IMI MEDIA PACK 2019

IMI MAGAZINE
Magazine content is reflective of the diverse professions of the readership and comprises business critical information, advice and analysis. It isn’t just a bland business magazine either; it is unafraid to stimulate debate by taking strong editorial positions on a variety of topics.

The magazine’s intelligent, informative content is accompanied by an imaginative, intuitive design – the two components blending together to create a product which significantly exceeds the quality associated with archetypal trade magazines.

All these factors combine to make IMI Magazine the perfect place to showcase your company to the industry. Put simply, IMI Magazine is unparalleled in the market.

IMI MAGAZINE ONLINE
Featuring original content, videos, the latest articles from the current issue, and an archive spanning back through past issues of the magazine.

theimi.org.uk/magazine

IMI AUTO JOBS
IMI Auto Jobs is an online platform for recruitment in the automotive sector. Whether recruiting for dealer principals or vehicle technicians, IMI Auto Jobs is the perfect place to start your search.

jobs.theimi.org.uk

IMI EVENTS – SPONSORSHIP
The Annual Dinner and Awards (March)
The most prestigious event in the automotive calendar is attended by over 400 industry luminaries and provides a fantastic networking opportunity. The awards celebrate the contribution individuals and organisations have made to aid and abet the development of the automotive industry and the work of the IMI.

The Outstanding Achievers Awards (October)
Celebrating the achievements of automotive learners, training centres and professionals, these awards recognise the excellence, enthusiasm and hard work that is taking place across the entire industry. Held at IMI HQ – Fanshaws – they represent the perfect place to demonstrate your brand.

SPONSORSHIP PACKAGES
Prices start from £950 and offer promotion both in print and online

IMI ONLINE REACH – THE STATS

12,000 Twitter followers
27,000 average monthly engagement on Facebook
9,600 LinkedIn group members
100,000 YouTube views
ADVERTISING PRICES AND TECHNICAL SPECIFICATION

ADVERTISING IN IMI MAGAZINE
IMI Magazine offers a variety of creative media solutions designed to add value to advertisers, both within the magazine and online {theimi.org.uk/magazine}.
Features such as band wraps, gatefolds, loose/bound-in inserts, competitions, bookmarks and sponsorship opportunities are available.

DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>1</th>
<th>5</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page</td>
<td>£375</td>
<td>£265</td>
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<tr>
<td>Half Page</td>
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*Premium positions at an additional 15%

RECRUITMENT ADVERTISING RATES

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<tr>
<td>Half Page</td>
<td>£1000</td>
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<tr>
<td>Full Page</td>
<td>£1500</td>
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ADDED VALUE

Any display advertisement in the magazine can be displayed as a banner ad online for one month free of charge.
Any display advertisement in the magazine aimed at technicians can be featured in Member Update, the IMI’s e-newsletter (circulation: over 26,000 members, including 20,300 IMI accredited professionals) as a banner ad.

Sponsorship
£200 for branded page

Inserts
From £55 per 1000 per insert supplied by client

Monthly E-newsletter
£250 to be featured

ONLINE ADVERTISING PER MONTH

Online Display Adverts
Leaderboard £200
Full Banner £150
Wide Skyscraper £125
Rectangle £125
Sky scraper £100
Half Banner £75
IMI Auto Jobs
IMI Jobs Featured Job £125
IMI Jobs Non Featured Job £100

ARTWORK
MAC formatted, EPS (CMYK) or PDF (CMYK), 300dpi or above with all fonts and graphics embedded.
Please include mono/colour proof with your advertisement.
Delivery accepted via email, USB or CD

DISPLAY ADVERTISING SPECIFICATION

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
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</thead>
<tbody>
<tr>
<td>DOUBLE PAGE SPREAD</td>
<td>114 x 184mm</td>
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<tr>
<td>FULL PAGE</td>
<td>114 x 89mm</td>
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<tr>
<td>HALF PAGE VERTICAL</td>
<td>246 x 89mm</td>
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<tr>
<td>HALF PAGE HORIZONTAL</td>
<td>120 x 184mm</td>
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<tr>
<td>QUARTER PAGE</td>
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E-NEWSLETTER ADVERTISING SPECIFICATION

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<tr>
<td>VERTICAL</td>
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ONLINE ADVERTISING SPECIFICATION

