

# TRADE

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DIGITAL MAGAZINE  
ADVERTISING AND  
MEDIA GUIDE

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OFFICIAL PUBLICATION OF  
THE MOTOR TRADES ASSOCIATION  
OF QUEENSLAND



MTA  
QUEENSLAND



# ADVERTISING AND MEDIA GUIDE



**M**otor Trader is the official publication of the Motor Trades Association of Queensland (MTA Queensland), a registered organisation of employers in the motor industry. The journal provides information on all matters pertaining to the automotive industry – state, national and international.

It is an e-magazine - a digital publication that utilises all the features that technology allows, including hyperlinks to websites, videos and more. It is published 11 times per year in the first half of each calendar month (apart from the end-of-year December/January edition that is published mid-December).

Motor Trader has 12,000 subscribers and its readership includes the nearly 1500 members of MTA Queensland; approximately 2300 students of MTA Institute (and their employers); Members of State Parliament, and

leaders of government departments and local authorities. Across the state, this means thousands of people directly involved in the automotive industry - from mechanics to auto electricians, from dealer principals to body repair specialists, from tyre retailers to automotive apprentices - receive *Motor Trader* each month.

Subscription to *Motor Trader* is free and there are no restrictions on recipients and subscribers of *Motor Trader* sending the e-magazine link on to friends and colleagues.

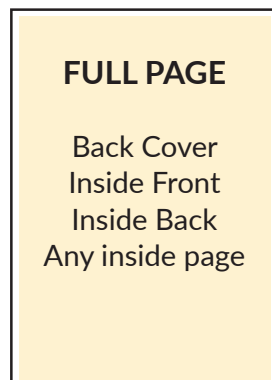
Editorial submissions are welcomed but cannot be guaranteed placement in the magazine.

For more information, email the Editor at [publications@mtaq.com.au](mailto:publications@mtaq.com.au)

For free subscription to *Motor Trader*, go to [www.mtaq.com.au/publications/motor-trader-magazine](http://www.mtaq.com.au/publications/motor-trader-magazine)

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## E-MAG ADVERTISING SIZES

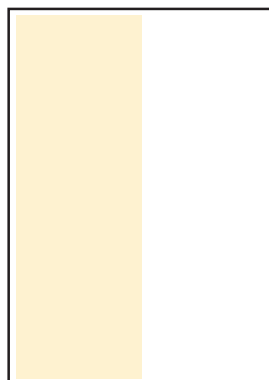


### FULL PAGE

Back Cover  
Inside Front  
Inside Back  
Any inside page

### FULL PAGE

210mm (W) x 297mm (H)



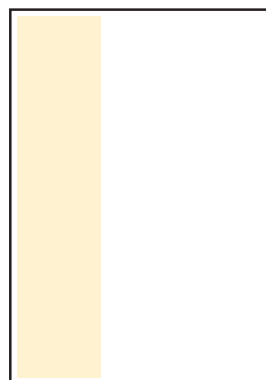
### HALF PAGE (V)

102mm (W) x 297mm (H)



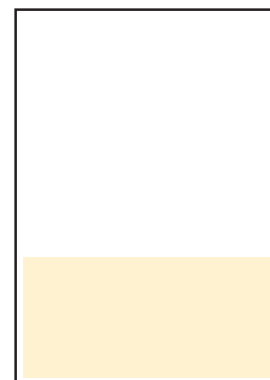
### HALF PAGE (H)

210mm (W) x 146mm (H)



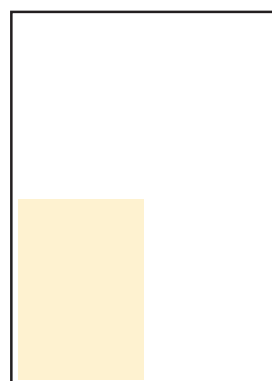
### ONE-THIRD (V)

66mm (W) x 297mm (H)



