

## *Magazine distribution*

The Automotive Technician is published every two months, and all copies are distributed throughout Australia and New Zealand via a customised network of popular wholesale branches and a growing list of subscribers.

We also use a quality database of workshops across Australia via our supplier agreement with The Capricorn Society. This database is used to reach, by direct mail, approximately 4,000 technicians each issue.

The magazines are not delivered in bulk to wholesaler head offices, but posted directly in boxes of 75 to the manager of each branch outlet with a covering letter with distribution suggestions.

Each outlet has been canvassed to ensure that the quantity supplied matches the size and expected 'pick-up' in each region.

After each edition, a Director from TaT head office monitors distribution numbers, ensuring proper display of magazines, and making adjustments to minimise wastage.

In addition, approximately 350 magazines are included in a regular mailout to members of VASA (inc AAAE), across Australia and New Zealand.

### *Impact of the Subscription concept*

Because of the added value provided by TaT, through its problem solving database on its



**The Automotive Technician**

website, plus training programs and other initiatives, there is a stronger than usual incentive for technicians to take up paid subscriptions, at a retail cost of \$115 per year. These subscribers receive their copy of the magazine direct by post.

The number of subscribers coming on board since our first issue in February has exceeded even our own very high expectations. The number of free issues is adjusted accordingly, so that the total distribution is always maintained as a minimum.

Subscriptions will provide both TaT and its advertisers with a much clearer picture of the readership.

### *Audit process*

TaT has applied for a CAB audit to verify the total average distribution of its publication over a defined audit period. The audit verifies and reports the average net distribution per issue, and will be of great benefit to potential advertisers.

Our launch issue review report from the CAB had our Average net distribution at 14,641, but this is adjusted each issue to cope with subscriber take-up and adjustments to the free distribution network.

### *The distribution network*

Each company involved in the distribution network was given a full briefing on the nature of the publication and its likely impact on technicians in the industry.

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Without exception, all head offices of these wholesale companies were impressed with the magazine, believing it to fill a sorely needed short-coming in the upskilling and training of technicians in an industry where technology is rapidly over-taking traditional skills.

The following were the distribution outlets for Issue #3:

- Three Auckland Auto Air branches
- Auto One stores in Chatswood and Waitara
- Burson's Auto Parts branches in NSW
- Eight National CoolDrive branches
- Fourteen NSW Pep's Auto spares stores
- Frys Spares, NSW and QLD
- Over One Hundred Midas stores
- Three independent Sydney automotive tool suppliers

### *Feedback*

TaT can gauge by feedback that the product has 'hit the spot' for the technicians of Australia and New Zealand. Significant among the comments was a written endorsement by MTA NSW, in which Chief Executive James McCall said TaT was a 'brilliant initiative...full of essential information'.

If you would like to find out more about the advertising opportunities, please go to the advertising links at [www.tat.net.au](http://www.tat.net.au), or get in touch with Barry Browne (see top panel above)