

# Media information pack 2012



THE INSTITUTE OF THE  
MOTOR INDUSTRY

[www.motor.org.uk](http://www.motor.org.uk)



# The facts

## Editorial profile

Motor Industry Magazine's award winning team of journalists reports each month on the subjects of vital concern to the industry. In-depth coverage of the news is complemented by specialist features, new technology and product sections. Unrivalled, authoritative editorial is packaged with high quality illustrations and photographs to ensure a clear and entertaining presentation for MIM readers.

## Circulation

Motor Industry Magazine is mailed 10 times a year to influential motor industry professionals. Our readers consist of predominantly franchised/ independent dealers, bodyshop, fast fit/ repair managers and aftermarket directors. Comprising the industry decision makers, 86% of readers insist that MIM is mailed directly to them at home. The accuracy of MIM's distribution list is second to none, as members are obliged to inform the Institute when they change address. The circulation list is constantly updated, so you can be sure your advertising message is received every month by the target audience.

## Recruitment

Motor Industry Magazine's recruitment section provides dedicated pages for your company to promote its vacancies and is designed for recruitment consultants and advertisers alike. Whether recruiting for a dealer principal or vehicle technician, MIM's specialist recruitment pages offer the ideal solution. Recruitment advertising is also available on the IMI web site - [www.motor.org.uk](http://www.motor.org.uk). With a proven track record, MIM continues to fill the industry vacancies, providing numerous high quality responses direct to you, or through a confidential box number facility.

## Other opportunities

In addition to Motor Industry Magazine, there are many ways to reach both IMI members and the motor industry through the Institute. These include the IMI web site, [www.motor.org.uk](http://www.motor.org.uk), e-newsletters and events that provide sponsorship and advertising opportunities.

Motor Industry Magazine (MIM) is the magazine of the Institute of the Motor Industry, received ten times per year by 18,436 industry professionals including 508 colleges nationwide. It is widely acknowledged as the magazine for those who run the motor industry.

Advertising to Motor Industry Magazine's unique and influential readership provides the perfect marketing tool for informing industry purchasers of your products and services. MIM is the ideal medium to promote your company to the UK motor industry.

Average net circulation  
July 09 – June 10 **18,436**



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Advertising contact: Wendy Hennessy 01992 511521

# Motor Industry Magazine features list 2012

Each issue will feature news and comment on vehicles and markets, technical instruction, legal tips, sales advice, IMI news and information, and focus on CPD.

## December/January

- Indy dealers market - How is business faring outside the VM network
- Oil and lubricants - trends and innovations
- Infotainment - future predictions for in-car gadgets
- Speed records - UK engineers setting faster times

## February

- Diagnostics - trends and innovations
- Business continuity - what happens after disaster strikes
- Commuter two-wheelers - urban two-wheelers gain popularity
- Impact of write-offs - stats and controls around written off vehicles

## March

- Selling skills - tips and trends
- Dealer management systems - trends and innovations
- Bodyshop cycle times - what are insurers/customers demands?
- EV update

## April

- Diagnostics training - tips and trends
- Emerging markets - focus on a new global player
- Online sales/e-business - trends and innovations
- VM focus

## May

- Property; Part-ex/valuations

## June

- Employment relations; Commercial vehicle focus

## July/August

- Paint protection; VM focus

## September

- Bodyshop review; Oils and lubricants

## October

- Winter tyres; Warranties

## November

- Diagnostics; Emerging markets

## December /January 2013

- Commercial vehicle focus



For more information about Motor Industry Magazine features, please call **Wendy Hennessy 01992 511521**.

Forward features may be subject to change.

Advertising contact: Wendy Hennessy 01992 511521

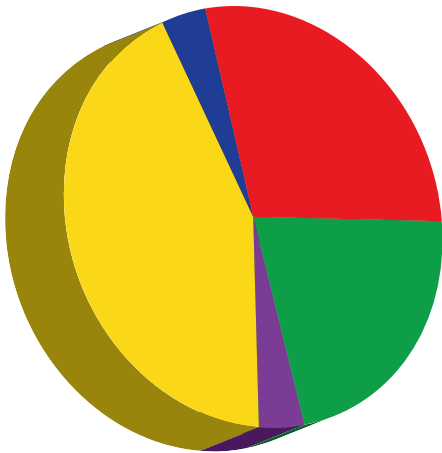
[www.motor.org.uk](http://www.motor.org.uk)

