

ALL NEW MAGAZINE

AUTO RECYCLING AUSTRALIA



News, Views & Information for the Recycling Industry Professional



Information
Pack

AUTO RECYCLING AUSTRALIA



News, Views & Information for the Recycling Industry Professional

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What's the Difference

Why a magazine?

The **Auto Recycling Australia** magazine has been put together by people from the recycling industry that saw a vacuum in the market for a specific publication which would provide information on industry issues which could impact the recycling industry in Australia. The magazine of course will cover not only issues occurring in Australia but also overseas.

The magazine will be printed locally and will be quality A4 size with full colour throughout. It will be designed so as to be easy to read which will allow advertisers to achieve maximum exposure.

It will be mailed free of charge every quarter (commencing October, 2009) to auto dismantlers around Australia. It will also be mailed to service providers, insurers and other industry stakeholders.

The following is a list of the sections to be included:

Local News: What is happening on the local scene?

Global News: Items of interest from around the world.

Office & Management: Information on marketing, IT and staff issues.

Around the Traps: Visits to Recyclers to find out how the owners got into the business, what is their background, interests and their view of the future of the industry.

Five minutes with: A series of questions and answers with industry participants.

Interviews: Interviews with industry leaders on a whole range of subjects, participants will come from all areas of the industry.

Product Showcase: Not necessarily new products but products which can make life easier and more profitable for the owner.

Calendar of Events: Dates of trade shows and events in and around the world.

Guest Columnists: Regular columns from industry leaders who have news, views or information to share.



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THE TEAM

Mike Third, Publisher

Mike is aged 54 and was born in Gisborne, New Zealand. He came to Australia in 1976 and is married with three teenage boys.

He started in the industry in 1980 and his auto recycling businesses have included Mazsport, All Jap Auto Parts and his current businesses are Total Auto Recyclers & Jollys U Pull It both in Dandenong, Victoria.

He has been a member of APRAA 1992 and has served on the APRAA National Board for more than six years. He was the architect responsible for developing APRAA Accreditation, APRAA.COM and has served on numerous industry committees.

Mike's company, TAR is regarded as an industry leader in demonstrating a range of international environmental best practice standards in Auto Recycling. TAR was the first Australian Auto Recycler to achieve certification to the international management standards ISO 9000/2000 for Quality Management and ISO 14001/2004 Environmental Management.

He has received the Frank Nicastrì Award for Australia's Most Environmentally Aware Auto Recycler twice and is the current holder. He was also the winner of the Regional Premier Business Award for Corporate and Social Responsibility and has received numerous other awards from APRAA.

As the Architect behind the Auto Recycling Australia Magazine, Mike routinely travels overseas to remain in touch with all the issues faced by the industry worldwide. He has learnt a great deal by witnessing the ways auto recyclers in more advanced countries deal with the impact of ELV legislation and sees it as only a matter of time before Australia will adopt a regulatory framework to address the handling and disposal of End of Life Vehicles. Mike believes that the need to establish environmentally sustainable auto recycling here in Australia and across the globe has never been more significant. He has made it his vocation to mentor others who have the same convictions. Mike is committed in seeing that this magazine provides the ideal medium for the legitimate auto recycling industry to demonstrate to the broader community that it is up to the task.

Bill Bartlett, Editorial Contributor

With has more than 30 years experience in the auto parts recycling industry prior to his retirement and has also had a sustained involvement with the industry association APRAA including terms as State and National President. He is well known for his advocacy on key recycling issues and was a member of

APRAA teams involved in liaising with the Australian Taxation Office regarding GST and with Environmental Australia regarding End-of-Life Vehicles policy. He also represented the legitimate recycler's position on salvage disposal and proposed regulatory issues with the Motor Vehicle Theft Reduction Council.

Bill has also been the proud recipient of the Bob Scott Memorial Award in recognition of 'outstanding contribution to the industry.'

His major focus has been to achieve recognition of the role of the legitimate industry and continual improvement of industry standards in justification of the Auto Parts Recycling Industry's position as a responsible, consumer-friendly and stand alone industry sector.

