (www.facebook.com/aftermarketmagazine) and Twitter (@aftermarket01).

Aftermarket works hard to be the go-to magazine for the sector. We could not have done it without the support of the businesses in the market, who by working with us have helped the title to expand and deliver. The aftermarket and Aftermarket together make a powerful team.

Alex Wells – Editor

TOP TECHNICIAN AND TOP GARAGE



Aftermarket is committed to ensuring the industry pushes forward and thrives on its success. This is why in 2002 we launched Top Technician, a competition inviting technicians from all around the UK to compete against each other to win the coveted title. The competition is well established and each year we receive hundreds of entries from techs looking to pick up the trophy. Those who make it will have taken part in both online and practical rounds, challenged all the way to the flag.

We are also committed to giving cooperative effort the same kind of attention, which is where Top Garage comes in. Top Garage provides a platform for the best businesses operating in the sector, and gives them much-deserved exposure. Customer service, business planning, tools and garage equipment, parts and training are among the criteria garages are judged on.

Top Garage was launched in 2018 and was a great success in both its inaugural outing and during its second run in 2019. Year-on-year, businesses are vying to win in ever-increasing numbers. The competition now runs alongside Top Technician, and is becoming just as successful and well-respected as its forbear.

Both competitions are back for 2020, and the winners of Top Technician and Top Garage will be announced at the Top Technician and Top Garage Awards Dinner, which will be held after the final in June 2020.

Through Top Technician and Top Garage, the industry can really show what it has to offer. [Contact us to receive a copy of the Top Technician and Top Garage 2020 Media pack](#)

AFTERMARKET 2020 EDITORIAL PROGRAMME

2020 ISSUES	Editorial Features	Editorial deadline	Advertising deadline	Publish
February	Batteries and Chargers Brakes – MOT Diesel – Oils and Lubes	20 th January	24 th January	3 rd February
March	Vehicle Electronics and Engine Management Bearings – Ignition Turbos Electric and Hybrid Vehicles	8 th February	11 th February	24 th February
April	Wheel and Body Alignment Steering and Suspension – Rotating Electrics ADAS Workshop and CV Show Preview	11 th March	12 th March	23 rd March
May	Air Conditioning – Additives and Cleaners Remanufactured Components Tyres and Tyre Bay Equipment Workshop and CV Show Review	9 th April	14 th April	27 th April
June	Diagnostics Tools – Lifts and Jacks Garage Management Systems Clutch and Transmission	8 th May	12 th May	25 th May
July/August	Brakes Garage Equipment Oil and Lubes – MOT – Cooling	12 th June	16 th June	29 th June
September	Electric and Hybrid Vehicles Ignition – Lighting – Bearings Online Tools and Management	7 th August	11 th August	25 th August
October	Tyres & Tyre Bay – Timing Systems Exhaust System and DPF Batteries and Chargers – Wipers	11 th September	14 th September	25 th September
November	Filters – Trade Clubs – Clutch and Transmission Remanufactured Components Steering and Suspension Body Shop Equipment	9 th October	14 th October	26 th October
December	Wheel and Body Alignment – ADAS Fuel System and Cleaners Training and Apprenticeships Diagnostic Tools – Winter Checks	12 th November	27 th November	30 th November

This information is provisional and subject to change

AFTERMARKET EMAIL NEWSLETTER

The Aftermarket email newsletter is emailed to more than 9,000 subscribers every fortnight. It carries the latest news from the garage sector, keeping our subscribers up-to-date on the latest issue, events and products in the industry. There are opportunities for leaderboard banner and skyscraper advertisements in the newsletters.

See Online Advertising & Specifications section for details on rates.

*These are provisional dates.

The actual despatch dates may vary by a few days.

Week commencing

20 th April	17 th April
4 th May	1 st May
18 th May	15 th May
8 th June	6 th June
22 nd June	19 th June
6 th July	3 rd July
20 th July	17 th July
3 rd August	31 st July
17 th August	14 th August
7 th September	4 th September
21 st September	18 th September
5 th October	2 nd October
19 th October	16 th October
2 nd November	30 th October
16 th November	13 th November
7 th December	4 th December
21 st December	17 th December

Advert deadline

17 th April	17 th April
1 st May	1 st May
15 th May	15 th May
6 th June	6 th June
19 th June	19 th June
3 rd July	3 rd July
17 th July	17 th July
31 st July	31 st July
14 th August	14 th August
4 th September	4 th September
18 th September	18 th September
2 nd October	2 nd October
16 th October	16 th October
30 th October	30 th October
13 th November	13 th November
4 th December	4 th December
17 th December	17 th December



