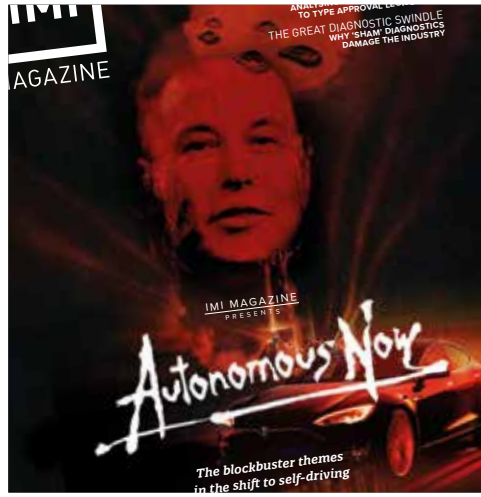




INSTITUTE OF THE
MOTOR INDUSTRY



MEDIA PACK 2019

MAGAZINE • JOBS • EVENT SPONSORSHIP



The professional body
for individuals working in
the retail motor industry


IMI MEDIA PACK 2019

IMI MAGAZINE

Magazine content is reflective of the diverse professions of the readership and comprises business critical information, advice and analysis. It isn't just a bland business magazine either; it is unafraid to stimulate debate by taking strong editorial positions on a variety of topics.

The magazine's intelligent, informative content is accompanied by an imaginative, intuitive design – the two components blending together to create a product which significantly exceeds the quality associated with archetypal trade magazines.

All these factors combine to make IMI Magazine the perfect place to showcase your company to the industry. Put simply, IMI Magazine is unparalleled in the market.



Circulation
17,400+
Frequency
10 per year



IMI MAGAZINE ONLINE

Featuring original content, videos, the latest articles from the current issue, and an archive spanning back through past issues of the magazine.

theimi.org.uk/magazine


Unique monthly visitors
1,500+



IMI AUTO JOBS

IMI Auto Jobs is an online platform for recruitment in the automotive sector. Whether recruiting for dealer principals or vehicle technicians, IMI Auto Jobs is the perfect place to start your search.

jobs.theimi.org.uk


Unique monthly visitors
3,000+



IMI EVENTS – SPONSORSHIP

The Annual Dinner and Awards (March)

The most prestigious event in the automotive calendar is attended by over 400 industry luminaries and provides a fantastic networking opportunity. The awards celebrate the contribution individuals and organisations have made to aid and abet the development of the automotive industry and the work of the IMI.

The Outstanding Achievers Awards (October)

Celebrating the achievements of automotive learners, training centres and professionals, these awards recognise the excellence, enthusiasm and hard work that is taking place across the entire industry. Held at IMI HQ – Fanshaws – they represent the perfect place to demonstrate your brand.



SPONSORSHIP PACKAGES

Prices start from **£950** and offer promotion both in print and online

IMI ONLINE REACH – THE STATS

 **12,000**
Twitter followers

 **27,000**
average monthly engagement on Facebook

 **9,600**
LinkedIn group members

 **100,000**
YouTube views

ADVERTISING PRICES AND TECHNICAL SPECIFICATION

ADVERTISING IN IMI MAGAZINE

IMI Magazine offers a variety of creative media solutions designed to add value to advertisers, both within the magazine and online (theimi.org.uk/magazine).

Features such as band wraps, gatefolds, loose/bound-in inserts, competitions, bookmarks and sponsorship opportunities are available.

DISPLAY ADVERTISING RATES

Per insertion	1	5	10
Quarter Page	£375	£265	£225
Half Page	£650	£450	£385
Full Page	£950	£665	£475
DPS	£1450	£1000	£750

*Premium positions at an additional 15%

RECRUITMENT ADVERTISING RATES

Quarter Page	£750
Half Page	£1000
Full Page	£1500

ADDED VALUE

Any display advertisement in the magazine can be displayed as a banner ad online for one month free of charge.

Any display advertisement in the magazine aimed at technicians can be featured in Member Update, the IMI's e-newsletter (circulation: over 26,000 members, including 20,300 IMI accredited professionals) as a banner ad.

Sponsorship

£200 for branded page

Inserts

From £55 per 1000 per insert supplied by client

Monthly E-newsletter

£250 to be featured

ONLINE ADVERTISING PER MONTH

Online Display Adverts

Leaderboard	£200
Full Banner	£150
Wide Skyscraper	£125
Rectangle	£125
Skyscraper	£100
Half Banner	£75
IMI Auto Jobs	
IMI Jobs Featured Job	£125
IMI Jobs Non Featured Job	£100

ARTWORK

MAC formatted, EPS (CMYK) or PDF (CMYK), 300dpi or above with all fonts and graphics embedded.

Please include mono/colour proof with your advertisement.

