

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



Motor 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 17,500 subscribers and its readership includes the nearly 1,500 members of MTA Queensland; approximately 2,500 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.

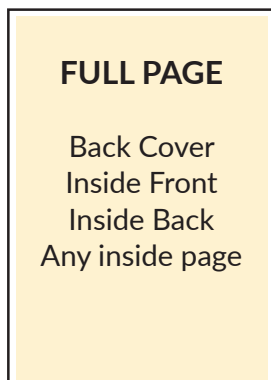
Editorial submissions are welcomed but cannot be guaranteed placement in the magazine.

For more information, email the Editor at publications@mtaq.com.au

For free subscription to *Motor Trader*, go to www.mtaq.com.au/publications/motor-trader-magazine

>> CLICK TO VIEW ARCHIVED MOTOR TRADER E-MAGAZINES <<

E-MAG ADVERTISING SIZES

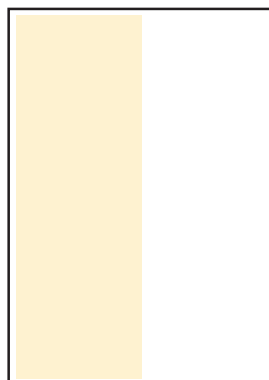


FULL PAGE

Back Cover
Inside Front
Inside Back
Any inside page

FULL PAGE

210mm (W) x 297mm (H)



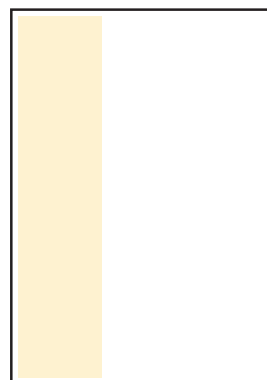
HALF PAGE (V)

102mm (W) x 297mm (H)



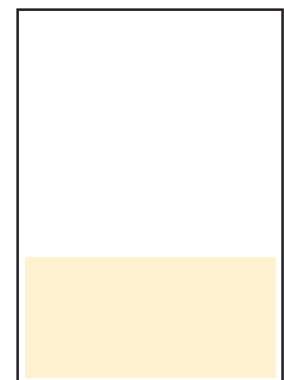
HALF PAGE (H)

210mm (W) x 146mm (H)



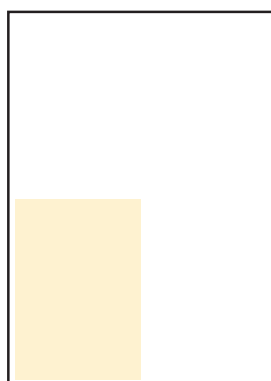
ONE-THIRD (V)

66mm (W) x 297mm (H)



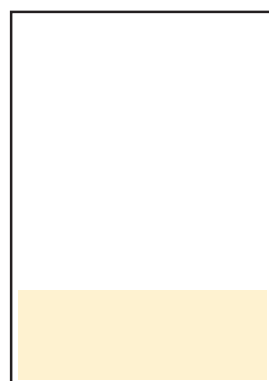
ONE-THIRD (H)

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

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 for more information

ADVERTISING AND MEDIA GUIDE



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 2024	Jan 24	Jan 31	Feb 7
Mar 2024	Feb 28	Mar 6	Mar 13
Apr 2024	Mar 27	Apr 3	Apr 10
May 2024	Apr 24	May 1	May 8
Jun 2024	May 29	June 5	Jun 12
Jul 2024	Jun 26	Jul 3	Jul 10
Aug 2024	Jul 24	Jul 31	Aug 7
Sep 2024	Aug 28	Sep 4	Sep 11
Oct 2024	Sep 25	Oct 2	Oct 9
Nov 2024	Oct 23	Oct 30	Nov 6
Dec/Jan 24/25	Dec 4	Dec 11	Dec 18

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.

2022/23 GOOGLE ANALYTICS STATISTICS

- 461k page views for www.mtaq.com.au
- 6.8k page views for Jobs Board
- 779.2k total page views across MTAQ websites and its Member Portal

RGB JPEG, GIF or PNG files, emailed to 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