He believes that the Auto Recycling Australia magazine will fill the vacuum with a national recycling specific publication produced by industry people for the industry. It will provide State, National and International views on industry issues. Many issues are occurring both in Australia and overseas which will impact on Australia and the Australian recycler. "Recycling is a vital link in the automotive chain and this independent quality publication will assist in growing both consumer and Regulatory Authority confidence and respect for the recycling industry."

Barry Isenberg, Editorial Contributor

Barry Isenberg grew up in his family's used auto parts recycling business. After earning a BS in Engineering and an MBA he became a management consulting manager with Price Waterhouse. In 1970 Barry founded his consulting firm which provided professional management consulting services in the US, UK, Canada, NZ and Australia to over 5,000 Auto Recyclers, many of whom have become industry leaders. He has presented over 900 seminars, workshops, courses and conferences for Auto Recyclers. He's been a regular featured speaker at State, National and International Auto Recyclers conventions and has written hundreds of articles for industry publications. Barry organised the first trade show for the US based ARA and was instrumental in founding APRAA. He co-founded the Sydney Hotline, Melbourne Hotline and the Parts Locator Magazine. He developed the first computerised inventory sharing system. Since 1991 he and his Australian wife have lived in Melbourne where he manages the Melbourne Hotline.

Does the World need another magazine?

"Yes, the world of Australian Auto Recycling does! Historically

we have not had an effective platform for communicating ideas for practical business improvement specifically for Australian Auto Recyclers or for representing our views as Auto Recyclers. "While there are good international Auto Recycling magazines and there are good national magazines for Panel Shops and others in the motor trade, there is nothing that our local industry can call its own.

Since APRAA amalgamated with the state based motor trades associations, the Auto Recycling Industry has not been viewed independently to that of other motor industry sectors. In these uncertain times, we need a national magazine to keep us informed on issues so that we can act in unison to advance our industry for the benefit of the entire community. The Auto Recycling Australia magazine will do exactly that."

David Newton-Ross, Managing Editor

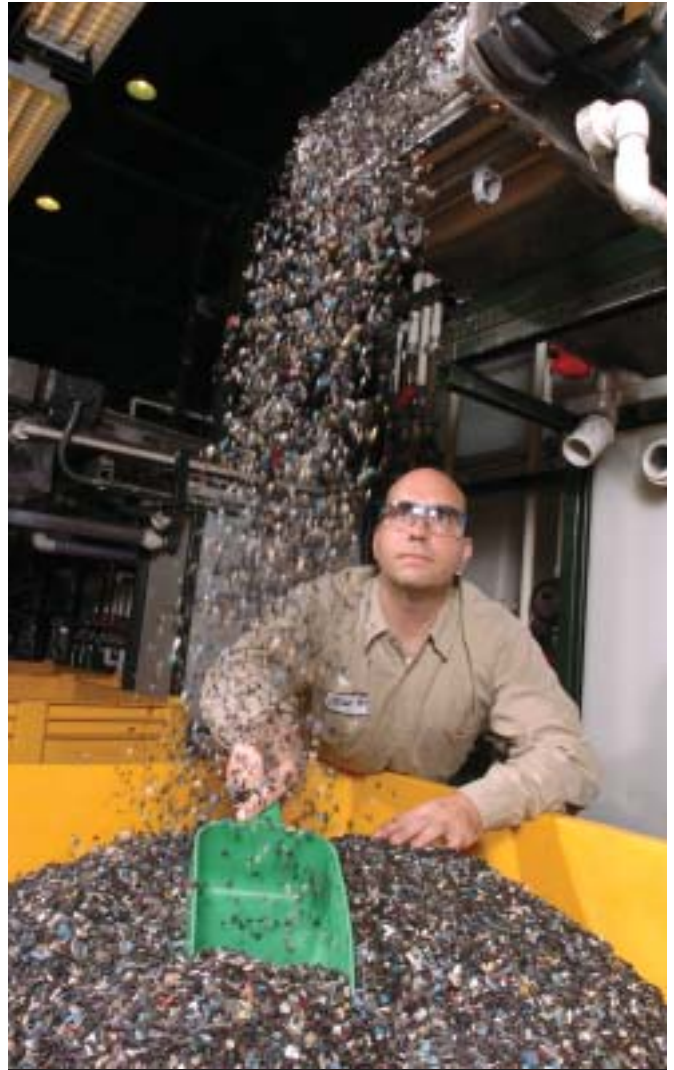
David Newton-Ross has been a part of the automotive collision repair industry for over 35 years both in Australia and the USA. He has previously worked with Motor Equipment News magazine (Australia) as a writer and in advertising sales. His knowledge of the industry and contacts both in Australia and overseas are second to none.

