

PROFESSIONAL
MOTOR
factor

Media information

PROFESSIONAL MOTOR FACTOR

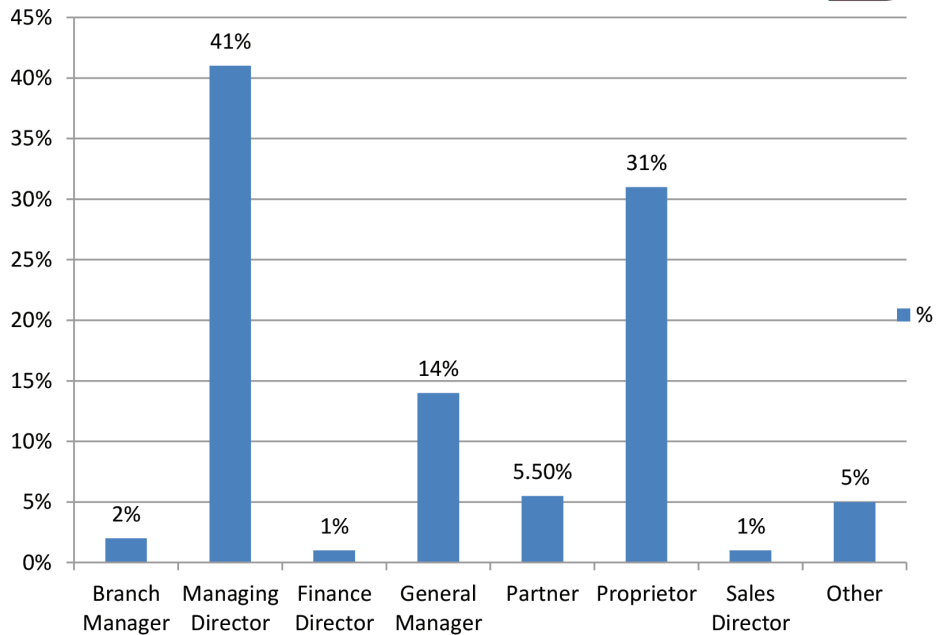


READERSHIP & CIRCULATION



Professional Motor Factor is the only title to target trade motor factors exclusively.

- An ABC audited circulation of over 3,000 ensures **PMF** achieves broad market coverage.
- A highly pertinent readership from Branch Managers to Managing Directors enables suppliers to reach their core audience across independent factors to major nationals and buying groups.



David Clarke, Managing Director, Autosupplies (Chesterfield):

“PMF is a great way of picking up new ideas and better working practices from other factors which may improve the running of my own business. It’s also useful so I can keep up-to-date with new products, modern technologies and the marketplace in general – all of which is covered inside PMF. I like the idea that the magazine keeps in touch with the latest news and concerns within our trade. The content of PMF is of the highest quality, with an understanding of all the issues covered. I always ‘make a dash’ for the Factor Focus section, as it’s an interesting read to see the history and achievement of other motor factors within the trade.”

FOCUSED EDITORIAL

- Industry news, opinion, market and trend analysis along with updates on the latest products to market ensures readers can use **PMF** to maximise revenue and minimise costs.
- **PMF's** focused editorial approach provides readers with content specifically designed with the needs of busy trade motor factors in mind.

PEOPLE & INDUSTRY
INTERVIEW

FOR ALL YOUR CAR PARTS, TOOLS & ACCESSORIES
AUTOPARTS 'EOPLE

Andrew Page opens its Cardiff doors

Following its move into Wales, with a retail twist, Editor Tom Honman travels to Cardiff to meet Chris O'Rourke to discover if the Welsh capital is proving a fruitful venture and what the company's strategy is over the next year.

“I very much enjoyed the opportunity to meet with the team at Cardiff. It was a pleasure to see the company's growth and the success of the Cardiff store. The team's focus on customer service and the range of products available is a real strength. The company's expansion into Wales is a positive sign for the industry and we look forward to seeing further growth in the coming years.”

Challenges faced
The team at Cardiff has faced a number of challenges since opening its doors. One of the main challenges has been the high level of competition in the Cardiff market. However, the team has managed to differentiate itself through its focus on customer service and the range of products available. The team is also looking to expand its product range and improve its marketing efforts to attract more customers.

Future plans
The team at Cardiff has a number of plans for the future. One of the main plans is to continue to expand the product range and improve the customer service. The team is also looking to improve its marketing efforts and attract more customers. The team is confident that the Cardiff store will continue to grow and be a success for the company.

PMF PROFESSIONAL MOTOR FACTOR APRIL 2018

BUSINESS & TRAINING
BUSINESS CASE STUDY

Kalimex hits bullseye

A decade ago, Kalimex decided to promote its products in Professional Motor Factor (PMF). Followed shortly by the same in its sister titles Professional Motor Mechanics (PMM) and Commercial Vehicle Workshop (CVW). Doer Bickel, Kalimex's Chartered Marketer, shares the success that the company has experienced as a result.

Mike Schlupp:
“In 2012, Kalimex K-Seal – and other coolant leak repair products – was the subject of an independent scientific research project undertaken by the engineering team at Bingham University. The findings reported that K-Seal met ASTM D3147 standard.”

PMF PROFESSIONAL MOTOR FACTOR APRIL 2018

MARKET TRENDS & ANALYSIS
MARKET ANALYSIS

Alternators see returns rate

Factor Sales collects daily transaction data from a sizeable sample of independent motor factors throughout the UK to produce a robust measurement of the automotive parts market. In this issue, it looks at rotating electrics to analyse what's happening to sales, returns and prices for alternators and starter motors.

Fig 1: LEVEL OF VALUE ADDED TO ROTATING ELECTRICS

Year	Value Added (£m)
2012	100
2013	110
2014	120
2015	130
2016	140
2017	150
2018	160

Fig 2: RETURNS RATE

Year	Percentage
2012	10.5%
2013	11.0%
2014	11.5%
2015	12.0%
2016	12.5%
2017	13.0%
2018	13.5%

Fig 3: ALTERNATORS & STARTER MOTORS

Year	Value (£m)
2012	100
2013	110
2014	120
2015	130
2016	140
2017	150
2018	160

Fig 4: RETURNS RATE

Year	Percentage
2012	10.5%
2013	11.0%
2014	11.5%
2015	12.0%
2016	12.5%
2017	13.0%
2018	13.5%

PMF PROFESSIONAL MOTOR FACTOR APRIL 2018

REGULAR FEATURES

People & Industry

In-depth interviews, absorbing debates and revealing company profiles: these are the main protagonists that readers will find when flicking through the opening section. Motor factors can stay in touch by scouting newcomers to the industry, while they can also engage in discussions and read the thoughts of some of the industry's leading names and companies.

Market Trends & Analysis

Understanding the latest shifts in the automotive aftermarket is paramount for businesses to stay ahead of the curve. Gaining a competitive edge can be achieved by analysing this particular section. Additionally, there are certain types of product that motor factors and workshops may perceive to be 'dealer-only'. **PMF** is the perfect platform for suppliers to demonstrate that many 'dealer only' parts are available in the aftermarket, meaning customers needn't go to a main dealer.

Business & Training

This section allows companies and suppliers to prove that they have the resources in place to improve the running of a factor business. **PMF** also encourages testimonials from stockists to illustrate the benefits of new point of sale material, enhanced IT systems or adventurous retail concepts.

Richard Doherty, Senior Account Manager, Market Engineering:

“Market Engineering, has enjoyed a strong relationship with PMF for many years and we rate the publication highly. The PMF team is very professional and consistently delivers accurate and insightful editorial. PMF works closely with us to understand our clients' needs and together we are able to put in place effective plans to deliver the desired result.”

IMPACTFUL ADVERTISING

PMF delivers brand and product sales messages directly to a core target audience within the independent aftermarket.

- Number one media partner for the vast majority of aftermarket suppliers.
- High degree of schedules and repeat advertising over a sustained period.
- Highly cost effective marketing platform.
- Campaigns that are linked across print and digital platforms.
- Cost effective standout advertising formats regularly utilised.
- Galvanises distribution for suppliers, and acts as an additional sales person nationwide.

The screenshot displays the Professional Motor Factor website. The top navigation bar includes 'GET CONNECTED EMPOWER' and 'MARATHON MOTOR FACTOR'. The main content area is divided into several sections: 'WHAT IS EMPOWER?', 'EMPOWER FEATURES' (listing 'Live Pricing & Availability Information', 'Online Ordering Tools', and 'Registration Centre'), 'ADDED FEATURES', 'LOOKING FOR A PART?' (with a 'SAME & NEXT DAY LOGISTICS' offer and phone number '0845 604 1177'), and 'ARE YOU CONNECTED YET?' (with a 'GET CONNECTED IN 3 SIMPLE STEPS' guide). A map of the UK shows '13 Strategically Located Distribution Centres'. The footer features a row of logos for various automotive brands like Vauxhall, Ford, and Renault.

