

PROFESSIONAL
MOTOR
factor

Media information

PROFESSIONAL MOTOR FACTOR

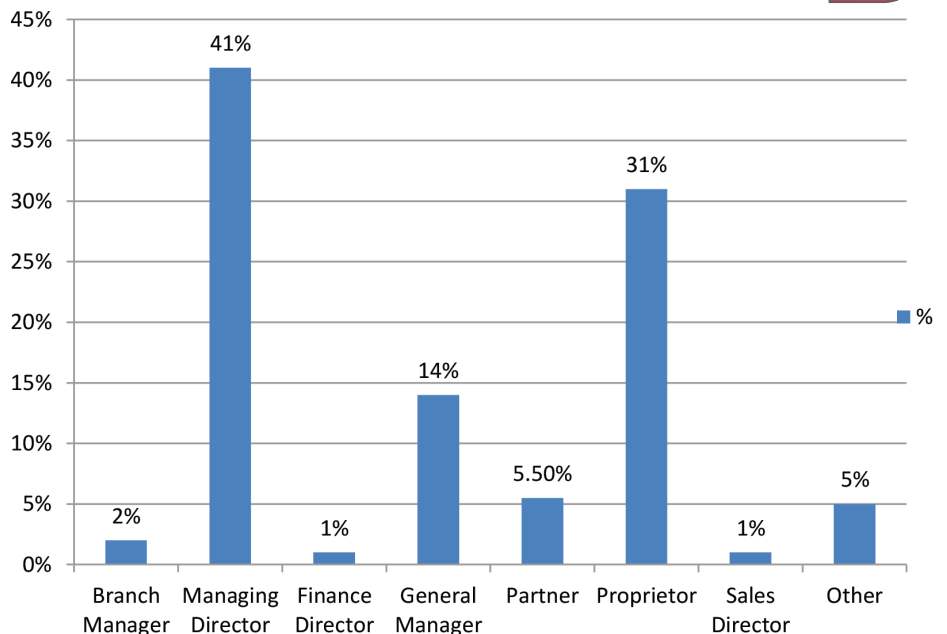


READERSHIP & CIRCULATION



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 PARTS, TOOLS & ACCESSORIES
AUTOPARTS & PEOPLE

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 is doing well and the store is proving to be a success. The company's strategy is to continue to grow and expand into other markets. The team is focused on providing a high-quality service to our customers and we are confident that we will continue to do so in the future.”

Challenges faced
The team faced a number of challenges when opening the Cardiff store. The main challenge was the high cost of rent in the city centre. However, the team managed to overcome this by negotiating a long-term lease at a reduced rate. Another challenge was the competition from established retailers in the area. The team addressed this by offering a wider range of products and services than their competitors. Finally, the team had to overcome the challenge of building a strong customer base in a new market. They did this by offering excellent customer service and promoting their store through local advertising.

Successes
The team has achieved several successes since opening the Cardiff store. They have established a strong customer base and are seeing a steady increase in sales. They have also been able to expand their product range and services, which has helped them to stand out from their competitors. Finally, the team has managed to overcome the challenges they faced and is now thriving in the Cardiff market.

Future plans
The team has several future plans. They are looking to expand their product range and services further. They are also looking to open new stores in other parts of Wales. Finally, they are looking to continue to provide excellent customer service and to build a strong reputation in the Cardiff market.

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). Doel Bickx, Kalimex's Chartered Marketer, shares the success that the company has experienced as a result.

Over the years, it's not been an easy journey for Kalimex. The company has faced many challenges, but it has managed to overcome them. The company's success is a result of its focus on providing high-quality products and services. The company has also benefited from the support of its customers and the industry. The company's success is a testament to its hard work and dedication.

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.

There has been a significant increase in the returns rate for alternators and starter motors. This is due to a number of factors, including an increase in the number of vehicles on the road and a decrease in the price of these components. The returns rate has increased from 15% in 2017 to 20% in 2018. This is a significant increase and indicates that the market for these components is growing.

Fig 1: LEVEL OF RETURNS FOR ROTATING ELECTRICS

Year	Alternators	Starter Motors
2017	15%	15%
2018	20%	20%

Fig 2: RETURNS RATE FOR ROTATING ELECTRICS

Year	Alternators	Starter Motors
2017	15%	15%
2018	20%	20%

Fig 3: RETURNS RATE FOR ROTATING ELECTRICS

Year	Alternators	Starter Motors
2017	15%	15%
2018	20%	20%

Fig 4: RETURNS RATE FOR ROTATING ELECTRICS

Year	Alternators	Starter Motors
2017	15%	15%
2018	20%	20%

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. At the top, there are banners for 'GET CONNECTED EMPOWER' and 'MARATHON MOTOR factor'. Below these, the site is divided into several sections: 'WHAT IS EMPOWER?', 'LOOKING FOR A PART?', 'EMPOWER FEATURES', 'ADDED FEATURES', and 'ARE YOU CONNECTED YET?'. A map of the UK is shown with 13 strategic locations marked. The bottom of the page features a list of partner brands including Bosch, Castrol, and others.

Adam McNaney, Marketing Services Manager, FPS:

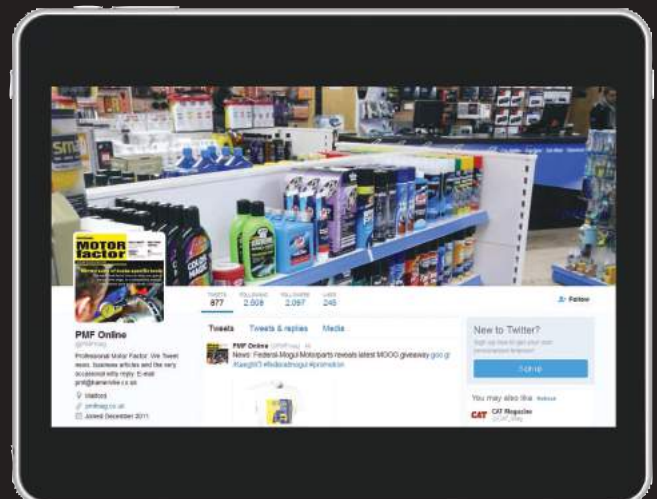
“PMF gives us a unique opportunity to communicate to our customer base on a regular basis in what is an extremely competitive market. Its blend of editorial and adverts makes the magazine an attractive proposition for us with more technical content benefitting from the subject features.”



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)

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