

# MOTOR TRADE

Media Kit 2021



Reach the NT Motor Trade



Reach the SA Motor Trade



Digital editions



**Boylen +**

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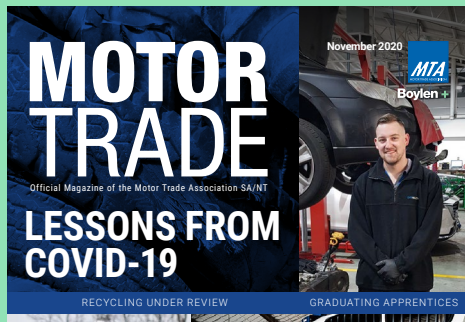




# AT A GLANCE

**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
- Skills and Training
- Automotive Dealer Profiles
- New Products and Technology
- Small Business Reports
- Consumer and Business Services
- 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.boylens.com.au](http://www.boylens.com.au) and [www.mtasant.com.au](http://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

## Inserts

Price on application.

## 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

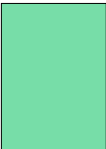

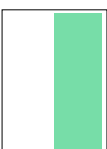


All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production. For Terms and Conditions go to [www.boylen.com.au/termsandconditions](http://www.boylen.com.au/termsandconditions)

# DEADLINES

February	July	October
Booking 8 January 2021	Booking 4 June 2021	Booking 3 September 2021
Material 15 January 2021	Material 11 June 2021	Material 10 September 2021
Publication 1 February 2021	Publication 1 July 2021	Publication 28 September 2021

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

# SPECS

 <p><b>Full Page</b> 210mm (w) x 297mm (h) + 3mm bleed</p>	 <p><b>1/2 Page H</b> 185mm (w) x 135mm (h)</p>	 <p><b>1/2 Page V</b> 90mm (w) x 270mm (h)</p>
 <p><b>1/4 Page H</b> 185mm (w) x 65mm (h)</p>	 <p><b>1/4 Page V</b> 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) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/ creative formats, please include all resources (i.e. links and fonts). For artwork that features a white background or border, a grey border must be applied to define the edge of the ad. The border must be 40% black, 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.