



MOTOR TRADERS'  
ASSOCIATION OF NSW

# 2022 MEDIA KIT

The voice of the motor industry



[mtansw.com.au](http://mtansw.com.au)

# WHO ARE WE?

**Thank you for your interest in aligning your brand with the Motor Trader's Association of NSW (MTA NSW).**

We are the peak industry association and a registered training organisation (RTO), dedicated to representing the NSW automotive industry since 1910. Our aim is to help the motor industry. We achieve this by assisting our Members in the running of their businesses, as well as lobbying governing bodies to ensure a long and viable automotive industry.

Our association has thousands of Members employing more than 28,000 employees and representing 28 automotive sectors consisting of senior management, business owners, office managers, tradespeople, apprentices, salespeople, administration and support staff.

Since 1996, our RTO has been providing training which produces quality outcomes and the essential industry skills. These are aimed at providing a platform for the attainment of nationally recognised

qualifications and NSW licensing requirements. MTA NSW regularly offers advice on matters affecting the industry and are proud to be the principal consultative party and a leader in industrial relations issues affecting the retail motor industry.

## **Our Mission**

**Become Australia's Leading Organisation, providing innovative business services of superior value**

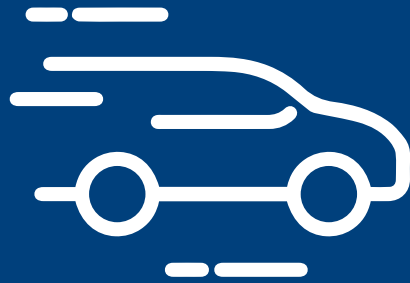
## **Our Vision**

**MTA driving innovation for a sustainable future**



**Thousands of trusted MTA NSW Members**

# ABOUT OUR INDUSTRY



**29% or over  
5.7 million<sup>^</sup>**  
of motor vehicles in Australia  
are located in NSW

**\$12.47 billion<sup>^</sup>**  
estimated contribution of the  
automotive industry to the Gross  
State Product (GSP) of NSW



**25.5%\***  
increase in NSW of  
all apprentices and  
trainees in training



**11% growth\***  
in Automotive and  
Engineering apprenticeships  
in training within NSW



**104,000+<sup>^</sup>**  
people are employed  
within automotive  
businesses in NSW

<sup>^</sup>Directions in Australia's Automotive Industry - An Industry Report 2021  
\*Annual Report 2021 - Motor Trader's Association of NSW



# OUR AUDIENCES

## Connecting your business with automotive business decision makers

- Thousands of member businesses employing over 28,000+ staff
- 28 professions spanning across the motor trades industry
- Over 2,000 students in learning as apprentices or trainees
- Promote your brand to a targeted audience of thousands of decision makers
- Get direct exposure to specific retail and/or automotive sectors
- Develop ongoing relations with existing customers
- Interact with apprentices and their employers
- Reach organisations small, medium and large

# READER PROFILE

## Business Owners, Dealer Principals, Senior Management, Office Managers, Apprentices and Staff working across a range of automotive businesses:

- Mechanical Repairers
- Auto Electrical Repairers
- Automatic Transmission and Rebuilders
- Brake Repair Specialists
- Commercial Vehicle Dealers and Repairers
- Exhaust System Specialists
- Heavy Vehicle Repairers
- Motorcycle Dealers and Repairers
- Radiator, Rental and Rustproofing Specialists
- Steering and Suspension Repairers
- Transmission Specialists
- Auto Dismantlers
- Auto Parts and Accessory Retailers
- Body Repairers
- Caravan Dealers and Repairers
- Engine Reconditioning Specialists
- Farm Machinery Dealers
- Hire Car Operators
- New and Used Vehicle Dealers
- Service Station Operators
- Tow Truck Operators
- Tyre Dealers

# INTEGRATED MARKETING OPPORTUNITIES

## Amplifying your brand

Access valuable marketing opportunities through multiple touchpoints, engaging your most targeted automotive industry audience.



