



## Media Information Guide 2017

### WHO WE ARE

IMI Magazine is the magazine of The Institute of the Motor Industry. It is produced ten times a year and has an ABC audited circulation of 12,631. This figure comprises dealers, manufacturers, factors, garages, bodyshops and colleges – so if you want to reach key decision makers from across the industry, IMI Magazine is the ideal platform on which to do so.

Magazine content is reflective of the diverse professions of its 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.

IMI Magazine recognises that all automotive professionals should be united by a desire to exceed normal expectations – and its design certainly exceeds expectations for a 'trade magazine'. Intelligent, creative, compelling and highly professional; it is the perfect platform to showcase your company to the industry. Put simply, IMI Magazine is unparalleled in the market.

### IMI MAGAZINE ONLINE

IMI Magazine also has an ever-expanding online presence. At [theimi.org.uk/magazine](http://theimi.org.uk/magazine) you'll find original content and all the latest articles from the current issue, as well as an archive spanning back through past issues of the magazine; it also provides another means of advertising and promoting your brand. For further information please see the advertising and sponsorship section of the guide.

### IMI JOBS

IMI Jobs is an online platform for recruitment in the automotive sector. Whether recruiting for a dealer principal or vehicle technician it can help you to find one. Take a look at: [jobs.theimi.org.uk](http://jobs.theimi.org.uk)

### FURTHER OPPORTUNITIES

In addition to display, online and recruitment advertising there are many other ways to reach both IMI members and the motor industry through the IMI. These include the IMI website ([theimi.org.uk](http://theimi.org.uk)), e-newsletters, and events that provide sponsorship, branding and advertising opportunities.

### ABOUT THE IMI

The IMI is the professional body for individuals working in the motor industry and the authoritative voice of the sector. It is transforming the automotive industry by setting, upholding and promoting professional standards; driving skills acquisition; establishing clearer career paths; and boosting public confidence. This is achieved through its extensive portfolio of accreditations and qualifications, as well as the IMI Professional Register. The IMI assesses and registers industry professionals in 60 countries.

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## Contact details

### EDITORIAL

Tim Kiek | Editor | Email: [timk@theimi.org.uk](mailto:timk@theimi.org.uk) | Tel: 01992 511521

### ADVERTISING, RECRUITMENT AND SPONSORSHIP

Wendy Hennessy | Sales Executive | Email: [wendyh@theimi.org.uk](mailto:wendyh@theimi.org.uk) | Tel: 07721 127983

# 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](http://theimi.org.uk/magazine)).

Features such as band wraps, gatefolds, loose/bound-in inserts, competitions, bookmarks and sponsorship opportunities are available.

### DISPLAY ADVERTISING RATES

Per insertion	1	5	10
Quarter Page	£375	£265	£225
Half Page	£650	£450	£385
Full Page	£950	£665	£475
DPS	£1450	£1000	£750

\*Premium positions at an additional 15%

### RECRUITMENT ADVERTISING RATES

Quarter Page	£738
Half Page	£1337
Full Page	£2129

## 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 the IMI's e-newsletter Accreditation Matters (circulation: over 16,000 IMI accredited professionals) as a banner ad.

### Sponsorship

£200 for branded page

### Inserts

From £25 per 1000 per insert supplied by client

### E-Newsletters

£250 to be featured on all e-newsletters (3)

## ONLINE ADVERTISING

### Online Display Adverts

Leaderboard	£200
Full Banner	£150
Wide Skyscraper	£125
Rectangle	£125
Skyscraper	£100
Half Banner	£75
<b>Online Recruitment Adverts</b>	
IMI Jobs Featured Job	£120
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:

#### DOUBLE PAGE SPREAD

Trim size: 275 x 420mm  
Type area: 241 x 386mm  
Bleed size: 285 x 430mm

#### FULL PAGE

Trim Area: 275 x 210mm  
Type area: 241 x 177mm  
Bleed area: 285 x 220mm

#### HALF PAGE VERTICAL

246 x 89mm

#### HALF PAGE HORIZONTAL

120 x 184mm

#### QUARTER PAGE

120 x 89mm

### RECRUITMENT ADVERTISING SPECIFICATION:

#### FULL PAGE

234 x 184mm

#### HALF PAGE HORIZONTAL

114 x 184mm

#### QUARTER PAGE

114 x 89mm

### E-NEWSLETTER ADVERTISING SPECIFICATION:

#### HORIZONTAL

468 x 60px

#### VERTICAL

120 x 240px

### ONLINE ADVERTISING SPECIFICATION:

#### LEADERBOARD (TOP OF THE PAGE)

728 x 90px

#### FULL BANNER (BOTTOM OF PAGE)

468 x 60px

#### WIDE SKYSCRAPER BANNER (RHS)

160 x 600px

#### RECTANGLE (RHS)

300 x 250px  
or  
300 x 300px

#### SKYSCRAPER BANNER (RHS)

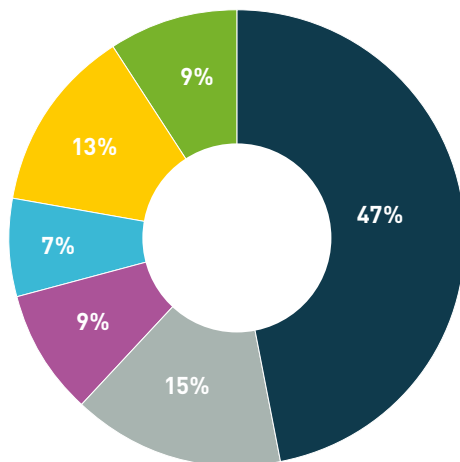
120 x 600px

#### HALF BANNER

234 x 60px

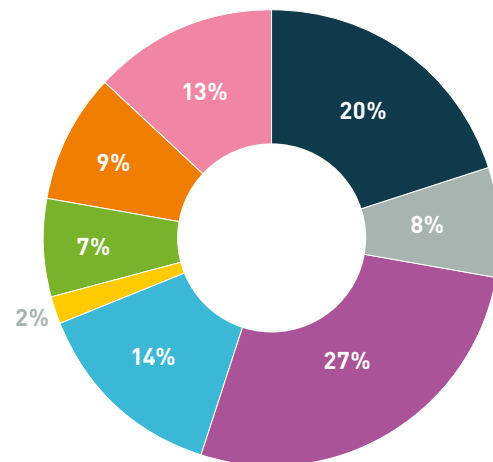
# Readership Breakdown and Advertising Deadlines

## READERSHIP BREAKDOWN



### JOB TYPE

- Senior Manager
- Technician
- Sales advisors/executives
- Trainers/Lecturers
- Assessors/estimators
- Other



### BUSINESS TYPE

- Franchised dealer
- Supplier/wholesaler/distributor
- Independent garage sector
- Bodyshop/crash repair
- Commercial vehicle
- Fleet
- Education/training
- Other



### ABC CIRCULATION FIGURES

ABC headline average per issue: 12,631

### ACCREDITATION MATTERS E-NEWSLETTER

Be seen by over 16,000 accredited industry professionals with any advert placed in the magazine

## ADVERTISING DEADLINES 2017

Issue	Booking deadline	Artwork deadline
February	18th January	23rd January
March	17th February	22nd February
April	17th March	22nd March
May	18th April	21st April
June	18th May	23rd May
July/August	16th June	22nd June
September	17th August	22nd August
October	18th September	22nd September
November	18th October	23rd October
December/January	17th November	23rd November

## Contact details

### ADVERTISING, RECRUITMENT AND SPONSORSHIP

Wendy Hennessy | Sales Executive | Email: [wendyh@theimi.org.uk](mailto:wendyh@theimi.org.uk) | Tel: 07721 127983

# IMI Magazine Features List 2017

## FEBRUARY

- DMS
- Recruitment
- Social media clinic
- Tech talk – Hybrid & electric vehicle servicing

## MARCH

- Apprenticeships
- Warranties & service plans
- Tech talk – Filters

## APRIL

- Fleet management
- MOT
- Legal clinic
- Tech talk – Diagnostics & engine management

## MAY

- Finance & insurance
- Car care
- Digital focus
- Tech talk – Steering & suspension

## JUNE

- Independent focus
- Property clinic
- Tech talk – A/C and thermal management

## JULY/AUGUST

- Low emission powertrains
- Used cars & remarketing
- Recruitment
- Tech talk – Engines, gaskets & turbos

## SEPTEMBER

- Warranties & service plans
- Telematics
- Tech talk – Bodyshop

## OCTOBER

- Used cars & remarketing
- Distribution focus
- Tech talk – Batteries, ignition & rotating electrics

## NOVEMBER

- DMS
- Sales and marketing clinic
- Tech talk – Winter servicing

## DECEMBER/JANUARY

- Low emission powertrains
- Accident repair focus
- Tech talk – Brakes & clutches

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



## REGULARS

- News
- Commercial vehicles
- Motorcycles
- Frontline
- Business
- Legal link
- Tech Talk
- My IMI

## EDITORIAL

Each issue features a combination of industry interviews, special reports, news and comment, market trends, business advice and technical information. The content, designed in line with the IMI's objectives, helps readers in their professional lives, keeps them informed of everything happening across the industry, and helps promote the industry as a fantastic place in which to forge a long, successful and rewarding career.

**COPY DEADLINE IS THREE WEEKS AHEAD OF COVER DATE.**



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