

More exposure and more value from four tightly targeted titles you can mix and match into a range of fantastic packages.



1. Motor Equipment News

Reach **25,000** individually listed automotive businesses and an estimated **100,000** auto specialists.

SERVICE & REPAIR

10192

Mechanical workshops, auto electricians, engine reconditioners, diesel specialists, brake specialists, exhaust and undercar, franchised and independent tyre dealers, tyre sales and wheel service outlets, automatic transmission specialists and repairers, franchised dealership service

COLLISION REPAIR

6160

Collision repair shops, product and service providers, towing companies, dismantlers, insurance companies.

PARTS & ACCESSORIES

8080

Franchised and independent retail outlets, performance specialists, suppliers, importers, international suppliers, hard part manufacturers and suppliers, recyclers, franchised dealership parts managers, auto industry association members.

MISCELLANEOUS

654

TAFE colleges, insurance companies, product and service suppliers, international subscribers, industry association members.

Motor Equipment News is the only national auto trade publication that covers all sections of the automotive aftersales and repair market PLUS a multi-media packages that deliver a greatly expanded, yet still tightly targeted market, not available through other auto industry publications.

Advertising Rates

(excluding GST) as of 1st January 2008.



FULL PAGE Trim size
370mm high x 270mm wide
Casual \$5620
3 Issues \$5090
6 Issues \$4530

Accreditation program plays its part



Participating businesses in the accreditation program are subject to a rigorous audit process to ensure compliance with the standards set by the ACCA. The audit process is conducted by an independent auditor and involves a thorough review of the business's financial records, systems and procedures.



The full range of your customer's expectations is met by the accreditation program. This ensures that your business is recognized as a leader in your industry and that your customers can trust the quality of your products and services.



STANDARD PAGE
260mm high x 160mm wide
Casual \$3573
3 issues \$3292
6 issues \$3015



HALF PAGE VERTICAL
320mm high x 120mm wide
Casual \$3015
3 issues \$2720
6 issues \$2447



New Look for Coventry's

The new look Coventry is a testament to the company's commitment to innovation and excellence. The new design features a modern, minimalist aesthetic that reflects the company's values and mission.



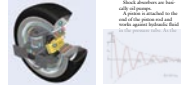
Captain America's gas tank

The new Captain America gas tank is a perfect example of the company's commitment to quality and safety. The tank is made from high-quality materials and features a durable, protective coating that ensures long-lasting performance.

Testing Technology with Real-World Data Products

Electronically testing mechanical shock absorbers

The use of electronic testing technology allows for more accurate and efficient testing of mechanical shock absorbers. This technology simulates real-world driving conditions, providing valuable data on the performance and durability of the components.



HALF PAGE HORIZONTAL
160mm high x 240mm wide
Casual \$3015
3 issues \$2720
6 issues \$2447



Inflated expectations for new Trivett Tyres outlet



QUARTER PAGE
160mm high x 120mm wide
Casual \$1595
3 issues \$1458
6 issues \$1325

The new Trivett Tyres outlet is a testament to the company's commitment to customer service and excellence. The new design features a modern, minimalist aesthetic that reflects the company's values and mission.

Booking Deadlines

Issue	Booking D/L	Finished Art	Mailing
Feb/March	25 January	1 February	11 February
April/May	28 March	1 April	14 April
June/July	23 May	27 May	10 June
Aug/Sept	28 July	1 August	11 August
Oct/Nov	15 September	22 September	7 October
Dec/Jan	24 November	30 November	8 December

These rates apply per placement for general display advertising, general placement and do not include in-house artwork design and production. Loadings apply for special placements such as covers, etc. Special sizes and in-house artwork design and production rates are available by calling 02 9664 8900. All advertising bookings are subject to completion and signing of the Trade Press Australia Advertising Booking Form and adherence to TPA's Conditions of Advertising. Inserts available on industry category or state basis or any combination of states and industry categories. Rates for inserts and other special requirements on application.

For production details please call 02 9664 8900 or email production@ausauto.com

A winning combination of outstanding cross-media opportunities limited only by the imagination

2. www.ausauto.com

The Internet has changed the way we do business resulting in a huge range of choice and unlimited demand for information. A strong cross-media presence is no longer just an option but an essential part of all information and marketing programs.

Motor Equipment News, Australia's leading independent auto aftersales magazine, that covers all sectors of the industry, is part of an exciting package of products that opens up a whole new world of opportunity within the professional auto repair industry and beyond.

The publication's internet site www.ausauto.com has been completely revamped to include 1000s of pages of information of vital importance to your existing customers and potential new clients and we have added an electronic newsletter to fit between the printed issues of Motor Equipment News.

As part of the cross promotional environment, each issue of Motor Equipment News will feature a competition with a range of prizes culminating in an overseas 'Trip for Two' in which MEN readers can only enter the competition by visiting www.ausauto.com

Every issue will also feature an advertisement and/or advertorial outlining the special features such as video presentations, promotions, etc., that are only available at www.ausauto.com

Then there's The Blog, free employment and training courses sector, an Exchange & Mart plus links, links and more links not to mention the Products & Services Directory and the most comprehensive list of automotive industry exhibitions and events anywhere on the web.

And to top it all off there's AutoEquip08 Expo, the major showcase for new and innovative products and the only major auto trade event to be held in Australia during 2008.

The decision to 'guide' Motor Equipment News away from 'heavy' specialist technical information towards a softer 'lifestyle-type' content and position the publication somewhere between a trade magazine and *Wheels* has been a big success.