## Print

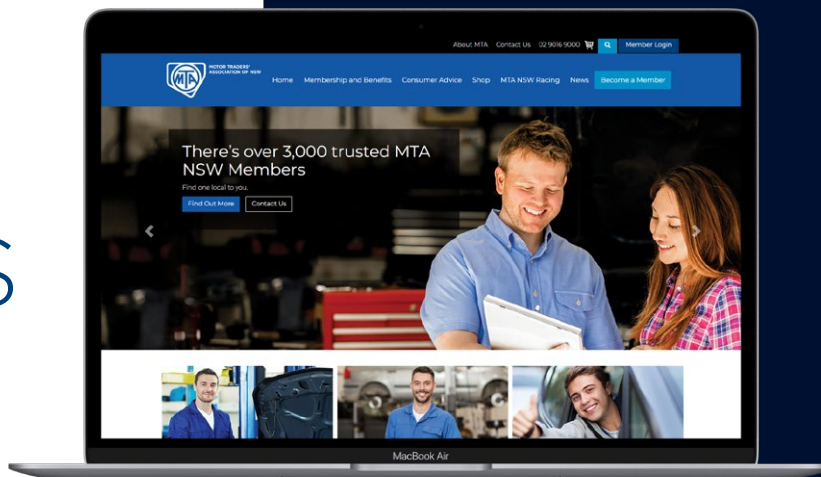
MTA Journal

**10,500**

readers per quarterly issue

## Digital Edition

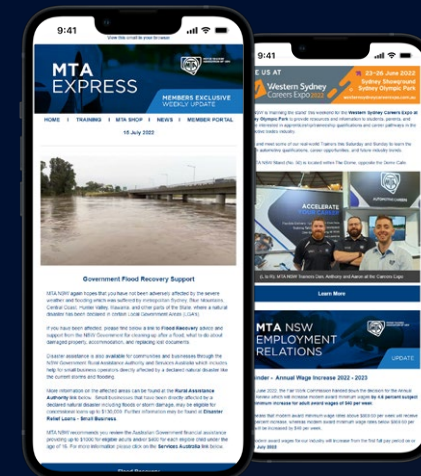
The MTA Journal available online via desktops, smartphones, and tablets. Emailed to **+3,700** subscribers.



## Digital

### Website

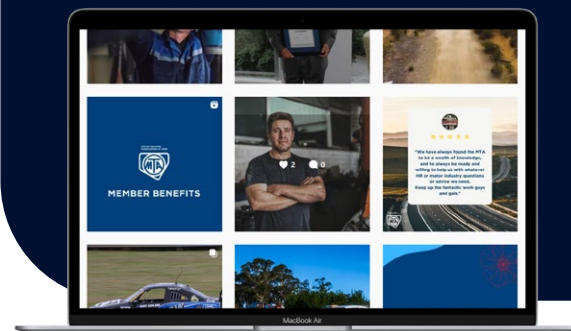
**+30,000**  
pageviews per month



## Social Media

**+3,500**

Followers creating **+7,500** brand exposure opportunities across Facebook, Instagram, LinkedIn, Twitter



## MTA Express eDM

**+3,700**

subscribers per weekly broadcast with average open rate of **40%**

# OUR CHANNELS

Build your brand with us

## 73%

of our email subscribers are highly engaged and often click to open emails<sup>1</sup>

## 59%

of Members indicated they read our publication 'very often'<sup>2</sup>

## 94%

of Members say our publication has information that is informative and easy to read<sup>2</sup>

## CONTENT THAT IS ENGAGING AND RELEVANT TO OUR MEMBERS

### Your message... our audience

There are a range of topics which would be relevant and engaging to our Members, providing a range of opportunities and territories to position your unique brand message:

- ✓ Business support and advice
- ✓ Financial services
- ✓ Employment Relations and WHS
- ✓ Legal support and advice
- ✓ Industry compliance and regulation
- ✓ Staff training and support
- ✓ Products and innovation - what's on trend
- ✓ Deep dives into current issues affecting the industry
- ✓ Stories and interviews with industry leaders
- ✓ Management and professional development for business owners

<sup>1</sup> MTA NSW Email Subscriber Report 2022

<sup>2</sup> MTA NSW Member Survey 2017

# OUR PACKAGES

We have created a range of packages to help you tell your story to this highly targeted automotive audience. Packages cater for a range of objectives and budgets.

