Most read automotive industry publication in Australia (readership 151,728, see page 3)
ABOUT US

Australian Automotive is the premier national publication for the automotive industry and is the official magazine of the Victorian Automobile Chamber of Commerce (VACC). Australia’s automotive retail, service and repair sectors produce $37.1 billion in business. Decision-makers and professionals in this industry turn to Australian Automotive for the latest news, analysis, reviews and technical information. The industry-based magazine reaches more industry professionals – technicians, body repairers, new and used vehicle dealers and specialists in every other automotive field – than any other automotive industry publication across every state and territory. Australian Automotive is directly mailed to business owners, dealer principals, service managers, operations managers and finance directors in the automotive and transport industries, and is available online via the VACC website.

Make Australian Automotive work for you and reach more of the right industry people across Australia.

OUR AUDIENCE

- Mechanical repairers
- Crash repairers
- New & used car dealers
- Air conditioning specialists
- Transmission specialists
- Auto electrical repairers
- Commercial vehicle dealers & repairers
- Tyre dealers
- Engine reconditioning specialists
- Farm machinery dealers
- LPG conversion specialists
- Motorcycle dealers & repairers
- Service station operators
- Suspension & underbody repairers
- Steering specialists
- Towing operators
- Auto accessory retailers
- Automotive recyclers
SCHEDULE 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BOOKING</th>
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Millicante Consulting undertook a readership survey on behalf of Australian Automotive and here are some of their findings:

• Average readership of 7.4 readers per copy (over 150,000 readers)
• 46 percent of readers work in the mechanical repair sector
• 61 percent of purchase decision makers indicated they have responded to an advertisement in Australian Automotive
• 78 percent of readers read for more than 16 minutes
• 82 percent said they do not read AAAA magazine, Australasian Paint & Panel or The Automotive Engineer
• 91 percent of readers are responsible for making purchasing decisions
• 100 percent of readers say they wish to continue receiving Australian Automotive

RATES

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<tr>
<th>EDITORIAL SECTION</th>
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Minimum Service Directory booking: three or six issues
All rates exclude GST

INSERTS:
Accepted for loose insertion. Minimum 5,000 (POA)

AGENCY COMMISSION:
Accredited agencies earn 10% commission
HOW TO SUPPLY FILES

Advertisers should supply reproduction materials as:
300ppi CMYK PDF (press ready).

Email (under 10mb) to: matt.healey@cameronmediasales.com

PDF SPECS:
• All embedded images to be at 300ppi and converted to CMYK
• Logos and fonts to be embedded
• Trim and bleed marks for full page/DPS – half page ads no bleed

Contact Australian Automotive for distilling preferences and Photoshop colour profiles on 03 9829 1189 or production@australianautomotive.com

The publisher will not accept responsibility for poor reproduction due to:
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• missing fonts or logos

Word, Excel, Powerpoint or Publisher files not accepted

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Professional design and copywriting service available.
Contact: production@australianautomotive.com

ADVERTISING REPRESENTATIVE

Matt Healey at Cameron Media Sales
Mobile: 0407 343 330       Phone: 03 9822 5188
Email: matt.healey@cameronmediasales.com

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VACC News, the monthly member newsletter of VACC, is electronically distributed to 5,200 automotive business owners in Victoria and Tasmania. Sell your products and services directly to this engaged audience of purchasers and decision-makers.

### Marketing Packages

Marketing packages offering a combination of VACC print and digital assets are available upon request.

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### HEADER/FOOTER AD RATE PER ISSUE

- **$695 (excluding GST)**
- **950 pixels (w) x 330 pixels (h) @ 150dpi**