

# Automotive

## ADVERTISING RATES 2023



### MOST READ AUTOMOTIVE INDUSTRY PUBLICATION IN AUSTRALIA

### ABOUT US

*Australasian Automotive* is the premier national publication for the automotive industry and is the official magazine of the Victorian Automotive Chamber of Commerce (VACC). Australasia's automotive retail, service and repair sectors produce \$37.1 billion in business. Decision-makers and professionals in this industry turn to *Australasian Automotive* for the latest news, analysis, reviews and technical information. The industry-based magazine reaches more industry professionals – technicians, body repairers, new and used vehicle dealers and specialists in every other automotive field – than any other automotive industry publication across every state and territory. *Australasian Automotive* is directly mailed to business owners, dealer principals, service managers, operations managers and finance directors in the automotive and transport industries, and is available online via the VACC website.

Make *Australasian Automotive* work for you and reach more of the right industry people across Australasia.

### RATES

EDITORIAL SECTION	x 1	x 3	x 6	SERVICE DIRECTORY	x 3	x 6
DOUBLE PAGE	\$5,250	\$4,725	\$4,200	HALF PAGE	\$1,200	\$800
FULL PAGE	\$3,045	\$2,740	\$2,430	QUARTER PAGE	\$800	\$500
INSIDE FRONT	\$3,675	\$3,310	\$2,940	EIGHTH PAGE	\$500	\$300
INSIDE BACK	\$3,465	\$3,120	\$2,770	Minimum Service Directory booking: three or six issues		
OUTSIDE BACK	\$3,675	\$3,310	\$2,940			
HALF PAGE	\$1,995	\$1,795	\$1,590	All rates exclude GST		

### SCHEDULE 2023

ISSUE	BOOKING	MATERIAL	DELIVERED
FEBRUARY	2/12/22	9/12/22	1/2/23
APRIL	10/2/23	24/2/23	31/3/23
JUNE	14/4/23	28/4/23	1/6/23
AUGUST	16/6/23	30/6/23	1/8/23
OCTOBER	11/8/23	25/8/23	29/9/23
DECEMBER	13/10/23	27/10/23	1/12/23

### BOOK AN ADVERTISEMENT

John Eaton

Mobile: 0407 344 433 | Email: [jeaton@ourauto.com.au](mailto:jeaton@ourauto.com.au)

### OUR AUDIENCE

- Mechanical repairers
- Crash repairers
- New & used car dealers
- Air conditioning specialists
- Transmission specialists
- Auto electrical repairers
- Commercial vehicle dealers & repairers
- Tyre dealers
- Engine reconditioning specialists
- Farm machinery dealers
- LPG conversion specialists
- Motorcycle dealers & repairers
- Service station operators
- Suspension & underbody repairers
- Steering specialists
- Towing operators
- Auto accessory retailers
- Automotive recyclers

#### INSERTS:

Accepted for loose insertion. Minimum 5,000 (POA)

#### AGENCY COMMISSION:

Accredited agencies earn 10% commission