



The Automotive Technician

TRADE PRINT

MEDIA

You can be confident it is - Delivered, received, and retained ... and the content is researched, verified and genuinely here to service this industry.

2019 - 2020 Media Planning

CIRCULATION - 10,000 Nationally

AUDIENCE - DEMOGRAPHICS

■ Business Owners ■ Auto Technicians ■ 4x4 Trade Specialists

TAT Technology Spotlights

March 2020 - Issue 73

- Steering & Suspension
- Light Commercial
- Turbo Charging & Intercoolers
- Chemicals & Additives
- 4x4 Focus

April 2020 - Issue 74

- Service Tools & Equipment
- Driveline & Transmission
- Emissions Management & Exhaust
- 4x4 Focus

June 2020 - Issue 75

- AAAA Auto Care Preview & Bonus Circulation
- Oils & Lubes
- Fuel Injection & Engine Management
- Workshop Management
- 4x4 Focus

August 2020 - Issue 76

- Cooling Systems
- Brake & Clutch
- Diesel Servicing
- 4x4 Focus

September 2020 - Issue 77

- Electrical n Diagnostic Equipment
- Service Parts
- 4x4 Focus

November 2020 - Issue 78

- Air Conditioning
- Servicing
- Batteries
- HVAC
- 4x4 Focus

TAT 2019 - 2020 Deadlines

Issue	Tech Editorial	Booking	Ad Material	Release Dat
73 - March 2020	7 February 2020	14 February 2020	21 February 2020	13 March 2020
74 - April 2020	13 March 2020	27 March 2020	3 April 2020	24 April 2020
75 - June 2020	17 April 2020	8 May 2020	8 May 2020	5 June 2020
76 - August 2020	19 June 2019	3 July 2020	10 July 2019	7 August 2020
77 - September 2020	31 July 2020	14 August 2020	21 August 2020	25 Sept 2020
78 - November 2020	25 Sept 2020	9 October 2020	16 October 2020	13 Nov 2020

2019 - 2020 Media Planning

Call 03 5862 3090



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TAT Advertising Rates

Ad Sizes	Casual rate	3 Issues	6 Issues
Full page	\$2,540	\$2,370	\$2,200
Half page	\$1,555	\$1,410	\$1,260
Quarter page	\$945	\$870	\$790
All rates exclude gst.			All rates exclude gst.

TAT Advertising Specs

DOUBLE PAGE SPREAD	HALF PAGE	IMPORTANT MATERIAL INSTRUCTIONS:
Trim size: 420 x 297mm	Vertical: 277 x 93mm	
Bleed size: 426 x 303mm	Horizontal: 190 x 137mm	
Type area: 400 x 277mm		
FULL PAGE	QUARTER PAGE	<ul style="list-style-type: none"> • Press quality PDF file – images must be minimum 300dpi • All fonts MUST be embedded or converted to outlines • All spot colours to be converted to CMYK
Trim size: 210 x 297mm	Vertical: 45 x 277mm*	
Bleed size: 216 x 303mm	Horizontal: 190 x 67mm	
Type area: 190 x 277mm	Corner: 92 x 137mm	
*Carries 10% loading.		

TAT Technical Editorial Support

<p>Conditions for Technical Editorial inclusion:</p> <ul style="list-style-type: none"> • Minimum advertisement booking size ½ page colour advertisement • Minimum 2 issues advertisement program • Technical Editorial inclusion will be available for a minimum of 1 issue and a maximum of 3 issues per 12 months, dependent on the associated advertisement program <p>Technical Editorial submission standard</p> <ul style="list-style-type: none"> • Technical Editorial Submissions must be of a technical nature related to the automotive and 4x4 service industry. <p>Technical Editorial submission deadline</p> <ul style="list-style-type: none"> • Technical Editorial Submissions must be supplied by the nominated issue Technical Editorial Submission deadline otherwise it will not be accepted. • No rain cheques - If any Technical Editorial Submission is not received by the related issue Technical Editorial Submission deadline this editorial allocation will be forfeited and cannot be carried over to a future issue. <p>Technical Editorial submission format</p> <p>Technical Editorial Submissions must be supplied in the designated format of:</p> <ul style="list-style-type: none"> • Delivered by email • Text supplied including contact detail - as word document • Product Picture's (EPS or a 300dpi resolution jpeg format) <p>Technical Editorial submission word count limit</p> <ul style="list-style-type: none"> • ½ page Technical Editorial word limit 300-350 words • Full page Technical Editorial word limit 600-700 words • Technical Editorial Submissions exceeding the nominated word count will not be accepted
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For all enquiries contact: Janene Champion 03 5862 3090