## Campaign Package

Inclusions:

- 500-600 word article published on the MTA NSW website and in the MTA Journal (supplied by advertiser and reviewed by the MTA NSW editorial team)
- 1 x social media post
- 1 x dedicated sponsor EDM
- eDM banner below mast head in general member email
- Full page advertisement in MTA Journal
- Main website carousel banner linking to your article (1 month coverage)
- 1 x image (supplied by advertiser)
- Inclusion of video content (if provided by advertiser)
- 10% discount on your next booking, valid for 12 months

**MTA NSW website package**  
**\$8,500** (excludes GST)

## MTA Journal

Print content in flagship MTA Journal and digital share. Inclusions:

- Full page advertisement in MTA Journal
- Automatic inclusion in MTA Journal Online version
- Inclusion in MTA Journal social post tagging your organisation
- Inclusion in MTA Journal share in the Member notification eDM
- 1 x image (supplied by advertiser)
- 10% discount on your next booking, valid for 12 months

**MTA Journal print & digital combo**  
**\$6,000** (excludes GST)

**On average, 5 to 7 brand impressions are necessary before someone will remember your brand. Our aim is to bring your brand to our members.<sup>3</sup>**

<sup>3</sup> [www.smallbizgenius.net/by-the-numbers/branding-statistics](http://www.smallbizgenius.net/by-the-numbers/branding-statistics)

## Digital Content

Inclusions:

- 500-600 word article published on the MTA NSW website (supplied by advertiser and reviewed by the MTA NSW editorial team)
- 1 x social media post
- DM banner below mast head in general member email
- Sponsored eDM
- 1 x image (supplied by advertiser)
- Website rectangle banner on internal page (2 months coverage)
- Inclusion of video content (if provided by advertiser)
- 10% discount on your next booking, valid for 12 months

**Digital Content Package**  
**\$3,500** (excludes GST)

# DIGITAL ARTWORK SPECIFICATIONS

## Homepage Carousel

Our homepage carousel banner advertisements provide premium positioning for your promotion. Your advertisement will be one of a select number of rotating messages on the carousel.

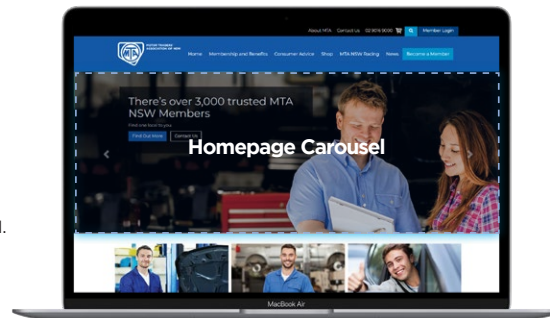
**Desktop:** 1905 x 540 pixels at 72 dpi

Carousel banners should include your company logo with no text. Our team will overlay this for you.

Ensure the visual element of the image is on the right hand side of the image.

**Here is our recommendation for the message:**

Title: short and snappy	Title: 5 words max
By-line: to the point but leading towards Call To Action (CTA)	By-line: 10 words max
Call To Action will be: Find out more...	



## Banner Advertisements

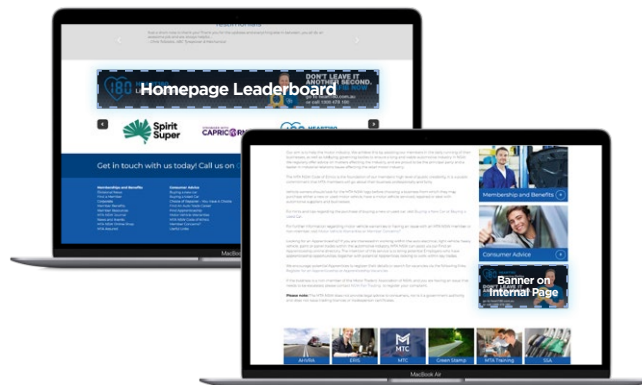
Our banner advertisements can be a static image or gif with file formats including jpg, gif or png.

### Homepage Leaderboard

Specifications: 1170 pixels x 163 pixels

### Banner on Internal Page

Specifications: 720 pixels x 350 pixels



## eDM Advertising

### Sponsored brand eDM

Sponsored eDM broadcasting your brand out to our Members.

Supply x600 wide hero image – rectangle and 200 words of copy. Plus link to your website.



### Feature story

**Title:** 15 words

**Text:** 125 to 150 words

**Image:** 600 pixels x 60 pixels wide

**Call To Action:** Provide Call To Action text and link to your website



## eDM Banner Advertisements

**Specifications:** 600 pixels x 60 pixels at 72 dpi

Banners to include your company logo on the bottom left with no text. The title is not overlaid over the image but sits below the image.



