



MOTOR TRADE Media Kit

MOTOR TRADE

MOTOR TRADE
Official magazine of the Motor Trade Association SA/NT
November/December 2009

CLIPSAL 500 LAUNCHES IN STYLE
ROYAL PARK EXPANSION ON TRACK

LOBETHAL GRAND CARNIVAL A RESOUNDING SUCCESS

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January/February 2010

MTA ELECTION PLATFORM CALLS FOR ACTION

NEW LOOK FORMULA HONDA

GOVERNOR VISITS MTA-GTS

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SA's Top Apprentice

- Green light for Royal Park expansion
- Clarity in Pricing explained
- Steven Richards reflects
- Family business celebrates success

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V8's Garth Tander: TEAMWORK = SUCCESS

Adelaide! Are You Ready?

Superhero Fuel Powers Off to a Super Race

MTA ELECTION PLATFORM CALLS FOR ACTION

GOVERNOR VISITS MTA-GTS

The 'Super' Living 'Personnel' Turn out for the Race

What is the impact of the CPRS?
By Early Research - Environmental Affairs

Over the first three years the government will assess the effectiveness of the tax offset and adjust fuel taxes accordingly, however after three years the taxes will be permanent.

Historic racing cements a place in SA's history

L & W's 100th Anniversary Program, Fuel Deal and Super Trucks about to be unveiled

SA's Top Apprentice

SA's Top Apprentice

SA's Top Apprentice



At a glance



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Motor Trade

Motor Trade is the official journal of the Motor Trade Association in SA and the NT.

Motor Trade is not just the leading trade publication for South Australia's motoring industry - it is the official magazine.

It's a powerful tool for stimulating demand, strengthening branding and increasing product awareness. It provides credible and in-depth coverage of the people, places and issues that make up this broad-ranging sector.

Motor Trade is a bi-monthly, full colour magazine. It has a controlled

circulation of 3000 to members of the association, senior managers and owners of companies within the automotive industry. It is mailed by name using the official MTA database.

Regular sections include

- Parts & Accessories
- Automotive dealer profiles
- New products and technology
- Classifieds
- "In the Fast Lane" (humorous member Q & A)
- Superannuation updates

Readership

Owners and managers of businesses in the following

MTA divisions:

- Automotive Dealers
- Auto Dismantlers
- Auto Electrical
- Auto Repair & Engineering
- Brake Specialists
- Collision Repair Specialists
- Commercial Vehicle Industry
- Engine Reconditioners
- Farm Machinery Dealers
- Licensed Vehicle Dealers
- Motorcycle Industry
- Radiator Repairers
- Service Stations
- Towing Services
- Tyre Dealers



Deadlines



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March - April Issue

Booking: Thurs 18th Feb

Material: Wed 24th Feb

Publication: Mon 15th Mar

May - June Issue

Booking: Fri 16th Apr

Material: Wed 21st Apr

Publication: Fri 14th May

July - August Issue

Booking: Thurs 17th Jun

Material: Wed 23th Jun

Publication: Thurs 15th Jul

September - October Issue

Booking: Thurs 19th Aug

Material: Wed 25th Aug

Publication: Wed 15th Sept

November - December Issue

Booking: Thurs 21st Oct

Material: Wed 27th Oct

Publication: Mon 15th Nov

January - February Issue

Booking: Wed 8th Dec

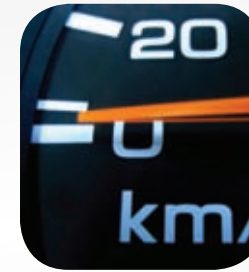
Material: Tues 14th Dec

Publication: Fri 14th Jan 2011

* Deadlines subject to change

* NOTE Cancellations MUST be received in writing by the booking date.

MOTOR TRADE



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Terms & Conditions

The publishers reserve the right to refuse, cancel or to revise any advertisement to accord with the standards of the publication. They accept no liability whatsoever for any loss or damage caused by an error or inaccuracy in the printing of any advertisement and do not give any undertaking that an advertisement will be inserted by any specific date, although every effort will be made to meet the requirements of the advertisers. While the publishers will take every care with the original material and transparencies, they will not be liable for any loss or consequential loss. In the event of copy not being supplied on time, the publishers reserve the right to repeat any previous advertisement at the advertiser's expense. A 25% cancellation fee will apply to all cancellations made after booking deadline. All advertisements in the publication will be accepted only on the express condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of the Act.

Rates

Size	Full Colour	Spot Blue
Full Page	\$2,100 + GST	\$1,200 + GST
1/2 Page	\$1,350 + GST	\$800 + GST
1/4 Page	\$750 + GST	\$500 + GST
Outside Back Cover	\$2,800 + GST	Not Available
Inside Front Cover	\$2,600 + GST	Not Available
Inside Back Cover	\$2,300 + GST	Not Available

Inserts

Price on application.

Design Service

We have an in-house graphic design department which is available for the development of advertising concepts, production and graphic solutions. We also specialise in web development.

Discounts

Applicable for long term bookings.

Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.



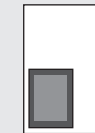
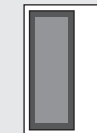
Specifications



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Full Page	DPS	1/2 Page H	1/2 Page V	1/4 Page H	1/4 Page V
Trim Area 297mm x 210mm	Trim Area 297mm x 420mm	Trim Area 135mm x 185mm	Trim Area 270mm x 90mm	Trim Area 65mm x 185mm	Trim Area 135mm x 90mm
Type Area 277mm x 190mm	Type Area 277mm x 400mm	Type Area 125mm x 165mm	Type Area 260mm x 80mm	Type Area 55mm x 175mm	Type Area 125mm x 80mm
5mm bleed	5mm bleed	No bleed	No bleed	No bleed	No bleed



Key - Trim Area ■

Type Area ■

Bleed ■

* Please ensure no text is positioned through the centre of the spread.

Supplied Material - Artwork can be sent via email or delivered on CD/DVD media. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space (RGB artwork will not be accepted). When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign/Illustrator or other layout/creative formats, please include all resources (i.e. images and fonts).