

MOTORTRADES INSIGHT

Media Information 2013

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About Motortrades Insight

MTi is an E-zine focused entirely on the UK automotive industry. It includes features about a very broad range of topics from industry news, new car launches, used cars, motor sports, personal safety, celebrities and their cars, industry statistics, company profiles, exclusive interviews and a whole lot more, all written by experienced motoring journalists and ex-F1 writers. Articles are “live” on the site for one month after which they “retire” to a fully searchable archive. All articles can be found individually by Google and the other major search engines.

Our Audience

MTi is of interest to anyone who is involved in motoring. Some of the articles are of interest to the motor trade itself, some to car enthusiasts and others to the general motoring public seeking specific information or news.

The target audience is therefore very broad and includes people from all walks of life and broadly speaking every socio-economic group, although most fall within the categories B, C1, C2 and D.

MTi is sent weekly as an email link to its own subscriber base and to every contact of our strategic partner **Motortrades.co.uk**, approximately 500,000 people. Our audience of regular readers is growing rapidly with new subscribers signing up every day. **MTi** is fully accessible on iPhone (4 and after), Android and Windows mobile devices. It ranks well on Google and other search engines due to its high volume of relevant key words and links.

The UK Motor Industry

The UK automotive industry typically generates around **£50 billion a year** in annual turnover, contributing around **£10 billion** in net value-added revenue to the economy.

The industry employs over **730,000** people across manufacturing, retail and aftermarket sectors.

It is the largest sector in terms of exports, generating around £29 billion in 2010 and exporting to over 100 markets worldwide.*

Who advertises on MTi?

Any business seeking to communicate with a wide motoring related audience be it trade or consumer.

Our advertisers include:

- Vehicle Manufacturers
- Vehicle Insurers
- Vehicle Parts Manufacturers
- Vehicle Retailers
- Tyre Manufacturers
- Battery Manufacturers
- Vehicle Parts Suppliers
- Breakdown Recovery Organisations
- National Vehicle Service Centres
- Franchised Businesses
- National Filling Stations
- Supermarket Chains
- Petroleum Companies
- Motor Oil Companies
- Car Hire Companies
- Contract Hire & Leasing
- Personal Injury Solicitors
- Accessories Manufacturers
- Satellite Navigation
- Alloy Wheel Brands



MTi Advertising Rates

Home Page Advertising

Home-page advertisements are bookable on a monthly basis and are featured on the home page of motortradesinsight.co.uk. These prominent banners will receive maximum exposure to our huge audience of businesses, motorists and enthusiasts.

- **Header Premium Banner (468 x 60) £1,750.00**
- **Premium Banner 1 (300 x 250) £975.00**
- **Premium Banner 2 (300 x 250) £975.00**
- **Skyscraper Banner (120 x 600) £850.00**
- **Footer Banner Left (468 x 60) £650.00**
- **Footer Banner Right (468 x 60) £650.00**

Regular Feature Advertising

MTi has a range of regular features covering diverse topics always of interest to a motoring audience. These include new car prices, used car buying advice, new car test drives and reviews, events, motorsport, trade news, insurance and finance and more.

- **Header Premium Banner (468 x 60) £1,750.00**
- **Premium Banner 1 (300 x 250) £975.00**
- **Premium Banner 2 (300 x 250) £975.00**
- **Skyscraper Banner (120 x 600) £850.00**
- **Footer Banner Left (468 x 60) £650.00**
- **Footer Banner Right (468 x 60) £650.00**

Article Specific Advertising

Articles are one off pieces centred on specific and topical news, events and interviews. Advertising on these articles is charged as a one-off fee and will be featured on the chosen article permanently (this includes the period for which the article is archived). Each of the articles will be “live” for one month.

- **Header Premium Banner (468 x 60) £1,750.00**
- **Premium Banner 1 (300 x 250) £975.00**
- **Premium Banner 2 (300 x 250) £975.00**
- **Skyscraper Banner (120 x 600) £850.00**
- **Footer Banner Left (468 x 60) £650.00**
- **Footer Banner Right (468 x 60) £650.00**

Article Sponsor

An opportunity for one business to take every banner advertising position on a specific feature. This highly focused one off campaign will align the advertisers brand firmly with the topic, product, service or event the article is written about,

- **£1, 995.00**

Business Profile - Advertising Feature

An **MTi Business Profile** is a unique advertising feature wholly dedicated to one company. Your company will be visited by our Editor who will work with you to create a profile of your business highlighting strengths and any exciting news you choose to focus on.

Our visit will include professional photography for use in the article and will be live on **MTi** for a period of **twelve months** clickable from our business profile page. It will also appear in random rotation on the MTi Home Page.

- **Business Profile £2,250.00**

Business Listing

Listing on **MTi** increases your profile across the UK motor industry, promoting your business to motoring enthusiasts, the trade and the general motoring public. Our listings will help you get found more easily yet are very affordable. Not only that, but your first three months are completely **FREE, saving you £297.00!**

- **MTi Business Listing £99.00 per month (first 3 months free)**

Recruitment Advertising

Advertising your vacancies on **MTi** is a very cost effective way of finding new staff. Just £99.00 per vacancy gives you access to our entire UK wide audience. Not only that but you can post your initial vacancy with us **FREE for 28 days!**

- **MTi Recruitment Advertisement £99.00 per vacancy**

Series Discounts

Discounts are available to advertisers booking a series of advertisements. The campaign must run over consecutive months although ad copy can be updated at any stage of the campaign without further charge.

3 Consecutive Months	-10%
6 Consecutive Months	-15%
12 consecutive Months	-25%

Other Marketing Services

Maximise the impact of your Business Profile by printing your feature. This makes a fantastic marketing tool to mail out to your customer base or as a hand out at exhibitions, events or product launches. Alternatively a bespoke Eblast will draw your customers to your article online, enhancing your campaign and developing brand loyalty.

Call us to discuss your needs.

*Source – Society of Motor Manufacturers and Traders 2012



Important Notice

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