## Social media

### Dedicated social media post specifications:

**Image** – static jpg or png at 1080 x 1080 or 1080 x 1350 pixels.

Provide copy for the social media post and a link to your website.



## Editorial content

Please supply; 500-600 word article published on the MTA NSW website and in the MTA Journal (supplied by advertiser and reviewed by the MTA NSW editorial team).

Imagery for use in editorial on MTA NSW website can be provided at aspect ratio 2:1, 1400 pixels x 700 pixels.

Artwork and content can be emailed to: [marketing@mtansw.com.au](mailto:marketing@mtansw.com.au)



# PRINT OPPORTUNITIES

## MTA Journal

- ✓ Read by 89% of Members<sup>4</sup>
- ✓ 94% of Members find content informative<sup>4</sup>
- ✓ Align your brand with a credible industry voice
- ✓ Unique access to the people who own or run automotive businesses
- ✓ Relied on by Members for information on topics such as:
  - Legislation
  - Training
  - Latest equipment
  - Technical and legal issues
  - General business advice



The MTA Journal is acknowledged by the industry as the leading source of information for the motor industry in NSW, due to the quality of the content, the extensive distribution, the contemporary layout and the reliability of industry news.

The Journal delivers a mixture of news, views and lifestyle information in an easy-to-read format from “the voice of the motor industry”. The diversity of readership includes key decision makers in the automotive retail, service stations, mechanical repair, body repair, commercial vehicle, caravan, marine, motorcycle and even farm machinery industries.

## Print Advertising Rates

	4 Times	2 Times	1 Time
Double Page Spread			\$6,100
Front and Inside Front Cover			\$5,570
Back Cover	\$3,985	\$4,220	\$4,575
Inside Back Cover	\$3,730	\$4,090	\$4,395
Full Page	\$3,655	\$3,920	\$4,295
Half Page	\$2,075	\$2,200	\$2,435
Third Page	\$1,435	\$1,535	\$1,665
Quarter Page	\$1,075	\$1,125	\$1,225
A4 Insert			\$1,795
All other inserts			POA

<sup>4</sup> MTA NSW Member Survey 2017. Rates excluding GST.

# DEADLINE DATES

Issue	Booking	Material
Q1 2022 February	1 January	15 January
Q2 2022 May	1 April	15 April
Q3 2022 August	1 July	15 July
Q4 2022 November	1 October	15 October

All rates exclude GST

# PRINT FORMAT DETAILS

Press optimised PDF or Tiff @ 300dpi (size 210x 297mm) + 5mm bleed  
 Inserts must not exceed 205mm wide x 292mm deep

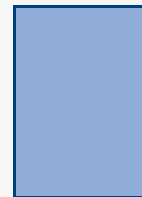
# MAGAZINE PRODUCTION

Advertising and editorial: Joe McFadries - JMF Media  
 email: [joe@jmfmedia.com.au](mailto:joe@jmfmedia.com.au)  
 Tel: 0458 588 333  
 Production enquiries: Chris Stone - StoneDezine  
 email: [chris@stonie.com.au](mailto:chris@stonie.com.au)  
 Tel: 0407 939 668

# PRINT SPECIFICATIONS



Double Page Spread:  
**420mm wide x  
 297mm deep  
 + 5mm bleed**



Full Page (bleed):  
**210mm wide x  
 297mm deep  
 + 5mm bleed**



Full Page (non-bleed):  
**180mm wide x  
 252mm deep**



Half Page Horizontal (bleed):  
**210mm wide x  
 150mm deep  
 + 5mm bleed**



Horizontal (Non-bleed):  
**180mm wide x  
 125mm deep**



Third Page Vertical:  
**56mm wide x  
 252mm deep**



Third Page Horizontal:  
**180mm wide x  
 80mm deep**



Quarter Page Horizontal:  
**180mm wide x  
 60mm deep**



Front Cover:  
**210mm wide x  
 203mm deep  
 + 5mm bleed**



MOTOR TRADERS'  
ASSOCIATION OF NSW

**Email:**  
[marketing@mtansw.com.au](mailto:marketing@mtansw.com.au)

**Phone:**  
02 9016 9000

**Website:**  
[mtansw.com.au](http://mtansw.com.au)

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