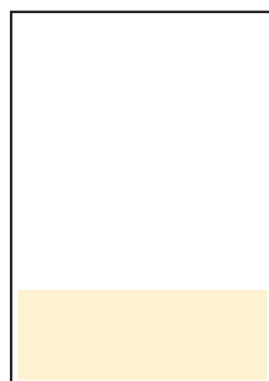
### ONE-THIRD (H)

210mm (W) x 96mm (H)



### QUARTER PAGE (V)

102mm (W) x 146mm (H)



### QUARTER PAGE (H)

210mm (W) x 70mm (H)



### EIGHTH PAGE

210mm (W) x 32mm (H)

## PDF ARTWORK SPECIFICATIONS

PDF (Version 1.0-1.5)

RGB colours

Advert set to 100% of advert dimensions

Embedded fonts

Images at 300dpi

Adverts can be hyperlinked to a specific webpage. Include hyperlink information with emailed artwork.

Email artwork to [graphics@mtaq.com.au](mailto:graphics@mtaq.com.au)

MTAQ Publishing cannot accept responsibility for incorrectly supplied files. All artwork will be subject to approval at the publisher's discretion.

Motor Trader can assist in building your e-mag advertising at a cost of \$99 per hour.  
Email [publications@mtaq.com.au](mailto:publications@mtaq.com.au) for more information

## MOTOR TRADER E-MAG PER EDITION RATES

PRICES DO NOT INCLUDE GST

	x1 edition	x3 editions	x6 editions +
Back Cover	\$3,480	\$3,225	\$2,970
Inside Front	\$3,210	\$2,970	\$2,745
Inside Back	\$3,090	\$2,835	\$2,610
Full Page	\$2,790	\$2,595	\$2,415
Double-Page Spread	\$4,500	\$4,200	\$3,900
½ Page	\$1,860	\$1,725	\$1,620
⅓ Page	\$1,455	\$1,350	\$1,260
¼ Page	\$1,095	\$1,005	\$930
⅙ Page	\$750	\$690	\$645

## MOTOR TRADER E-MAG BOOKING DEADLINES

Issue	Book	Art/Copy	Published
Feb 2023	Jan 20	Jan 27	Feb 8
Mar 2023	Feb 17	Feb 24	Mar 8
Apr 2023	Mar 24	Mar 31	Apr 12
May 2023	Apr 21	Apr 28	May 10
Jun 2023	May 19	May 26	Jun 7
Jul 2023	Jun 23	Jun 30	Jul 12
Aug 2023	Jul 21	Jul 28	Aug 9
Sep 2023	Aug 25	Sep 1	Sep 13
Oct 2023	Sep 22	Sep 29	Oct 11
Nov 2023	Oct 20	Oct 27	Nov 8
Dec/Jan 23/24	Dec 1	Dec 8	Dec 20

## ONLINE ADVERTISING



### BANNER AD

## WEBSITE RATES

PRICES DO NOT INCLUDE GST  
PRICES ARE PER MONTH

About	\$700
Motor Trader e-magazine	\$500
Motor Trader Archive	\$500
Member Classics	\$500

## ONLINE ARTWORK SPECS

### BANNER AD

Size: 1140 pixels (W) x 185 pixels (H)

MTA QUEENSLAND OFFERS **BANNER ADVERTISING** ON THE **MOST POPULAR PAGES** WITHIN THE WEBSITE.

### 2020/21 GOOGLE ANALYTICS STATISTICS

- 417.8k page views for [www.mtaq.com.au](http://www.mtaq.com.au)
- 6.7k page views for Jobs Board
- 626k total page views across MTAQ websites and its Member Portal

RGB JPEG, GIF or PNG files, emailed to [graphics@mtaq.com.au](mailto:graphics@mtaq.com.au)

MTAQ Publishing cannot accept responsibility for incorrectly supplied files. All artwork will be subject to approval at the publisher's discretion.

All bookings for advertising space are subject to the Advertising Conditions as stated on the Booking Confirmation form.

To discuss your advertising requirements contact Jonathan Nash on 0431 899 672 or via email at [jonathann@mtaq.com.au](mailto:jonathann@mtaq.com.au)