

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.



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

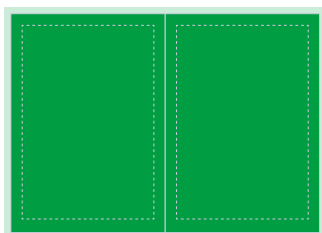
Advertising Enquiries

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.

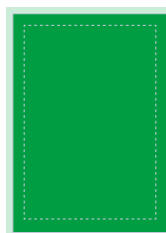


DOUBLE PAGE SPREAD

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



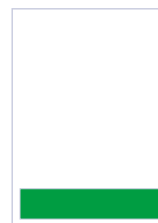
HALF PAGE LANDSCAPE

(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

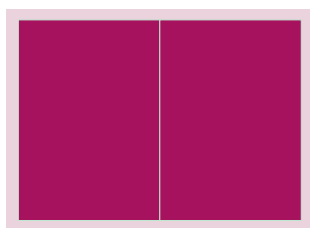
Completed Artwork

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...



SCOTLAND'S CHARITY AIR AMBULANCE



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.