

MEDIA PACK 2026



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.

3,000 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.

THE MAGAZINE IS PUBLISHED EVERY QUARTER AND CONTAINS KEY PERFORMANCE INDICATORS

| 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 2026 | 27 January | 30 January |
| May 2026 | 24 April | 29 April |
| August 2026 | 28 July | 28 July |
| November 2026 | 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 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 |

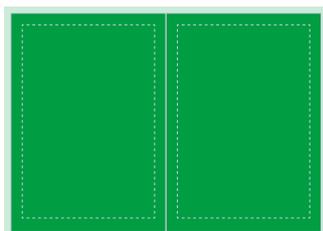
Advertising Enquiries

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.

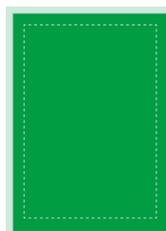


DOUBLE PAGE SPREAD

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



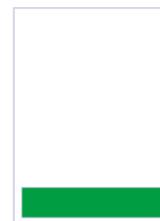
HALF PAGE LANDSCAPE

(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

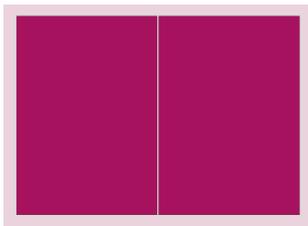
**Completed
Artwork**

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 2026



We are delighted to announce that the 2026 SMTA Dinner and Awards will take place on Thursday 22nd October 2026 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.

More details TBA!

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

-  @SMTAltD
-  @scottishmotor
-  Scottish Motor Trade Association Ltd (SMTA)

SMTA IS PROUD TO SUPPORT:



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



SCAA
 SCOTLAND'S CHARITY AIR AMBULANCE



snac
 scottish network for
 arthritis in children



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.