

MEDIA PACK 2023



MAGAZINE EVENTS WEBSITE SPONSORSHIP

SMTA AUTO INSIGHT

Welcome to our publication that reaches all our members across Scotland and beyond. SMTA Auto Insight offers diverse, intelligent and informative content from industry experts and is accompanied by an imaginative design and layout- these components blend to create a fresh, bright publication for readers and the perfect place to showcase your company.



Distribution

Total distribution is 4,887 plus numerous third party interactions including auction halls, insurance and finance industry companies. This figure includes 1,477 SMTA members who receive a printed copy of the magazine. The flipbook version is also available on our website and is open at all times.

3000 magazines are distributed with parts deliveries via the 33 Dingbro sites throughout Scotland, from Shetland and the Faroe Islands down to the Scottish Borders and North West England.



MEMBERSHIP BREAKDOWN		TOTAL
ASSOCIATE	25	1,447*
INDEPENDENT USED VEHICLE	244	
FRANCHISE	319	
INDEPENDENT REPAIRERS	859	

*As of October 2021

ADVERTISING

Deadlines

PUBLICATION DATE	BOOKING DEADLINE	ARTWORK DEADLINE
February 2023	27 January	31 January
May 2023	19 April	25 April
August 2023	18 July	25 July
November 2023	18 October	24 October

Auto Insight Rates

Agency Commission 10%

PER INSERTION	PRICE
DISPLAY	
Eighth Page Banner	£235
Half page	£375
Full page	£650
Double page spread	£1150

News E-shots

We send a digital news E-shot every week to all our members and a more in-depth monthly E-bulletin which covers current affairs within the industry as and when they are happening including key contact details.

Monthly Rates

Agency Commission 10%

PER INSERTION	PRICE
E-SHOT DIGITAL ADVERTISEMENTS	
Clickable logo and up to 25 words	£125
Clickable vertical/horizontal banner adverts	£175

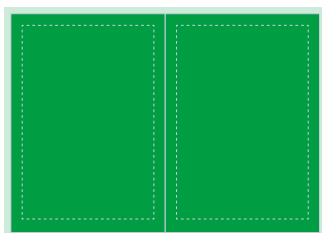
Advertising Enquiries

For all advertising enquiries please contact: Wendy Hennessy
wendy.hennessy@smta.co.uk

ADVERTISING

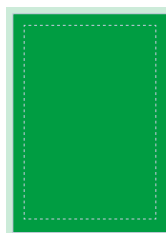
Technical Specifications

Front cover specs – Attach PDF of front cover specs to copy request email.



DOUBLE PAGE

Bleed Size h 303 x w 426mm
Trim Size h 297 x w 420mm
Type Area h 277 x w 400mm



FULL PAGE

Bleed Size h 303 x w 206mm
Trim Size h 297 x w 210mm
Type Area h 277 x w 190mm



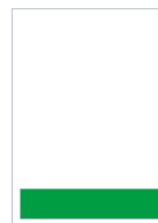
HALF PAGE LANDSCAPE

h 130 x w 190mm



HALF PAGE PORTRAIT

h 277 x w 92.5mm



EIGHTH PAGE BANNER

h 30 x w 190mm

Artwork Checklist

Run through our copy checklist to avoid problems processing or placing your advert in the magazine:

- ✓ File is a PDF, TIFF or JPEG (no Word or Powerpoint files)
- ✓ Resolution is 300dpi
- ✓ Correct size and orientation
- ✓ Colour space is CMYK
- ✓ All DPS and Full Page ads must be supplied with crop marks and 3mm bleed

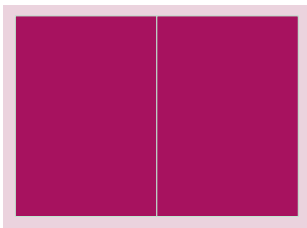
**Completed
Artwork**

Please email completed artwork to Wendy Hennessy

wendy.hennessy@smta.co.uk



EDITORIAL



DOUBLE PAGE EDITORIAL

Approx. **800** words
4-5 high resolution images
300dpi minimum



FULL PAGE EDITORIAL

Approx. **500-600** words
2-3 high resolution images
300dpi minimum



THREE-QUARTER PAGE EDITORIAL

Approx. **400-450** words
1-2 high resolution images
300dpi minimum



HALF PAGE EDITORIAL

Approx. **300-350** words
1-2 high resolution images
300dpi minimum

**Editorial
Enquiries**

For editorial enquiries contact:
Karen Thompson
karen.thompson@smta.co.uk



EVENTS

Females in Focus 2023

The SMTA is passionate about highlighting the careers available in the motor trade, help to address the imbalances and attract new talent in all areas of the motor trade. The motor trade is a very diverse industry and we need to seriously look at how we market available opportunities to get many more females interested in a career in this industry.

SAVE THE DATE

We are delighted to announce that FF23 will be held on Friday 22nd September 2023 at the Grand Central Hotel in Glasgow and will again be hosted by Heather Dewar. Our Keynote Speaker is Ann-Maree Morrison MBE who founded and ran Labels4Kids, an ecommerce labelling business, for 19 years.

Sponsorship packages

Sponsorship opportunities start from just £350 and offer promotion not just at the events themselves but also in print and online.

Annual Dinner & Awards 2023

We celebrate achievements and successes within our industry annually, with a black-tie dinner, our biggest event of the year. Commencing with a drinks reception, the evening offers a great opportunity to network with both new and existing colleagues within the industry as well as acknowledging and celebrating the achievements for individuals and organisations with the presentation of our awards.

SAVE THE DATE

We are delighted to announce that the next dinner is being held on Thursday 26th October 2023 at Hilton Glasgow. Our special guest speaker this year is Mike Brewer from TV's Wheeler Dealers.

**Sponsorship
Enquiries**

For all sponsorship enquiries
please contact: Wendy Hennessy
wendy.hennessy@smta.co.uk



GET IN TOUCH

For all advertising and sponsorship enquiries contact: Wendy Hennessy

wendy.hennessy@smta.co.uk

For editorial enquiries contact: Karen Thompson

karen.thompson@smta.co.uk

 @SMTA Ltd

 @scottishmotor

 Scottish Motor Trade Association Ltd (SMTA)



SMTA is member owned and member driven and has been ever since our inception way back in 1903. With over 1,413 members and rising we are Scotland's largest motor trade body.

SMTA IS PROUD TO SUPPORT:

