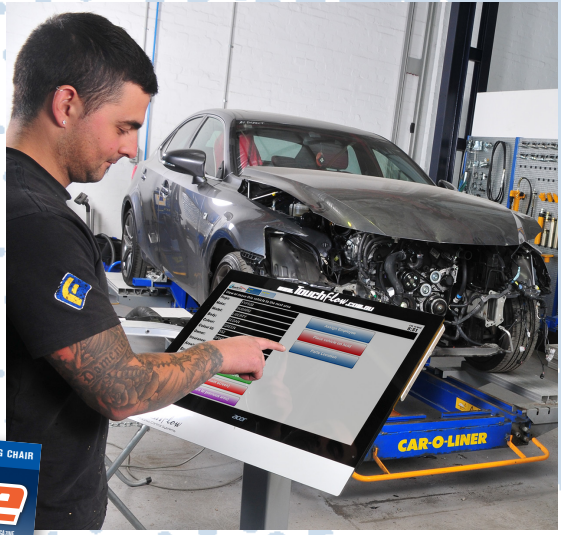
Australian Automotive ADVERTISING RATES 2019

Most read automotive industry publication in Australia (readership 151,728, see page 3)

ABOUT US

Australian Automotive is the premier national publication for the automotive industry and is the official magazine of the Victorian Automobile Chamber of Commerce (VACC). Australia's automotive retail, service and repair sectors produce $37.1 billion in business. Decision-makers and professionals in this industry turn to *Australian 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. *Australian 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 at australianautomotive.com. Make *Australian Automotive* work for you and reach more of the right industry people across Australia.



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

SCHEDULE 2019

ISSUE	BOOKING	MATERIAL	DELIVERED
FEBRUARY	14/12/18	3/1/19	1/2/19
APRIL	15/2/19	26/2/19	1/4/19
JUNE	12/4/19	30/4/19	30/5/19
AUGUST	14/6/19	28/6/19	1/8/19
OCTOBER	16/8/19	27/8/19	1/10/19
DECEMBER	11/10/19	29/10/19	29/11/19

Millicante Consulting undertook a readership survey on behalf of *Australian Automotive* and here are some of their findings:

- Average readership of 7.4 readers per copy (over 150,000 readers)
- 46 percent of readers work in the mechanical repair sector
- 61 percent of purchase decision makers indicated they have responded to an advertisement in *Australian Automotive*
- 78 percent of readers read for more than 16 minutes
- 82 percent said they do not read *AAAA magazine, Australasian Paint & Panel* or *The Automotive Engineer*
- 91 percent of readers are responsible for making purchasing decisions
- 100 percent of readers say they wish to continue receiving *Australian Automotive*

RATES

EDITORIAL SECTION	x1	x3	x6
DOUBLE PAGE	$5,250	$4,725	$4,200
FULL PAGE	$3,045	$2,740	$2,430
INSIDE FRONT	$3,675	$3,310	$2,940
INSIDE BACK	$3,465	$3,120	$2,770
OUTSIDE BACK	$3,675	$3,310	$2,940
HALF PAGE	$1,995	$1,795	$1,590

SERVICE DIRECTORY	x3	x6
HALF PAGE	$1,200	$800
QUARTER PAGE	$800	$500
EIGHTH PAGE	$500	$300

Minimum Service Directory booking: three or six issues

All rates exclude GST

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

AGENCY COMMISSION:
Accredited agencies earn 10% commission

AD SIZES

Editorial Pages

Double Page (DPS)

Trim: 420mm (w) x 297mm (h)

Bleed: 3mm all around
426mm (w) x 303mm (h)

Live Type Area:
400mm (w) x 277mm (h)
(avoid text running across spine)

1/2 Page Vertical

105mm (w) x
297mm (h)

(include 3mm bleed on fore edge, top and bottom)

Full Page (FP)

Trim: 210mm (w) x 297mm (h)

Bleed: 3mm all around
216mm (w) x 303mm (h)

Live Type Area:
190mm (w) x 277mm (h)

1/2 Page Horizontal (No Bleed)

180mm (w) x 125mm (h)

1/2 Page Horizontal (Bleed)

210mm (w) x 148mm (h)

Bleed: 3mm all around
216mm (w) x 154mm (h)

Type Area: 190mm (w) x 128mm (h)

Service Directory (No Bleed)

1/2 Page

180mm (w) x 128mm (h)

1/4 Page Horizontal

180mm (w) x 62mm (h)

1/4 Page Vertical

90mm (w) x
128mm (h)

1/8 Page

90mm (w) x
62mm (h)

HOW TO SUPPLY FILES

Advertisers should supply reproduction materials as:

300ppi CMYK PDF (press ready).

Email (under 10mb) to: matt.healey@cameronmediasales.com

PDF SPECS:

- All embedded images to be at 300ppi and converted to CMYK
- Logos and fonts to be embedded
- Trim and bleed marks for full page/DPS – half page ads no bleed

Contact Australian Automotive for distilling preferences and Photoshop colour profiles on 03 9829 1189 or production@australianautomotive.com

The publisher will not accept responsibility for poor reproduction due to:

- incomplete material
- poor image resolution
- missing fonts or logos

Word, Excel, Powerpoint or Publisher files not accepted

ADVERTISEMENT DESIGN SERVICE

Professional design and copywriting service available.

Contact: production@australianautomotive.com

ADVERTISING REPRESENTATIVE

CAMERON MEDIA SALES PTY LTD

Matt Healey at Cameron Media Sales

Mobile: 0407 343 330 Phone: 03 9822 5188

Email: matt.healey@cameronmediasales.com

Terms and Conditions: Advertisers and advertising agencies lodging material for publication in Australian Automotive indemnify the Victorian Automobile Chamber of Commerce (VACC), its directors, Board, employees, members, and its agents against all claims and any other liability whatsoever wholly or partially arising from the publication of the material, and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, and warrant that the material complies with all relevant laws and regulations. Advertising accepted for publication in Australian Automotive is subject to the conditions set out in this rate card, and the rules applicable to advertising. Every advertisement is subject to VACC approval and VACC may, at its discretion, refuse to accept an advertisement for publication. VACC and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless VACC or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify VACC of any error immediately that it appears. Unless notified, VACC accepts no responsibility for any recurring error. The above terms are subject to change at the discretion of VACC.

VACC News

VACC's monthly e-newsletter

ISSUE	BOOKING	MATERIAL	DELIVERED
FEBRUARY	18/1/19	25/1/19	6/2/19
MARCH	18/2/19	25/2/19	6/3/19
APRIL	18/3/19	25/3/19	3/4/19
MAY	11/4/19	18/4/19	1/5/19
JUNE	20/5/19	27/5/19	5/6/19
JULY	17/6/19	24/6/19	3/7/19
AUGUST	22/7/19	29/7/19	7/8/19
SEPTEMBER	19/8/19	26/8/19	4/9/19
OCTOBER	16/9/19	23/9/19	2/10/19
NOVEMBER	21/10/19	28/10/19	6/11/19
DECEMBER	18/11/19	25/11/19	4/12/19

Marketing packages offering a combination of VACC print and digital assets are available upon request.

HEADER/FOOTER AD RATE PER ISSUE	HEADER/FOOTER AD SIZE
$695 (excluding GST)	950 pixels (w) x 330 pixels (h) @ 150dpi

VACC's monthly member newsletter, VACC News, is electronically distributed to 5,200 automotive business owners in Victoria and Tasmania. Sell your products and services directly to this engaged audience of purchasers and decision-makers.

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