# Readership breakdown

Information source - registered membership March 2011\*

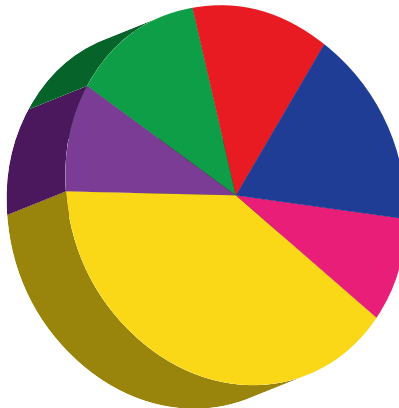
## Job type

- CEO/Director 27.8%
- Senior General Management 22%
- Sales 4.1%
- Technical Support 42.4%
- Other 3.7%



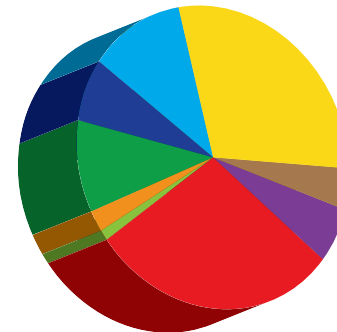
## Specialism

- General Management 13%
- Sales 16.6%
- Finance 9.3%
- Repairs 39.1%
- HR/Training 9.3%
- Other 12.7%



## Business type

- Franchised Dealer (state franchise) 28.9%
- Independent Dealer 4.2%
- Manufacturer / Importer 6.2%
- Service / Repair 29.2%
- Retailer/Wholesaler 1.2%
- Recovery / Roadside Assistance Company 2.2%
- College / Training Provider 9.6%
- Insurance/Assessors 7%
- Other 11.5%





## Mechanical data

**DOUBLE PAGE SPREAD**

Trim size 275 x 420mm  
Type area 241 x 386mm  
Bleed size 285 x 430mm +5mm bleed

**FULL PAGE**

Trim area 275 x 210mm  
Type area 241 x 177mm  
Bleed area 285 x 220mm  
+5mm bleed

**HALF PAGE HORIZONTAL**

118 x 177mm

**HALF PAGE VERTICAL**

241 x 86mm

**QUARTER PAGE**

118 x 86mm

- Insert rates available on request (weight dependent)
- Special positions plus 15%

## Sponsorship and supplements

MIM offers a variety of creative media solutions that are committed to providing added value to advertisers. Opportunities include supplements and various sponsorship opportunities. Also features such as band wraps, gatefolds, loose/bound-in inserts, competitions, bookmarks and sponsorship are available.

## www.motor.org - Banner advertising opportunities

The official IMI website (www.motor.org.uk) receives approximately 50,000 visits per month. There are many banner advertising opportunities available to complement any display or recruitment advertising campaign. Please call for further details.

## 2012 Display advertising

	FULL COLOUR DISPLAY			MONO DISPLAY		
Per insertion	1	5	10	1	5	10
Quarter page	£596	£467	£439	£401	£363	£340
Half page	£939	£798	£750	£722	£632	£604
Full page	£1785	£1561	£1412	£1298	£1506	£1096
DPS	£3288	£2735	£2546	£2243	£2054	£1965

## 2012 Recruitment advertising

Per insertion	FULL COLOUR DISPLAY	MONO DISPLAY
Quarter page (135 x 88)	£738	£615
Half page (135 x 186)	£1337	£1064
Full page	£2129	£1835

## 2012 Website recruitment advertising

10 Jobs per month = £75	25 Jobs per month = £150	50 Jobs per month = £250
100 Jobs per month = £425	200 Jobs per month = £800	Featured Job = £150

## Artwork

Mac Formatted, EPS (CMYK) or PDF (CMYK), 300dpi or above with ALL fonts and graphics embedded. Please include mono/colour proof with your advertisement. Delivery accepted via email or CD.

## MIM 2012 advertising deadlines

Issue	Booking Deadline	Artwork Deadline
May	April 17th	April 18th
June	May 15th	May 16th
July/Aug	June 13th	June 14th
September	August 14th	August 15th
October	September 12th	September 13th
November	October 16th	October 17th
Dec/Jan 2013	November 14th	November 15th

## Contact details

### Editorial

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