

The new automotive magazine that's inspiring our technicians!

The Automotive Technician aims to improve the working environment of all technicians by providing quality technical information and training aids to allow them to tackle the ever-increasing, technically challenging problems of the modern vehicle.

Media kit

"Great to have access to quality information."

"A great read."

"An industry must-read."

"I couldn't believe that here was the solution, staring me in the face."

"You have set a new standard."

"Full of essential information for the professional."

"Value already from first edition."



Meet the family

TaT's a fact

problem solving

The main attraction - a never-ending database of vehicle specific solutions to everyday problems and time-wasting technical mysteries, in the magazine and on-line.

TaT train

training division

Training programs which can be used by wholesalers, associations or just groups of interested technicians.

TaT assist

technical support

TaT subscribers will access TaT workshops for solutions.

TaT space

technical stories

A resource centre which will collect and publish stories, trends, research, profiles and technical data for sharing with TaT subscribers.

tips for TaT

ideas division

A never-ending selection of technical tips, to help technicians with their diagnostic skills.

The motivation for TaT stems from a firm belief that skilled automotive technicians are entering the most exciting and demanding era of automotive history since the invention of the wheel. The role of this magazine, and its associated website, is to provide a solid platform for future skills development.

The Automotive Technician

The Automotive Technician (TaT) is the first magazine of its kind in Australasia, featuring practical solutions to every-day problems.

TaT will be a breath of fresh air for the technicians of Australasia, and if they enjoy reading it as much as we believe they will, the magazine, to be published six times a year, combined with an active website and training programs, will provide an exciting new platform for those with products to sell and messages to deliver.

Who are our readers?

- Auto technicians in all specialities
- Auto electricians
- Climate control technicians
- Mechanics
- Apprentices
- Registered Training Organisation (TAFE) staff
- Industry suppliers
- Original equipment manufacturers

... and what have you got that would interest them?

Lubricants - filters - spark plugs - brake pads - tools - hoists - jacks - benches - testing equipment - scanners - multimeters - batteries - chargers - workshop and office software - shocks - springs - radiators - hoses - clamps - belts - fuel pumps - work clothes - insurance - vehicles - lighting - air conditioning parts and systems - gas - service equipment - consumables - cleaning materials - printing - accountancy - banking - telephones - security - internet access

Tested information comes from TaT research centres



AIRBAG TEST



The Automotive Technician

A combination of top talent produces The Automotive Technician and the solutions to everyday problems in the automotive workshop.

Editor in chief is Ken Newton, an award-winning writer (International Automotive Media Award 2006 USA) and regular columnist for MACS Worldwide's MACS Action in the USA and HVAC and R, published by AIRAH.



He is also a documentary maker, CEO of VASA (Vehicle Air conditioning Specialists of Australasia, Incorporating the Australian Association of Automotive Electricians), head of the Gold Coast region's longest established public relations consultancy, former ABC senior journalist and newspaperman.

Technical editor and owner of a TaT research workshop in Sydney is Jeff Smit, for the past decade a leading light with the Australian Association of Automotive Electricians and now on the VASA Board.



Circulation and distribution targets

Magazine circulation - 1st Edition 15,000; subsequent editions may vary as subscriptions are received.

Subscriber benefits

Distribution free via:

- selected wholesalers and national franchise networks
 - industry associations
- Readers are offered a combined magazine-website access subscription.

This will provide access to www.tat.net.au with its technical resource centre and will include mailed delivery of the magazine.



Top talent tells it how it is

Jeff also heads up TaT's Training agenda, and is developing content for a variety of automotive training workshops.

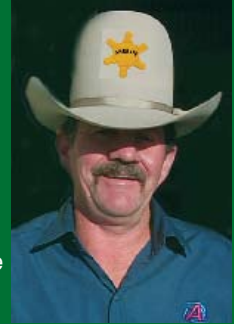
Most of the problem solving is performed at Deyan Barrie's extensive workshop and remanufacturing centre in Sydney.



Deyan is a RAAF trained aircraft electrical fitter who has established successful auto electrical workshops in NSW and is respected for his diagnostic and remanufacturing skills.



Holden College trainer Jack Stepanian (above right) is on the team, and so is international gymnastic champion and columnist Haley Windsor (above left). We even have our own sheriff, Ashley Teitzel of Toowoomba, Queensland, who rides shotgun on the sometimes bizarre work practices of the outback.



He is also the MTA NSW councillor of the Automotive Electrical Division and was President of the Australian Association of Automotive Electricians until its merger with VASA in 2007. He now serves on the VASA Board of Directors.

Automotive trainer and scan tool expert, Nick Murphy (left, with his diagnostic dartboard) will feature as a regular columnist.

Advertising rates

Advertising rates are pitched to industry magazines of similar size and are made available as soon as you contact us.

We prefer to work personally with advertisers to deliver long-term and satisfying advertising and promotional schedules.

Please discuss your advertising ideas with us.

Promotional extras

THREE and SIX issue contracts will receive bonus exposure with matching ads and web page links on TaT's website FOR ONE YEAR following publication.

SIX issue contracts will be eligible for special rate for training programs if they wish to conduct training days for their clients. Discuss your requirements with us. If you manufacture or import technical equipment, there are opportunities for product testing and evaluation. Discuss your ideas with us.

Advertising specifications

FULL PAGE

Trim size
210mm x 297mm
Bleed
216mm x 303mm
Type area
190mm x 277mm

Artwork

Preferred format:

- High resolution, press quality PDF file with embedded fonts from a Mac
- Adobe Illustrator .eps file
- Adobe photoshop .tif or .eps files

Ensure that all linked files are supplied, including fonts and graphics.

HALF PAGE

Vertical
89mm x 277mm
Horizontal
190mm x 135mm

A hard copy proof of the finished ad must be provided with the digital artwork. No responsibility will be accepted unless a proof is supplied.

Files up to 8 meg can be emailed. Larger must be supplied on CD or DVD disc, with colour proof attached.

THIRD PAGE

Vertical
104mm x 163mm
Horizontal
190mm x 90mm

Files created in Microsoft Word, Publisher or any other program cannot be accepted.

Any additional artwork requested on advertisements will be subject to a charge.

QUARTER PAGE

Vertical
42mm x 277mm
Horizontal
190mm x 67mm
Corner
92mm x 135mm

Magazine trim size -
210mm wide x 297mm high
Bleed size -
216mm wide x 303mm high
Type area -
190mm wide x 277mm high

Advertising policies

The publisher reserves the right to refuse advertising.

Advertisers and their agencies assume liability for content of advertising and also assume responsibility for any resulting claims made against the publisher.

Advertisers and advertising agencies are jointly and severally responsible for payment for all published advertisements.

The word 'advertisement' shall be printed at the top of any advertisement which, in the opinion of the publisher, might be confused with editorial pages.

Cancellations are not accepted and copy corrections are not guaranteed after closing date.

Requested positions are not guaranteed unless confirmed by a 10% premium payment.

Any production work additional to the supplied advertisement will be subject to additional charge.

Editorial policies

This magazine's credibility rests heavily on the power and readability of its editorial and technical content.

The Automotive Technician is a balance of first rate technical information and problem solving, new product information, and in-depth analysis of global, national and state issues which may affect technical workshops.

Editorial contributions are encouraged, but judgment as to suitability for publication rests entirely with the Editorial team.

All editorial and illustrations submitted for consideration become the property of The Automotive Technician and may be subject to sub-editorial treatment, re-writing, expansion or rejection.

The Automotive Technician accepts no responsibility or liability which might result from publication of any published editorial submitted by any company or individual.

ADVERTISING INQUIRIES TO:

Barry Browne
Barry Browne Media & Management
ph: +61 3 9807 9154
fax: +61 3 9820 8819
mobile: +61 0418 322 243
barry@barrybrownemedia.com.au

Advertising booking and delivery deadlines for 2008

	Booking deadline	Artwork deadline	Delivery
February 2008	7 December 07	17 December 07	15 February 08
April 2008	25 February	11 March	18 April
June 2008	28 April	12 May	20 June
August 2008	14 July	18 July	18 August
October 2008	15 September	19 September	20 October
December 2008	10 November	14 November	15 December



PO Box 101
GYMEA 2227
Ph 1300 828 000