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<th>Size</th>
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<tr>
<td>LEADERBOARD (TOP OF THE PAGE)</td>
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<tr>
<td>FULL BANNER (BOTTOM OF PAGE)</td>
<td>468 x 60px</td>
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<tr>
<td>WIDE SKYSCRAPER BANNER (RHS)</td>
<td>160 x 600px</td>
</tr>
<tr>
<td>RECTANGLE (RHS)</td>
<td>300 x 250px or 300 x 300px</td>
</tr>
<tr>
<td>SKYSCRAPER BANNER (RHS)</td>
<td>120 x 600px</td>
</tr>
<tr>
<td>HALF BANNER</td>
<td>234 x 60px</td>
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### Readership Breakdown and Advertising Deadlines 2019

#### Readership Breakdown

**Business Type**
- Supplier/Wholesaler/Distributor: 8%
- Bodyshop/Crash Repair: 14%
- Fleet: 7%
- Commercial Vehicle: 2%
- Independent Garage Sector: 27%
- College/Training Centre: 9%
- Franchised Dealer: 20%
- Other: 13%

#### Job Type
- Management & Leadership: 48%
- Sales/Business Support: 11%
- Education: 6%
- Technical: 35%

**ABC Circulation Figures**
- ABC headline average per issue: 17,462

**Member Update E-Newsletter**
- Be seen by over 26,000 IMI members, including 20,300 IMI accredited professionals, with any advert placed in the magazine

### Advertising Deadlines 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Artwork deadline</th>
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<tbody>
<tr>
<td>February</td>
<td>18 January</td>
<td>23 January</td>
</tr>
<tr>
<td>March</td>
<td>19 February</td>
<td>25 February</td>
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<tr>
<td>April</td>
<td>18 March</td>
<td>22 March</td>
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<tr>
<td>May</td>
<td>18 April</td>
<td>23 April</td>
</tr>
<tr>
<td>June</td>
<td>17 May</td>
<td>23 May</td>
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<tr>
<td>July/August</td>
<td>17 June</td>
<td>24 June</td>
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<tr>
<td>September</td>
<td>16 August</td>
<td>22 August</td>
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<td>October</td>
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<td>24 September</td>
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<td>November</td>
<td>18 October</td>
<td>23 October</td>
</tr>
<tr>
<td>December/January</td>
<td>15 November</td>
<td>22 November</td>
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MAGAZINE FEATURES LIST 2019

FEBRUARY
- Electric Mobility
- IMI Skill Auto Report
- Recruitment
- Social Media Clinic

MARCH
- Apprenticeships
- Sales & Marketing Clinic
- Used Cars & Remarketing
- Warranties & Service Plans

APRIL
- Autonomous Vehicles
- Fleet Management
- IMI Annual Dinner Report
- MOT
- Legal Clinic

MAY
- Automechanika
  - Birmingham Preview
- DMS
- Finance & Insurance
- Marketing on a Budget

JUNE
- Independent Focus
- Property Clinic
- Subscription Services

JULY/AUGUST
- Electric Mobility
- Franchised Dealer Focus
- Recruitment

SEPTEMBER
- Cybersecurity
- Warranties & Service Plans
- Telematics

OCTOBER
- Autonomous Vehicles
- Used Cars & Remarketing
- Distribution Focus

NOVEMBER
- Digital Marketing Clinic
- DMS
- IMI Outstanding Achievers Awards Report

DECEMBER/JANUARY
- 2019 Review
- Further Education Sector
- Alternatives to Electrification

IMI Magazine also welcomes feature ideas, so please send synopses to the editor.

COPY DEADLINE IS FOUR WEEKS AHEAD OF COVER DATE

CONTACT DETAILS

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ADVERTISING, JOBS AND SPONSORSHIP: Wendy Hennessy | Sales Executive | E: wendyh@theimi.org.uk | T: 07721 127 983

TechTalk
Providing up to date technical information and advice to help technicians counter the ever-increasing challenges of modern vehicle repair:

- Hybrid & Electric Vehicle Servicing
- Filters
- Diagnostics & Engine Management
- Steering & Suspension
- AC & Thermal Management
- Engines, Gaskets & Turbos
- Bodyshop
- Batteries, Ignition & Rotating Electrics
- Winter Servicing
- Brakes & Clutches

REGULARS
- News
- Commercial Vehicles
- Motorcycles
- Frontline
- Independent Insight
- Business
- Legal Link
- My IMI