Delivery accepted *via* email, USB or CD

DISPLAY ADVERTISING SPECIFICATION

DOUBLE PAGE SPREAD

Trim size: 275 x 420mm
Type area: 241 x 386mm
Bleed size: 285 x 430mm

FULL PAGE

Trim Area: 275 x 210mm
Type area: 241 x 177mm
Bleed area: 285 x 220mm

HALF PAGE VERTICAL

246 x 89mm

HALF PAGE HORIZONTAL

120 x 184mm

QUARTER PAGE

120 x 89mm

RECRUITMENT ADVERTISING SPECIFICATION

FULL PAGE

234 x 184mm

HALF PAGE HORIZONTAL

114 x 184mm

QUARTER PAGE

114 x 89mm

E-NEWSLETTER ADVERTISING SPECIFICATION

HORIZONTAL

468 x 60px

VERTICAL

120 x 240px

ONLINE ADVERTISING SPECIFICATION

LEADERBOARD

(TOP OF THE PAGE)
728 x 90px

FULL BANNER

(BOTTOM OF PAGE)
468 x 60px

WIDE SKYSCRAPER BANNER

(RHS)
160 x 600px

RECTANGLE

(RHS)
300 x 250px
or
300 x 300px

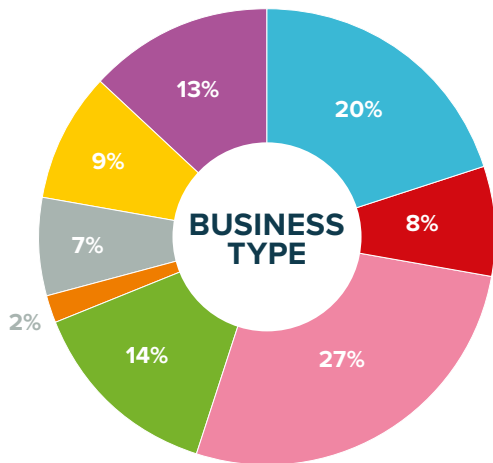
SKYSCRAPER BANNER

(RHS)
120 x 600px

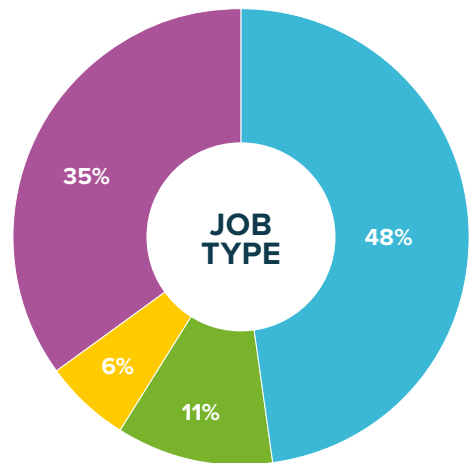
HALF BANNER

234 x 60px

READERSHIP BREAKDOWN AND ADVERTISING DEADLINES



READERSHIP BREAKDOWN



 **Supplier/Wholesaler/Distributor 8%**

 **Bodyshop/Crash Repair 14%**

 **Fleet 7%**

 **Commercial Vehicle 2%**

 **Independent Garage Sector 27%**

 **College/Training Centre 9%**

 **Franchised Dealer 20%**

 **Other 13%**

 **Management & Leadership 48%**

 **Sales/Business Support 11%**

 **Education 6%**

 **Technical 35%**

 **ABC CIRCULATION FIGURES**
ABC headline average per issue: **17,462**

MEMBER UPDATE E-NEWSLETTER

Be seen by over 26,000 IMI members, including 20,300 IMI accredited professionals, with any advert placed in the magazine

ADVERTISING DEADLINES 2019

Issue	Booking deadline	Artwork deadline
February	18 January	23 January
March	19 February	25 February
April	18 March	22 March
May	18 April	23 April
June	17 May	23 May
July/August	17 June	24 June
September	16 August	22 August
October	17 September	24 September
November	18 October	23 October
December/January	15 November	22 November

CONTACT DETAILS

IMI MAGAZINE FEATURES LIST 2019



FEBRUARY

- Electric Mobility
- IMI Skill Auto Report
- Recruitment
- Social Media Clinic

MARCH

- Apprenticeships
- Sales & Marketing Clinic
- Used Cars & Remarketing
- Warranties & Service Plans

APRIL

- Autonomous Vehicles
- Fleet Management
- IMI Annual Dinner Report
- MOT
- Legal Clinic

MAY

- Automechanika Birmingham Preview
- DMS
- Finance & Insurance
- Marketing on a Budget

JUNE

- Independent Focus
- Property Clinic
- Subscription Services

JULY/AUGUST

- Electric Mobility
- Franchised Dealer Focus
- Recruitment

SEPTEMBER

- Cybersecurity
- Warranties & Service Plans
- Telematics

OCTOBER

- Autonomous Vehicles
- Used Cars & Remarketing
- Distribution Focus

NOVEMBER

- Digital Marketing Clinic
- DMS
- IMI Outstanding Achievers Awards Report

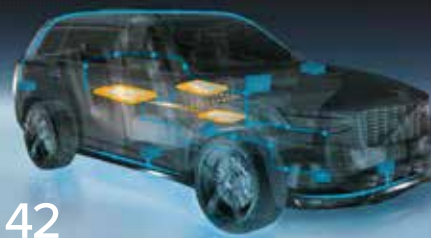
DECEMBER/JANUARY

- 2019 Review
- Further Education Sector
- Alternatives to Electrification

IMI Magazine also welcomes feature ideas, so please send synopses to the editor.

COPY DEADLINE IS FOUR WEEKS AHEAD OF COVER DATE

TechTalk



42

AUTONOMOUS VEHICLES

How vehicle architecture is changing to facilitate autonomous driving

45

OIL

The increasing capacity



TechTalk

Providing up to date technical information and advice to help technicians counter the ever-increasing challenges of modern vehicle repair:

- Hybrid & Electric Vehicle Servicing
- Filters
- Diagnostics & Engine Management
- Steering & Suspension
- AC & Thermal Management
- Engines, Gaskets & Turbos
- Bodyshop
- Batteries, Ignition & Rotating Electrics
- Winter Servicing
- Brakes & Clutches

REGULARS

- News
- Commercial Vehicles
- Motorcycles
- Frontline
- Independent Insight
- Business
- Legal Link
- My IMI



CONTACT DETAILS

EDITORIAL: Tim Kiek | Editor | E: timk@theimi.org.uk | T: 01992 511 521

ADVERTISING, JOBS AND SPONSORSHIP: Wendy Hennessy | Sales Executive | E: wendyh@theimi.org.uk | T: 07721 127 983