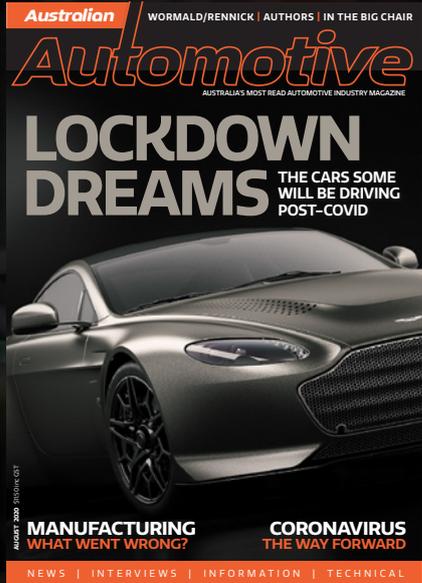


Australian

Automotive

ADVERTISING RATES 2021



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 Automotive 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 via the VACC website.

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 2021

ISSUE	BOOKING	MATERIAL	DELIVERED
FEBRUARY	4/12/20	11/12/20	1/2/21
APRIL	12/2/21	26/2/21	1/4/21
JUNE	16/4/21	30/4/21	1/6/21
AUGUST	18/6/21	2/7/21	2/8/21
OCTOBER	13/8/21	27/8/21	1/10/21
DECEMBER	15/10/21	29/10/21	1/12/21

RATES

EDITORIAL SECTION				SERVICE DIRECTORY		
	x 1	x 3	x 6		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	All rates exclude GST		
HALF PAGE	\$1,995	\$1,795	\$1,590			

INSERTS:

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

AGENCY COMMISSION:

Accredited agencies earn 10% commission

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*



AD SIZES – Editorial Pages

<p>Double Page (DPS)</p> <p>Trim: 420mm (w) x 297mm (h)</p> <p>Bleed: 3mm all around 426mm (w) x 303mm (h)</p> <p>Live Type Area: 400mm (w) x 277mm (h) (avoid text running across spine)</p>	<p>1/2 Page Vertical</p> <p>105mm (w) x 297mm (h)</p> <p>(include 3mm bleed on fore edge, top and bottom)</p>
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<p>Full Page (FP)</p> <p>Trim: 210mm (w) x 297mm (h)</p> <p>Bleed: 3mm all around 216mm (w) x 303mm (h)</p> <p>Live Type Area: 190mm (w) x 277mm (h)</p>	<p>1/2 Page Horizontal (No Bleed)</p> <p>180mm (w) x 125mm (h)</p>
	<p>1/2 Page Horizontal (Bleed)</p> <p>210mm (w) x 148mm (h)</p> <p>Bleed: 3mm all around 216mm (w) x 154mm (h)</p> <p>Type Area: 190mm (w) x 128mm (h)</p>

SERVICE DIRECTORY (No Bleed)

<p>1/2 Page</p> <p>180mm (w) x 128mm (h)</p>	<p>1/4 Page Horizontal</p> <p>180mm (w) x 62mm (h)</p>
<p>1/4 Page Vertical</p> <p>90mm (w) x 128mm (h)</p>	<p>1/8 Page</p> <p>90mm (w) x 62mm (h)</p>



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

AD DESIGN SERVICE

Professional design and copywriting service available.

Contact: production@australianautomotive.com

ADVERTISING REPRESENTATIVE



Matt Healey at Cameron Media Sales

Mobile: 0407 343 330

Email: matt.healey@cameronmediasales.com

Terms and Conditions: Advertisers and advertising agencies lodging material for publication in Australian Automotive indemnify the Victorian Automotive 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 Weekly Wrap

VACC's weekly e-newsletter

VACC Weekly Wrap



VACC in the news

Cash for clunkers

Herald Sun 5 February

The Victorian Government is set to trial a cash-for-clunkers program in regional areas of the state in an effort to get old and unsafe cars off the road – but industry remains wary.

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

Distribution every Friday | Book Friday before | Artwork Monday before

HEADER/FOOTER AD RATE PER ISSUE

\$695 (excluding GST)

HEADER/FOOTER AD SIZE

950 pixels (w) x 330 pixels (h) @ 150dpi

VACC's weekly member newsletter, VACC Weekly Wrap, is electronically distributed to approximately 5,000 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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