

# MEDIA PACK 2025



MAGAZINE   EVENTS   WEBSITE   SPONSORSHIP

# SMTA SCOTS AUTO SCENE

Welcome to our publication that reaches all our members across Scotland and beyond. SMTA Scots Auto Scene 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	<b>1,447*</b>
INDEPENDENT USED VEHICLE	244	
FRANCHISE	319	
INDEPENDENT REPAIRERS	859	

\*As of October 2021

# ADVERTISING

## Deadlines

PUBLICATION DATE	BOOKING DEADLINE	ARTWORK DEADLINE
February 2025	29 January	31 January
May 2025	24 April	29 April
August 2025	24 July	30 July
November 2025	27 October	30 October

## Scots Auto Scene

Agency Commission 10%

PER INSERTION	PRICE
DISPLAY	
Eighth Page Banner	£235
Half page	£385
Full page	£665
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

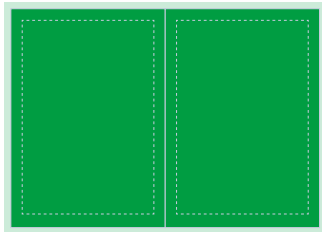
## Advertising Enquiries

For all advertising enquiries  
please contact: Wendy Hennessy  
[wendy.hennessy@smta.co.uk](mailto:wendy.hennessy@smta.co.uk)

# ADVERTISING

## Technical Specifications

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

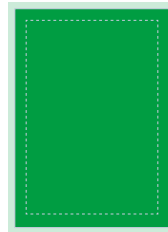


### DOUBLE PAGE SPREAD

Bleed Size (h) **303** x (w) **426**mm

Trim Size (h) **297** x (w) **420**mm

Type Area (h) **277** x (w) **400**mm



### FULL PAGE AD

Bleed Size (h) **303** x (w) **216**mm

Trim Size (h) **297** x (w) **210**mm

Type Area (h) **277** x (w) **190**mm



### HALF PAGE LANDSCAPE

(h) **130** x (w) **190**mm



### HALF PAGE PORTRAIT

(h) **277** x (w) **92.5**mm



### EIGHTH PAGE BANNER

(h) **30** x (w) **190**mm

## 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

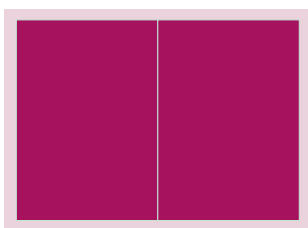
Please email completed artwork to Wendy Hennessy

**wendy.hennessy@smta.co.uk**





# EDITORIAL



## DOUBLE PAGE EDITORIAL

Approx. **800** words

4-5 high resolution images

300dpi minimum

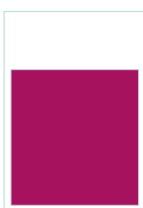


## FULL PAGE EDITORIAL

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 all editorial enquiries  
please contact: Wendy Hennessy  
**wendy.hennessy@smta.co.uk**



# EVENTS

## Annual Dinner & Awards 2025

**We are delighted to announce that the 2025 SMTA Dinner and Awards will take place on Thursday 23rd October 2025 at Hilton Glasgow.**

Our annual black-tie dinner is the highlight of the year, celebrating the outstanding achievements of individuals and organisations in the Scottish Motor Trade industry. Starting with a drinks reception, the event provides an excellent opportunity to network with colleagues both old and new.

Hosted by the brilliant comedian Fred MacAulay, the evening promises exceptional entertainment, including the incredible magic of Kevin Quantum, and much more.

Save the date for an unforgettable night celebrating excellence in our industry!

**BOOK YOUR TICKETS**



*Hosted by Comedian and TV Celeb, Fred MacAulay*



*Entertainment by Magician and TV star Kevin Quantum*

## Sponsorship packages

Sponsorship opportunities are available, providing promotional exposure not only at the event itself but also across print and online platforms.

**Sponsorship  
Enquiries**

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



# GET IN TOUCH

For all editorial, advertising and sponsorship enquiries contact:  
Wendy Hennessy

[wendy.hennessy@smta.co.uk](mailto:wendy.hennessy@smta.co.uk)

 @SMTAltD

 @scottishmotor

 Scottish Motor Trade Association Ltd (SMTA)

SMTA IS PROUD TO SUPPORT:



**MEGAN'S SPACE**  
*It's Time To Talk...*



SMTA is member owned and member driven and has been ever since our inception way back in 1903. With over 1,447 members and rising we are Scotland's largest motor trade body.