Adam McNaney, Marketing Services Manager, FPS:

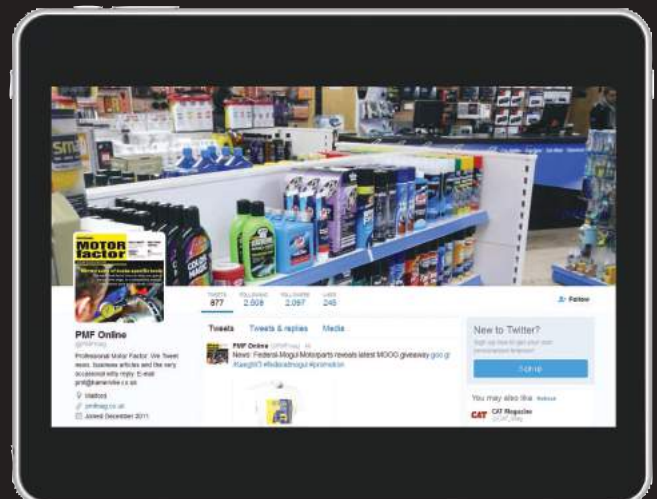
“PMF gives us a unique opportunity to communicate to our customer base on a regular basis in what is an extremely competitive market. Its blend of editorial and adverts makes the magazine an attractive proposition for us with more technical content benefitting from the subject features.”



WEBSITE & SOCIAL MEDIA



- **pmfmag.co.uk** was launched in 2014 as an additional resource for factors.
- The site offers a mixture of new and archived content from the magazine.
- News, magazine features and new products.
- Social media plays a significant part, with more motor factors setting up accounts and engaging with their customers. **PMF** can be found on Twitter – **@PMFmag** – and LinkedIn at **Professional Motor Factor Magazine**.



TOTAL MARKET COVERAGE



PMM

- Over 68,000 copies distributed 11 times a year.
- Largest audited circulation for any independent title in the market place.
- Targeted and specific editorial coverage encompassing Technical, Business & Product related information.

PMM Online – pmmonline.co.uk

- An average of 45,000 unique visitors to the site on a monthly basis.
- Over 600 archived technical articles and a huge portfolio of video content.
- Online exclusive business and technical content from leading aftermarket suppliers.



PMF

- Only title to specifically target trade motor factors, with over 3,400 copies mailed per issue.
- Provides the additional opportunity to influence the crucial brand decision for the motor factor.
- Targeted specific editorial content to all the decision makers in the motor factor outlet.

PMF Online – pmfmag.co.uk

- Launched in 2014 to support the motor factor's daily needs.
- Portfolio of new and archived content from the magazine.
- Up-to-date news stories uploaded on a daily basis.



CVW

- Up to 10,000 copies mailed per issue.
- Only title to deliver comprehensive coverage focused specifically on the professionals responsible for the service, maintenance and repair of commercial vehicles.
- Highly informative and influential content published to enable the reader to reduce the downtime in repairing vehicles.

CVW Online – cvwmagazine.co.uk

- Launched in 2013 to offer visitors access to all things commercial vehicle workshop related.
- Portfolio of archived technical content, Health & Safety articles and technical instruction videos.
- Online exclusive competitions and up-to-date news stories.



MECHANEX

- Market leader in regional trade shows for automotive professionals.
- Delivers everything workshops need across parts, tools and equipment and technical information in a live and interactive format.
- Targeted and high impact promotion through the market leading title in Professional Motor Mechanic.

NO 1 TRADE PUBLISHING HOUSE HAMERVILLE MEDIA GROUP BRINGS TO YOU COMPLETE AUDIENCE ENGAGEMENT IN PRINT, ONLINE AND LIVE FORMATS FOR THE AUTOMOTIVE AFTERMARKET.

PROFESSIONAL MOTOR factor

PMF PRINT RATE CARD & SPECIFICATIONS

Space	1 insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£2950		Supply as two separate images	
Full Page	£1650	255 x 180	289 x 210	295 x 216
½ Page (H)	£950	124 x 180	145 x 210	148 x 213
½ Page (V)	£950	255 x 88	289 x 103	295 x 106
¼ Page Strip (H)	£600	180 x 60	210 x 70	216 x 75
¼ Page Strip (V)	£600	255 x 45	289 x 50	295 x 53
¼ Page	£550		124 x 88	

COVERS:

Outside Back: **£1,815**

Inside Front: **£1,775**

Inside Back: **£1,700**

Inserts Loose: **POA**

Copy Date: Three weeks prior to publication date.

Cancellation: Six weeks prior to publication date.

(ALL PRICES ARE EXCLUSIVE OF VAT)

Advert Material: Adverts should be either high res 300 dpi PDF's, Jpegs or Tiffs.

Colour proof required

DPS adverts need to be supplied as two separate pages and have a 3mm gutter allowance either side if there is small text running through the centre.

WEBSITE ADVERTISING RATES & MECHANICAL DATA:

Size	Per four-week period	Specification (px)
Leaderboard	£495	728 (w) by 90 (h)
Single MPU	£380	300 (w) by 250 (h)

CONTACTS:

Ian Hart, Editor: pmf@hamerville.co.uk

Robert Gilham, Group Advertisement Manager: rgilham@hamerville.co.uk

Laura Scott, Regional Sales Manager: lscott@hamerville.co.uk

Cameron Geekie, Regional Sales Executive: cgeekie@hamerville.co.uk

Kerri Smith, Production Assistant: ksmith@hamerville.co.uk