

MOTOR TRADE

Media Kit 2023



Reach the NT Motor Trade



Reach the SA Motor Trade



Digital editions

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AT A GLANCE


'Motor Trade' is the official magazine of the Motor Trade Association (MTA) in SA and NT. It is not just the leading trade publication for South Australia's motoring industry - it is the official magazine.

Motor Trade is 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.



REGULAR SECTIONS INCLUDE:

- Division News
- Workplace Relations
- Skills and Training
- Automotive Dealer Profiles
- New Products and Technology
- Small Business Reports
- Consumer and Business Services
- MTA Member Classifieds

 **7,000**
READERS PER ISSUE

Motor Trade is a full colour magazine that is published three times per year. It has a controlled circulation of 2,800 to members of the Association, senior managers and owners of companies within the automotive industry. It is emailed using the official MTA database. It can also be found online at www.boylen.com.au and www.mtasant.com.au.



READERSHIP - Owners and managers of :

- 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





RATES

Size	Colour	Mono
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

Discounts

Applicable for long term bookings.

Design Service

We have an in-house graphic design department which is available for the development of advertisements. We also specialise in web development.

Terms & Conditions

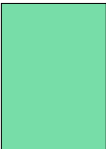

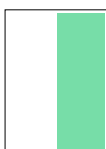


All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.

DEADLINES

February 2023	June 2023	October 2023
Booking Friday 13 January	Booking Friday 12 May	Booking Friday 8 September
Material Friday 20 January	Material Friday 19 May	Material Friday 15 September
Publication Monday 6 February	Publication Monday 5 June	Publication Tuesday 3 October

Please note: Deadlines subject to change. Cancellations MUST be received in writing by the booking date.

SPECS

 <p>Full Page 210mm (w) x 297mm (h) + 3mm bleed</p>	 <p>1/2 Page H 185mm (w) x 135mm (h)</p>	 <p>1/2 Page V 90mm (w) x 270mm (h)</p>
 <p>1/4 Page H 185mm (w) x 65mm (h)</p>	 <p>1/4 Page V 90mm (w) x 135mm (h)</p>	

Supplied Material

Artwork can be sent via email, Hightail or Dropbox. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) with a minimum of 3mm bleed around all edges for full page ads. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other file types, please include all resources (i.e. links and document fonts). Artwork with a white background or border must have a grey border applied to define the edge of the ad. The border must be 40% tint of black and 0.5pt stroke weight.

Please note: Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.