



automotive
training australia

inside the
rim

Official Journal of the National Automotive Industry
Training Advisory Body (ITABs)

Inside the Rim Media Kit

MAGAZINE PROFILE

Display Rates

Grey Scale	Casual	x4
Double Page	\$1,635	\$1,800
Back Page	\$1,490	\$1,600
Full Page	\$1,050	\$1,150
2/3 Page	\$890	\$950
Half Page	\$700	\$800
1/3 Page	\$415	\$500

(All prices include GST)

** Colour advertisements incur an additional 10% in cost.

Inserts \$200 + GST

Pre-printed inserts are accepted for loose insertion. Advertiser must provide inserts.

Advertising Deadlines

Bookings:

⇒ March Issue: 10th February

⇒ June Issue: 31st May

⇒ September: 10th August

⇒ December: 10th November

** Material to be received 15 days following booking.

Subscription Details

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Annual Subscription (Four Issues):

\$88.00 + GST (Individual)

\$209.00 + GST (Corporate)

Inside the Rim is regarded as Australia's premier training publication that focuses specifically on all facets of the automotive industry, from manufacturing to the automotive aftermarket.

Inside the Rim contains feature articles, reviews and news updates on educational, policy and industrial developments affecting training within the automotive industry.

With a distribution in excess of 800, Inside the Rim is the primary reference guide for automotive training packages and services beneficial to all elements of the automotive industry, from the smallest workshops to the international car manufacturers.

Themes

Topics frequently covered in Inside the Rim including updates on automotive training packages and achievements in the field of training within the automotive industry.

Distribution

Inside the Rim is distributed to subscribers and others including:

- Members of the Federal Chamber of Automotive Industries
- Members of the Motor Trades Association of Australia
- Members of the Australian Council of Trade Unions
- Members of the Federation of Automotive Products Manufacturers

Many of the magazine's readers are high profile professionals who currently work in the automotive industry. Training organisations and fellow ITABs also subscribe to Inside the Rim.

Advertising Specifications

Trim Size: 300mm x 210mm

Type:	Full Page:	240mm x 165mm
	Half Page:	150mm x 165mm (h) 240mm x 83mm (v)
	2/3 Page:	160mm x 165mm (v)
	1/3 Page:	80mm x 165mm (h) 240mm x 60mm (v)

Advertisers should supply reproduction materials in the following formats. A COLOUR PROOF MUST ACCOMPANY EACH FILE.

Images

All logos and pictures should be supplied on either of the following formats:

- TIFF, EPS, JPEG, BMP

All images provided should be no less than 300 dpi and no smaller than actual size to be used. All printer and screen fonts should be included with the document. All graphics placed in the document must be provided.

Contact

If you have any further concerns, please don't hesitate to contact Donna Ewing or Lorraine Smith at ATA on (03) 9479 3480 or by email on

ata@automotivetraining.org.au.

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booking form

Style of Advertisement: (Please Tick)

- Block Ad: Mono Four Colour
 Double Page
 Back Page
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 1/3 Page

NOTE: Colour advertisements incur an additional 10% in cost.

Inserts

NOTE: Pre-printed inserts are accepted for loose insertion. Advertiser must provide inserts.

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ABN No.: _____ Order No.: _____

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Booking Terms:

- All bookings totalling \$1200 or less require payment within 14 days from date of invoice.
- All bookings totalling more than \$1200 require payment within 30 days from date of invoice.
- Please note that copy must be supplied in the form specified by the publisher.
- Any production work required will be charged to the advertiser at net cost.
- If copy is not received by deadline date the publisher reserves the right to charge for advertisement space not used.

Material Requirements:

All promotional/advertising material supplied must comply with the specifications detailed on the Inside the Rim 2006 Media Kit. If your material does not comply, responsibility will not be accepted for final presentation of material in the magazine.

**Please complete and return this Booking Form by fax to
Donna Ewing or Lorraine Smith on 03 9479 3487**