

MEDIA PACK 2020/21



MAGAZINE EVENTS WEBSITE SPONSORSHIP

SMTA AUTO INSIGHT

Welcome to our brand new 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 5,000 and rising plus numerous third party interactions including auction halls, insurance and finance industry companies. This figure includes 1,400 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.

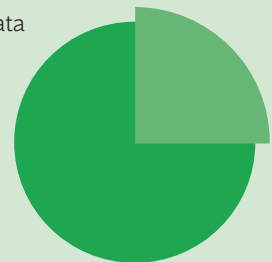
THE MAGAZINE IS PUBLISHED EVERY QUARTER AND CONTAINS KEY PERFORMANCE INDICATORS

Q4 2020 – Year end market data

Q1 2021 – March KPIs

Q2 2021 – June KPIs

Q3 2021 – September KPIs



MEMBERSHIP BREAKDOWN		TOTAL
ASSOCIATE	25	1400*
INDEPENDENT USED VEHICLE	225	
FRANCHISE	316	
INDEPENDENT REPAIRERS	834	

*As of October 2020

ADVERTISING

Deadlines

PUBLICATION DATE	BOOKING DEADLINE	ARTWORK DEADLINE
November 2020	19 th October	23 rd October
February 2021	18 th January	22 nd January
May 2021	19 th April	23 rd April
August 2021	17 th July	23 rd July
November 2021	18 th October	22 nd 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 w **426** x h **303**mm

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

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



FULL PAGE

Bleed Size w **206** x h **303**mm

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

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



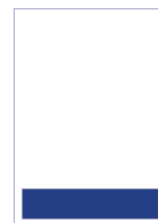
HALF PAGE LANDSCAPE

w **190** x h **130**mm



HALF PAGE PORTRAIT

w **92.5** x h **258**mm



EIGHTH PAGE BANNER

w **190** x h **30**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

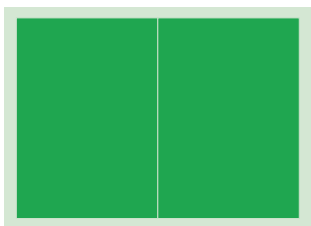
**Completed
Artwork**

Please email completed artwork to Wendy Hennessy

wendy.hennessy@smta.co.uk



EDITORIAL



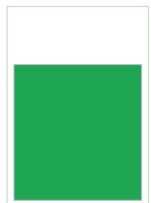
DOUBLE PAGE EDITORIAL

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



EVENTS

Females in Focus

On the 11th December 2020* we will be launching our first ever Females in Focus event. The aim of this lunchtime event is to provide a platform within the Scottish motor industry to bring together women from all sectors of the industry to network, exchange experiences and create business contacts and of course, to celebrate the work of the women in our industry.

The event will be hosted by Alison Walker, Alison has more than twenty years of experience working with the BBC in television and radio and she will be facilitating discussions with a number of guest speakers. We will also be presenting our inaugural 'Nan Lindsay Award' to an outstanding female leader working in the Scottish motor trade.

* Covid-19 rules permitting

Annual Dinner & Awards

We celebrate achievements and successes within our industry annually, with a black-tie dinner, our biggest event of the year. We are delighted to announce that the next dinner is being held in the newly refurbished ballroom at Hilton Glasgow, Thursday 28th October 2021.

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. Another highlight of the evening will be our guest speaker Eddie "the Eagle" Edwards.

Sponsorship packages

Sponsorship opportunities start from just £950 and offer promotion not just at the events themselves but also in print and online.

**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

 @SMTAtd

 @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 1,387 members and rising we are Scotland's largest motor trade body.



SMTA IS PROUD TO SUPPORT:

