

autofile

autofile is the voice of the auto industry

Delivered twice per month to motor vehicle dealers, shipping companies, customs agents, finance and insurance companies, as well as any supplier, association or government agency with an interest in the auto industry.

Editorial Profile

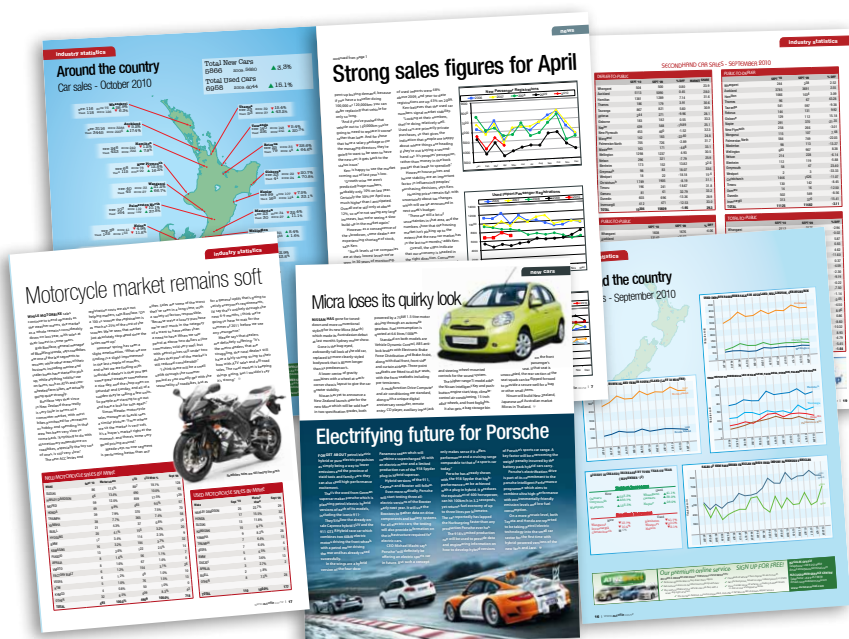
Having served the industry for over 24 years, **autofile** has a proud history as the voice of the auto industry. Published twice per month it highlights the major issues of concern to the motor industry, as well as items of general interest relating to the new and used vehicle import trade. **autofile** aims to provide the information that automotive trade companies and related organizations want and need to know.

A major feature of **autofile** is the analysis of sales statistics – of new and used vehicles, including cars, light commercials and motorbikes.

The magazine is required reading for anyone associated with the motor trade.

Reader Profile

The majority of **autofile** readers are vehicle sales professionals. Whether they're sales people, finance and insurance manager or the dealer principal, the reader wants to be kept informed about all aspects of the auto industry. The readership is not confined to those directly in the trade, with importers, finance companies and insurers, motor vehicle associations and government departments also making up part of the **autofile**'s readership.



Advertising

autofile and its supplements are read by the decision makers in the auto industry, so is the perfect environment for you to get your message across to the people who shape the industry.

autofile is a highly respected publication that carries real weight in the trade.

The opportunity to backup advertising with editorial exists and this has proved to be a very successful way for advertisers to reinforce their message to this targeted market.

Supplements

4 Media Limited, the publishers of **autofile**, also produce supplements that cater for the following segments as they relate to the auto industry:

Finance and Insurance

News, statistics and analysis relating directly to the auto industry finance and insurance sector.

Shipping and Compliance

Shipping is a vital component of the new and used-vehicle import industry. This supplement provides valuable information regarding shipping and the compliance industry it feeds.

IT and business Systems

IT is an important part of any modern business and cars are no exception. The supplement keeps readers up to date with all of the latest IT and business systems relating to the auto industry.



Booking deadline:

12 noon Monday prior to issue date

Artwork deadline:

12 noon Tuesday prior to issue date

Contact

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autofile

Advertising Rates and Sizes

POSITION	TWICE MONTHLY	MONTHLY	CASUAL
FULL PAGE  <p>TRIM (excluding bleed) 297mm high x 210mm wide</p> <p>SIZE (including 5mm bleed all around) 307mm high x 220mm wide</p>	\$1,550	\$1,750	\$1,975
HALF PAGE  <p>SIZE 132mm high x 190mm wide (no bleed needed)</p>	\$995	\$1,125	\$1,300
QUARTER PAGE  <p>SIZE 132mm high x 92mm wide (no bleed needed)</p>	\$550	\$625	\$775
DELUXE BANNER  <p>SIZE 45mm high x 190mm wide (no bleed needed)</p>	\$650	\$725	\$850
STANDARD BANNER  <p>SIZE 25mm high x 190mm wide (no bleed needed)</p>	\$500	\$575	\$750
VEHICLES WANTED 	<p>Standard \$82.50 \$82.50 \$120 18mm high x 92mm wide</p> <p>Deluxe \$120 \$120 \$155 34mm high x 92mm wide</p>		

Prices are non-commission bearing and exclude GST. Effective from 01/01/2011

Mechanical specifications

- We accept advertisement material as Mac or PC press-ready PDFs.
- All fonts must be outlined or embedded
- All material must be supplied as 300dpi, CMYK, and to the correct size and specifications outlined above.
- Design services are available – price on enquiry.

For further enquiries, or to deliver artwork, please contact:

brian@autofile.co.nz Phone 0508 288 863 or Cell 021 455 775