For the first time in more than a decade paid subscriptions have increased (in a market in which the number of professional auto repair businesses is actually decreasing) high-end brand advertisers have increased their annual spend and companies such as Ford, Panasonic and Shell have used the medium for the first time.

Further value will be added by attracting a new audience of 'enthusiasts', the sort of people that really care about their motor vehicles, including:

The Semi-Professional who has a passion for cars and is actively involved in its performance and appearance or in directing a specialist auto technician to carry out work on the vehicle;

The Classic Car and Historic Racing Enthusiast, one of the fastest growing segments with a wide age bracket and a high-end demographic;

The Performance Sector, the young 'add-on' segment that keeps its hands as clean as its cars but spends like there's no tomorrow.

All of which means you can now purchase a package that will deliver a greatly expanded, yet still tightly targeted market, with literally hundreds of combinations to suit every budget.



Lead Banner - 468 x 60 pixels
\$400 Rich Text \$600

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Sky
Scraper
120 x 600
pixels

\$400

Rich Text
\$650

14-10-2007

Broken Circuits

Over the years Australia has been fortunate with so many motor-racing circuits. *MEN's* Historic Motor Sport editor Patrick Quinn has a brief look and laments...

15-09-2007

Buy a Bentley on-line

Got a spare \$200,000 lying in a doo-doo bag and fancy investing it in a shiny bit of precious metal? Then you should consider Bentley.

15-09-2007

Gold standard Mini shows a clean set of wheels

Gold standard Mini's clean set of wheels and a new paint job has emerged at the head of the pack after a profitable year of ownership.

14-09-2007

Cars that never

Click the pic *Motor Equipment News'* Historic Racing editor Patrick Quinn, looks at a category of competition cars that is perhaps unique to Australia. Australian...

15-09-2007

Alko Nobel buys ICI

Flushed with cash from the recent sale of its pharmaceutical business Orionon, Alko Nobel has made a successful bid for the UK-based Imperial Chemical Industries.

15-09-2007

Competition focused motor racing series

After three successful seasons, the new level motor racing series, four racing circuit promoters have teamed up to provide an...

14-09-2007

When it's time to say us the good

Mention the word 'business' and you'll hear the professional business and the reaction is likely to be akin to someone walking over...

14-09-2007

The future through the three point star

Based on the premise that innovative safety systems such as seatbelts, airbags and ABS usually start out at the luxury...

15-09-2007

Where perfection comes as standard.

Where perfection comes as standard. Now that's a pretty big call. In any walk...

15-09-2007

Cars that never were!

Australian historic motor sport usually means post WW2 vehicles. However motor racing has been with us since the...

RATE CARD

As of 01/01/2008

Rates per month in
Australian Dollars
do not include GST



Vertical
Banner
120 x 240
pixels
\$300

Rich Text
\$400

Square
Button
120 x 120
\$100

Full Banner - 728 x 90 pixels
\$350 Rich Text \$500

RECENT BLOG TOPICS

- Video is cool
- Heading towards the 'magic million'
- Hamilton Wins
- Casey Stoner

RECENT NEWS TOPICS

- ZF opens new manufacturing plant
- Zero emission Mini now on sale in Australia!
- Zephyr Special a breath of fresh air for lateral thinkers
- Young team powering hoist company to the top
- Young repairers capture world attention

NEWS ARCHIVES

- Pacific Automotive for sale: To whom?
- RSS News Feed

The Trade Directory

ausauto Win an exclusive trip to watch BMW's Andy Priaulx in the WTCC at Brands Hatch

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Technical
Motorsport & Historic Racing
General News
Collision Repair

auto 08 equip expo
Book now for Australia's only major auto trade exhibition in 2008
Sydney Convention & Exhibition Centre Darling Harbour
8-10 August 2008
Contact Rose Hannan or Claudia Steiner
61 2 9452 7575

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Europcar

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Where you can find the goods & services you need.

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AUSTRALIA
We offer training seminars on the panel beating system plus introductory kits to get you started.
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AUSTRALIA
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Suppliers detailed information
We have an extensive range of service replacement parts for most popular makes and models to suit the Australian market. High quality parts at competitive prices with national distribution.
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ACDelco Worldwide: Our International sites **ACDelco TechConnect**
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Maintenance and Repairs. Use our locator to find an Independent Service Center that features quality ACDelco parts.

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Hulk Hogan knows who won the Drive to Win Sweepstakes, do you?
[LEARN MORE](#)

Batteries
Quality batteries for virtually every kind of vehicle.

Filters
Lubricating sophisticated filtration technology and materials.

Brakes
Outstanding durability, more brake, and modified suspension.

Shocks
Proven reputation for quality.

Spark Plugs
Engineered to provide longevity and efficient performance.

More Automotive Parts
ACDelco is more than just batteries, brakes, filters, and spark plugs...

The Trade Directory on the new ausauto web site will be heavily promoted in Motor Equipment News and will build into the biggest and most comprehensive buyers guide in the southern hemisphere and be the number one source of reference for your customers and potential customers. Every company that sells products and/or service within the region will be entitled to a free basic entry such as the example below.

ACDelco
DANDENONG VIC
AUSTRALIA
Extensive range of service replacement parts for most popular makes and models to suit the Australian market.
[More](#)

JUST \$20 PER MONTH

(\$240 p.a./plus GST)

gives you a major entry including full company details, head office and branch addresses and contact details, location map, a click-through button that will enhance your entry to more than 500 words and six pictures and a link to the appropriate area of your website.