CIRCULATION ACTIVITY

Data provided by DFA Media

Why you should choose Aftermarket for your promotion

- ABC audited circulation 21,500 per issue
- Highest requested readership, 50% higher than our closest controlled circulation competitor
- The highest number of service/ repair outlets of all publications in this market
- Estimated readership over nearly 90,000, 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*

17,516	Independent Garages / Fleet Workshops
4,982	Franchised Dealers
3,002	Wholesale Distributors / Factors
2,226	Fast Fits
2,425	Independent Crash Repair / Refinishers
229	Head Offices / Purchasing
30,380*	TOTAL

Job Function - Readers

17,561	Proprietor / Owner / Partner
3,425	Managing Director
1,698	Director
3,521	General Manager
127	Bodyshop Manager
1,179	Parts Manager
145	Purchasing Manager
2,610	Service Manager
114	Stores Manager
30,380	TOTAL

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)
88,266***	TOTAL

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

* 21,500 Printed copies 100% requested, 9,927 digital copies

** Publishers statement

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

TOTAL 31,452*

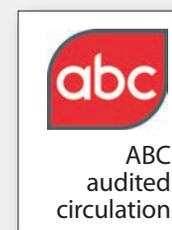
THE LEADING AUTOMOTIVE AFTERMARKET MAGAZINE

Aftermarket is the UK's No. 1 source of information for the automotive aftermarket, both for the quality of its circulation and its editorial content. Our circulation is ABC audited (see below) and is 100% requested by those who have the purchasing power in a business.

Our ABC certificate endorses our number one status on individually requested circulation in the automotive aftermarket with 21,500 copies mailed out to workshop owners and motor factors.

Aftermarket is proud to be highly respected and trusted. The quality and frequency of the magazine - 10 issues a year - enable us to report up to date news and views of this fast-paced and challenging industry.

As an advertiser, it is important for you to justify your marketing spend and to get the exposure you have been promised. By advertising in Aftermarket you can be sure that your placements will be seen by those with the buying power in their automotive business.



WHO'S READING THE MAGAZINE? WHAT THE ABC FIGURES MEAN

The best objective data on who's reading a magazine comes from the independent Audit Bureau of Circulation (ABC) which every year analyses and certifies the circulation of many - but not all - trade magazines. Publishers have to meet strict criteria to qualify for an ABC certificate*. Some of them fail to achieve these criteria. Others don't even apply for certification.

As well as showing the total number of copies of a magazine being distributed, the ABC certificates also breaks down circulations into "controlled" and "non-controlled".

Non-Controlled. Non-controlled copies can be sent to anyone. ABC doesn't audit who is getting these copies. Aftermarket has no non-controlled circulation. But for some other titles in the industrial press, up to 90% of their circulation is non-controlled.

Controlled. Controlled copies are sent free only to individuals who meet "terms of control" that define their job title or field of activity.

ABC breaks controlled circulation down into three categories:

- Copies requested by individuals.

- Copies requested for an individual by someone else in an organisation.
- "Non-requested" copies where the publisher has to show that the addressee fits the criteria for the target group defined in the terms of control. These non-requested subscriptions may be going to companies that no longer exist or to individuals who are no longer with a company. For some magazines, more than 90% of their circulation is non-requested.

The number of requested readers is therefore the best indication of who is actually reading a magazine - and who regards the publication highly enough to ask to subscribe to it.

Another important factor is how recently people have asked to subscribe. In some cases, it may be three years since a subscriber asked to receive a magazine. They may no longer be with the company or may have moved to another position. The best publishers invest heavily to keep their requested circulations up-to-date. More than 85% of Aftermarkets' readers have asked to subscribe in the past 24 months and we also have the largest number of individually requested subscriptions by a 100% of Aftermarket readers.

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	3	6	10
Full page	£3500	£3370	£3100	£3000
Half page	£2095	£1995	£1895	£1795
Junior page	£2600	£2400	£2700	£2000
Quarter page	£1200	£1150	£1100	£1050

ADDITIONAL CHARGES

Facing Matter Guaranteed	£188
Guaranteed Page Position	£205
Solus	£385

COVER PREMIUMS

Inside Front, Outside Back and Inside Back +15%

GATEFOLD FRONT COVER

3 pages £10,119

FRONT COVER PACKAGE

Front Cover + Advertorial + Contents £5800

INSERTS

Prices for both loose and bound-in inserts are available on request and are dependent on size and weight

CARRIER CARDS

1 month @ £3000 – discounts on

DFA DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA's full range of titles and 80k+ contacts from Aftermarket magazine, Hydraulics and Pneumatics, Plant & Works Engineering, Offshore Design & Engineering Equipment, Power Electronics Europe and DFA exhibition's visitor data.

