

PROFESSIONAL  
**MOTOR.**  
**mechanic**  
SERVICING ■ REPAIR ■ DIAGNOSTICS ■ MOT

MEDIA INFORMATION

# UNRIVALLED REACH, UNIQUE ROUTE TO MARKET



- Launched in 2000, **Professional Motor Mechanic** is the 'must read' magazine for automotive technicians.
- Over 68,000 copies of **Professional Motor Mechanic** are distributed every issue via over 1,000 leading trade motor factor outlets.
- The distribution partners are proactively involved in the title's distribution. It gives them an added value service to offer to their customers.
- Our distribution channels includes Group Auto, Andrew Page, GSF, Motor Parts Direct, IFA and most Parts Alliance members, as well as numerous independents.
- Copies are available from the trade counter or distributed with parts deliveries and invoices, ensuring **Professional Motor Mechanic** reaches active and engaged professionals.
- Our own in-house merchandising company, Actionline, handles the title's distribution. All magazines are signed for and copy numbers are constantly monitored and adjusted.



## Adding value to motor factor partners

Every month **Professional Motor Mechanic** features special 'branded' front covers to enhance the sales and marketing activities of our motor factor distribution partners. These customised editions have the same editorial and advertising content as the main magazine, but use a tailored front cover to strengthen the alliance between the magazine, the factor and their customers.

"We've been a distribution partner to **Professional Motor Mechanic** for over 16 years. Every branch receives copies each month and these are distributed to our customer base, who find the magazine's content interesting and informative. The bespoke front covers allow us to promote our own brand and key supplier promotions, making the magazine an essential workshop communication tool."

*Maria McCullough, Autocare Network Manager, Group Auto*



"**Professional Motor Mechanic** provides a valuable window into our industry, covering important matters and helping independent workshops to stay abreast of technological advances, new products and repair processes. The magazine serves an important function in keeping us informed, while presenting the trade in a professional light. And it doesn't cost anything - what more could you ask for?"

*Dave Hill, Owner, London Road Garage*

# EDITORIAL OPPORTUNITIES

Quality content ensures regular pick-up of the magazine. From the latest industry news, step-by-step fitting guides, technical tips and features to product/training reviews, competitions, new products and essential business advice, Professional Motor Mechanic provides its readers with a key source of reference on the latest industry matters.



## News & Views

We cover all of the major industry news stories and include expert comment on the issues that really matter.



## Product Tests

With the help of our team of independent garage 'testers' around the country, we include new product and training course reviews, written from the viewpoint of those that count - the independent technician.



## Technical

Access to essential technical information is the lifeblood of any independent workshop and Professional Motor Mechanic provides them with more technical articles on a monthly basis than any other industry-specific publication.



## New Products

Every issue includes a comprehensive section dedicated to the latest new products, part numbers, innovative tools, workshop equipment, catalogues and websites from the industry's most prominent suppliers.



Step-by-step installation guides offer practical demonstrations of fitting and removal procedures, while our quick and handy 'Tech Tips' provide technicians with best practice advice, common faults and fixes, fault finding tips and real-life case studies from industry experts and independent technicians.



## Competitions

Our regular competitions give readers the chance to get their hands on exclusive prizes, including tools and equipment for the workshop. Our monthly 'Giveaways' page also offers fantastic freebies, with no requisite prize value attached for contributors.



## Business

Our monthly Business section offers advice to workshop owners on how to improve their overall business, as well as updating them on industry legislation and laws.

"As a business and PR writer I appreciate that the Professional Motor Mechanic team always take the time to get to know and understand the personalities of the brands I represent. This is an important attribute for a magazine and means we work well together to ensure the best and most appropriate representation through editorial coverage and campaigns."

*Emma Ward, Owner, EW Communications*



# IMPACTFUL ADVERTISING



- 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.
- Marketing campaigns can be linked through print and digital platforms to maximise exposure and engage with a variety of demographics.
- Delivers significant added value by demonstrating distributor support.
- Largest audited circulation of any independent title in the market place.

“Bosch Automotive Aftermarket has advertised in Professional Motor Mechanic for many years, as it is a successful and well-recognised title that meets the needs of both the garage audience and the motor factor distributor. Bosch carefully chooses the publications in which it advertises, ensuring that the Bosch messages of innovation, expertise and quality are displayed in industry magazines that are read and respected by our target audience.”

*Helen Watkins, Marketing Comms Manager, Robert Bosch*



“Our marketing priority is to directly support the people who select and fit our products. Hamerville’s automotive group uniquely enables us to do so seamlessly in print, digitally and then face-to-face, resulting in communications that are highly effective and have a strong degree of engagement.”

*Nigel Morgan, MD, Schaeffler Automotive Aftermarket (UK)*

# WEBSITE & SOCIAL MEDIA

## Website

[www.pmmonline.co.uk](http://www.pmmonline.co.uk)

provides independent technicians with access to the latest breaking news, product information, MECHANEX show updates and videos.

The site attracts over **40,000**

unique visitors per month, is fully searchable and includes exclusive competitions and features, as well as a huge library of essential technical articles.



## Newsletter

Our regular newsletter is emailed to over **20,000** users twice a month to keep them updated on the latest and hottest content to hit the site.

## Social Media

Professional Motor Mechanic engages with readers through Twitter, Facebook and YouTube.

# TOTAL MARKET COVERAGE



## Professional Motor Mechanic

- Over 68,000 copies distributed every issue.
- 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](http://pmmonline.co.uk)

- An average of over 40,000 unique visitors to the site on a monthly basis.
- Hundreds of archived technical articles and a huge portfolio of video content.
- Online exclusive business and technical content from leading aftermarket suppliers and experts.

## Professional Motor Factor

- 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.

## PMF Online - [pmfmag.co.uk](http://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.



## Commercial Vehicle Workshop

- 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 upon all vehicles.

## CVW Online - [cvwmagazine.co.uk](http://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 - from parts, tools and equipment to technical information and seminars - in a live and interactive format.
- Targeted and high impact promotion through the industry's leading title - Professional Motor Mechanic.



HAMERVILLE MEDIA GROUP, THE NUMBER ONE TRADE PUBLISHING HOUSE, BRINGS TO YOU COMPLETE AUDIENCE ENGAGEMENT IN PRINT, ONLINE AND LIVE FORMATS.

## PRINT RATE CARD & SPECIFICATIONS

Space	1 insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£5,300	255 x 390	285 x 420	291 x 426
Full Page	£3,100	255 x 180	285 x 210	291 x 216
½ Page (H)	£1,900	124 x 180	145 x 210	148 x 216
½ Page (V)	£1,900	255 x 88	285 x 103	291 x 109
¼ Page Strip (H)	£1,350	180 x 60	210 x 73	216 x 76
¼ Page Strip (V)	£1,350	255 x 45	285 x 50	291 x 53
¼ Page	£1,100		88 x 124	

### Covers:

**Outside Back:** £3,800

**Inside Front:** £3,700

**Inside Back:** £3,600

**Inserts Loose:** £50 per thousand copies. Minimum charge £900 for loose inserts.

**Inserts Bound:** £4,700 (into centre spread).

**Copy Date:** Four weeks prior to cover date.

**Cancellation:** Six weeks prior to cover date.

(ALL PRICES ARE EXCLUSIVE OF VAT)

### Website:

Size	Per four-week period	Specification (px)
Leaderboard	£900	728 (w) x 90 (h)
Single MPU	£850	300 (w) x 250 (h)

### Newsletter:

Space	Per newsletter	Specification (px)
Banner	£500	468 (w) x 60 (h)

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