

# MEDIA PACK 2026



The Magazine for  
Scottish Motor Professionals  
brought to you by



**SMTA**  
Scottish Motor Trade Association

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**SMTA**  
Scottish Motor Trade Association

MAGAZINE

EVENTS

WEBSITE

SPONSORSHIP

# SMTA SCOTS AUTO SCENE

Welcome to our publication Scots AutoScene which reaches all our members across Scotland and beyond. We are committed to serving and protecting the sector along with encouraging potential members to talk to us about the benefits Scottish Motor Trade Association membership can offer. Our aim is to engage with as many businesses as we can and with this in mind we are now direct mailing printed copies of the magazine to every automotive business across Scotland. Scots AutoScene offers diverse, intelligent and informative content from industry experts. Covering a broad range of topics we trust there will be helpful and supporting content which is valuable for the day to day running of any business in the sector.

We publish every quarter in February, May, August and November with the digital flipbook and archive open to everyone on our website. The imaginative design and layout blend to create a fresh, bright publication for readers and the perfect place to showcase any company that wishes to get messaging of products and services to the automotive sector across Scotland.



**THE MAGAZINE IS PUBLISHED EVERY QUARTER AND CONTAINS KEY PERFORMANCE INDICATORS**

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

## Scots Auto Scene

Agency Commission 10%

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

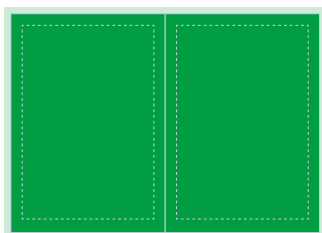
## Advertising Enquiries

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.

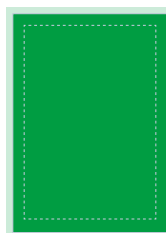


### DOUBLE PAGE SPREAD

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

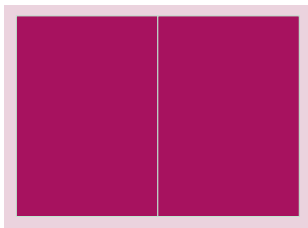
**Completed  
Artwork**

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](mailto: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](mailto: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)

 @SMTAld

 @scottishmotor

 Scottish Motor Trade Association Ltd (SMTA)

SMTA IS PROUD TO SUPPORT:



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.