Select by: ■ Business ■ Activity ■ Job Function ■ Areas of Interest ■ Number of Employees

Select from E-Cast or Post.

- Target your campaign to the second, direct to your clients
- Ability to interrogate results and measure campaign effectiveness
- Plan for future programmes with confidence

Direct Mail/List rental: £195 per 1,000 (minimum order £500)

E-Cast rate: £395 per 1,000

ONLINE ADVERTISING & SPECIFICATIONS

Aftermarket's website - www.aftermarketonline.net - is the main online resource for workshop owners, technicians and automotive account managers in the automotive aftermarket.

Each month, the site attracts over 9,000 page views and more than 7,000 visits, and the numbers are continuing to grow. (Data from Google Analytics). Banner advertising on the website is available on a cost per month basis.



E-NEWSLETTERS:

Aftermarket e-newsletter is sent to approximately 20,000 buyers and specifiers every month.

Website Ad Options	Rates:	Size (pixels)	File size (max)	
Leaderboard Banner	£670	728 x 90	20kB	72dpi
Small MPU	£500	800 x 125	20kB	72dpi
MPU	£720	160 x 600	20kB	72dpi

E-Newsletter Ad Options	Rates:	Size (pixels)	File size (max)	
Leaderboard Banner	£770	560 x 70	20kB	72dpi
Box	£500	155 x 155	20kB	72dpi

SOURCE APPOINTMENTS

ARE YOU SEEKING A PROFESSIONAL WITHIN THE AFTERMARKET INDUSTRY?

Aftermarket offers a great platform to source experienced professionals within the Aftermarket industry.

Aftermarket Appointments offers you:

- Over 90,000 readership* including: garage managers, technicians, receptionists, engineers, automotive experts
- The most cost effective way to recruit in industry
- Every appointment advert booked direct and within Aftermarket Magazine is placed on our website free of charge for 28 days from publication
- Editorial coverage of the latest appointments within new the 'Appointments' section
- Special long-term options for recruitment agencies
- Contact: Ryan Fuller on 01732 370340
ryan.fuller@dfamedia.co.uk

*on average pass on rate of 3.4 people per copy, based on a recent reader survey

INSERTION RATES

Full Page £1475

Half Page £815

Quarter Page £495

One month online £250

Colour insertions + 20%

Don't forget to include:

- Company name (if required)
- Job Title
- Salary and Benefits
- Key Responsibilities
- Attributes
- Contact Details

EDITORIAL FEATURE SPOTLIGHTS

EDITORIAL FEATURE SPOTLIGHTS

Have your product, website, news or application story included in Aftermarkets' Editorial Spotlight pages

- Monthly selection by the Editor
- Full colour image plus 100 words of text
- Full contact details

EDITORIAL SPOTLIGHT RATES

£195.00 per insertion – including website.

For more information please contact the sales team on
Tel: 01732 370340 Fax: +44 (0) 1732 360034
Email: ryan.fuller@dfamedia.co.uk

MECHANICAL DATA 2020

Half page vertical:

95 x 285mm
(plus 3mm bleed)

Half horizontal:

185 x 126mm
(plus 3mm bleed)

Quarter portrait:

90mm x 129mm
(plus 3mm bleed)

Quarter vertical strip:

63mm x 270mm
(plus 3mm bleed)

Quarter horizontal strip:

185mm x 59mm
(plus 3mm bleed)

Junior page:

145mm x 204mm
(plus 3mm bleed)

Full page:

210mm x 297mm
(plus 3mm bleed)

Cover:

210mm x 188mm
(plus 3mm bleed)

(Dimensions: width x height mm)

Type area is the recommendation -
please keep within 5mm of the
page edge.

MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as QuarkXpress or InDesign files (including all support files and fonts), high-resolution, press-optimized pdf, eps, tiff or jpg files. All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK (pantone colours are to be converted prior to sending artwork) or grayscale for mono.

Please also supply a colour proof to the Production Manager at the address below as we cannot be held responsible for any colour variations otherwise.

LOOSE AND BOUND INSERTS

Please contact Ryan Fuller for mechanical data.

The price for 'tipping-on' is passed on at cost i.e. £88 per thousand for hand tipping or £15.00 per thousand for machine tipping. Folding or extra cutting/trimming of inserts will be charged at cost.

CANCELLATIONS

Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). All cancellations are subject to a minimum of six weeks prior to final copy date.

Please contact our Production Manager, Chris Davis – chris.davis@dfamedia.co.uk – t: 01732 370340 with any queries regarding supply of material, reproduction, etc.

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