David is the editor and part owner of The National Collision Repairer magazine (Australia), regarded by many within Australia and around the world as the premier Australian collision industry magazine. He is also the editor and part owner of the NZ Collision Repairer magazine in New Zealand.

He runs his own marketing company, Newton International Marketing and is the convenor of the Collision Repair Specialists of Australia (CRSA), a successful, select group which comprises some of the most forward thinking shop owners and service providers from around Australia.

He has been a guest speaker at NACE (the largest expo for collision repair in the world) on many occasions and also at IBIS which is an annual forum for the most influential in the industry to meet each year. He is also on the Board of Trustees of I-CAR Australia. He was one of the parties instrumental in bringing I-CAR to Australia. He is passionate about the industry, informative and well respected; David has been at the forefront for many years, presenting views and information to collision industry professionals.

"I have been talking to Mike Third for a few years now about producing a magazine specifically for auto recyclers and endeavouring to align them much closer to the collision repair industry. This opportunity to work with people who are involved with the industry and care about it as much as Mike, Bill and Barry to produce a quality magazine for the auto recycling industry is exciting and much needed and very timely. I look forward to meeting with and assisting the many stakeholders in this very important aspect of the automotive industry in Australia over the coming months and years."



Chris Stone, Creative Director

Chris Stone has been in the graphic design/media/newspaper industry for over 36 years. In that time, he has designed and managed magazines for Federal Publishing Co, ACP Publications and Universal Magazines (the leading three publishers in Australia). At Universal Magazines he was also the founder of the very successful 4WD Monthly magazine. In 1980 he completed a graduate course in marketing at Sydney University. He has been a National Marketing Manager for TJM Products (Brisbane) and 4WD Megastores (Sydney). For the past 11 years he has owned and run his own company called Stone Dezin specialising in retail and trade magazines.

Chris is also part owner in the National Collision Repairer and NZ Collision Repairer magazines, both of which are the leading trade publications in the Australian and New Zealand collision repair industries.



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Rates & Booking Info

Advertising Rates

Advert Sizes	1 Times	2 Times	4 Times
Full Page:	\$2200	\$2000	\$1800
Half Page	\$1200	\$1100	\$1000
Third Page	\$ 850	\$ 750	\$ 670
Cover (OFC)	\$3000	-	-
Back Cover (OBC)	\$2600	\$2400	\$2000
Inside Front Cover (IFC)	\$2600	\$2400	\$2000
Inside Back Cover (IBC)	\$2300	\$2100	\$1900

Inserts

Magazine advertisers can also have their brochure or leaflet inserted into *The Auto Recycling Australia* magazine and delivered to all auto recyclers nationally. \$1200*

* Insert rate shown is for one A4 double sided insert only (size 210mm x 297mm). Any other size or multiple page insert would be subject to individual quotation.

Formats

Press optimised PDF, or Tiff @ 300dpi (size 210x 297mm deep + bleed)

Please ask your representative for a costing on production of all your advertising requirements.

Advertising Sales & Material Deadlines

Issue	Booking Date	Material Deadline
October 2009	18th Sept 2009	29th Sept 2009
Dec 2009/Jan 2010	17th Nov 2009	27th Nov 2009
March 2010	15th Feb 2010	25th Feb 2010
June 2010	18th May 2010	26th May 2010
Sept 2010	17th Aug 2010	28th Aug 2010
Dec 2010/Jan 2011	19th Nov 2010	26th Nov 2010

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Specification Info

Specifications

Magazine Page Size: 210mm wide x 297mm deep (A4)

Advert Sizes

Double Page Size: 420mm wide x 297mm deep + 5mm bleed

Full Page (Bleed): 210mm wide x 297mm deep + 5mm bleed

Full Page (Non Bleed): 180mm wide x 252mm deep

Half Page

[Horizontal] (Bleed): 210mm wide x 150mm deep + 5mm bleed

Half Page

[Horizontal] (Non Bleed): 180mm wide x 125mm deep

Third Page [Vertical]: 56mm wide x 252mm deep

Third Page [Horizontal]: 180mm wide x 80mm deep

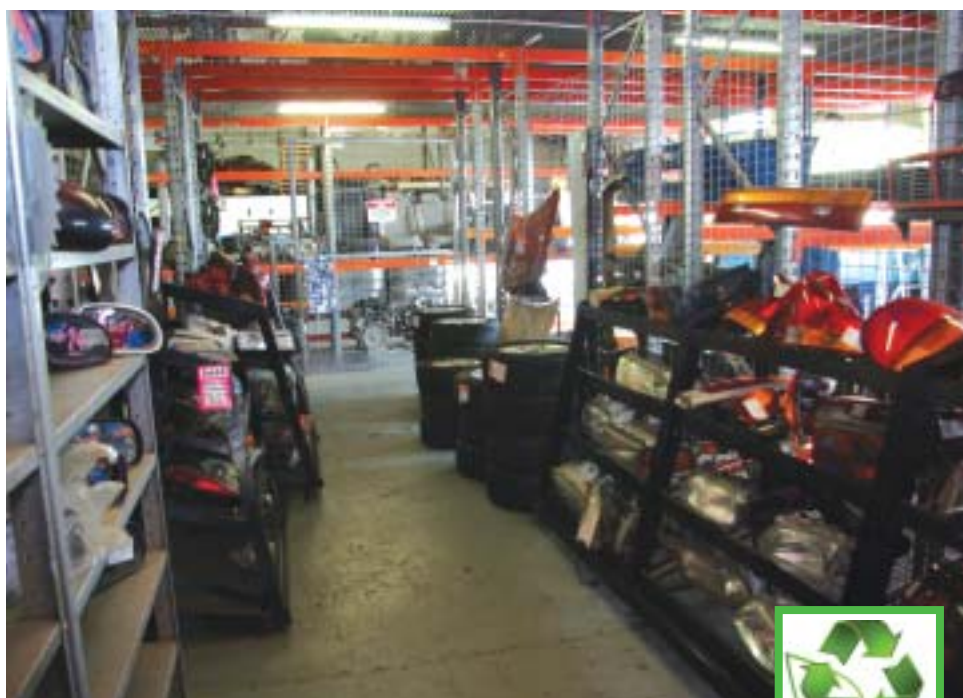
Inserts

Insert must not exceed 210mm wide x 297mm deep

Formats

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Please ask for a costing on production of all your advertising requirements.



Auto Recycling
Eco Friendly

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Advertising Bookings

Name: Phone:.....
 Address:..... Fax:.....
 Mobile:.....
 State:..... Postcode:..... Email:.....
 Contact:..... ABN:..... Your Order No.:.....

I authorise the above expenditure and understand additional charges will be made should extra work be required. I acknowledge receipt of a copy of this Order.

Company Name:

Name:

Signed:

Date:

Accepted on behalf of The Auto Recycling Australia magazine

Signed:

Issue	Ad Size	Location	Rate	Cost \$
October 2009
Dec 2009 – Jan 2010
March 2010
June 2010
September 2010
Dec 2010 – Jan 2011
Number of Ads:.....	Production Costs per Advert			\$.....
	Inserts			\$.....
	Total Amount (excluding GST)			\$.....
	Total GST			\$.....
	Total Amount			\$.....

Instructions:.....

