

Media Kit 2009



ASIAN MAGAZINE FOR AUTOMOTIVE, AFTERMARKET PRODUCTS & SPORTS

Readership Profile

Manufacturers/Dealers

- Cars • Commercial Vehicles – Passenger Busses/Trucks • Defence Vehicles • Earthmoving/Off Road Vehicles • Farm Vehicles • Two/Three Wheelers • Multi Utility Vehicles

Automobile Accessories

- Re-designing/customizing • Air Conditioning • Carpets • Sports Accessories • Entertainment Systems • Textiles

Automotive Components Manufacturers

- Automotive Electronic & Electric Components • Body Section • Chassis (Axle, Steering Brakes) • Engine (Engine, Gearbox Exhaust Systems)

Automotive products and Equipment Manufacturers

- Adhesive & Sealant • Aluminium Allow Wheels • Batteries • Body/Coach Building • Castings & Forgings • Containers • Engines • Metals (Steel/Aluminium) & other raw materials • Oil & Lubricants • Paints/Rubber • Moulded & Thermoplastic Parts • Trailers • Tyres & Tubes

Garage/Workshop Equipment Manufacturers

Mouldmaking and tooling, design and application engineering

Vehicle Service & Care

Other service sectors

Advertising Agencies, Auto Finance, Building Services, Storage Facilities, CAD/CAM Software Solutions, Data Processing, Design Engineering, etc.

Mechanical Details

Trim Size of the Magazine	21.0 cms x 28.0 cms
Type Area of the Page	19.0 cms x 26.0 cms
Bleed Size	22.0 cms x 29.0 cms
Material Accepted	Digital files. (High Res PDF/EPS etc.)

Publication Schedule*

S.No.	Issue	Issue Date	Material Deadline	Remarks
1.	Jan-Feb	15th Jan	10th Jan	OEM Products, Garage Management, Equipments & Tools, Servicing equipment
2.	Mar-Apr	5th March	1st March	After-market products/components /exclusively car body section
3.	May-June	20th May	10th May	Focussing aftermarket/components& equipment & tyre industry
4.	Jul-Aug	10th Jul	20th June	Featuring Manufacturers & dealers of Cars & Commercial Vehicles, Garage, Repair & Maintenance Management & tools etc.
5.	Sept-Oct	10th Sep.	5th Sep.	After-market products/components & OEM products
6.	Nov-Dec	20th Dec	10th Dec	Mega Edition after-market products/components etc.

* Subject to change, without notice

Advertising Tariff

Euros

• Full page (Inside Text)	...	2,500
• Front Cover	...	5,500
• Inside Covers	...	4,200
• Back-Cover	...	4,800
• Center Spread	...	4,500

PRINTED INSERTS

• Single leaf-2pages	...	600
• Double leaf-4pages	...	1,000

MID PAGE POSTER

...	2,000
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ANNUAL SUBSCRIPTION

...	250
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Supporting Magazine ▶

- ✓ AutoExpo, New Delhi, India
- ✓ Melbourne International Motor Show
- ✓ Australian Auto Trade Fair
- ✓ Automechanika, Frankfurt
- ✓ Geneva Pal Expo
- ✓ Tyre Expo, Singapore & South Africa
- ✓ Reifen Essen & Shanghai

Regular Issue : 35,000 copies; Special Number : 40,000 copies (5,000 copies for distribution on various stands in the exhibitions)

Country wise circulation in percentage

INDIA	...	22
NEIGHBORING INDIA (Sri Lanka, Pakistan, Bhutan, Burma, Nepal, Bangladesh)	...	7
CHINA	...	9
JAPAN	...	7
FAR/SOUTH EAST ASIA (Korea, Singapore, Thailand, Philippines, Indonesia, Malaysia, Vietnam)	...	11
MIDDLE EAST (U.A.E, Kuwait, Turkey, Saudi Arabia, Qatar)	...	9
AUSTRALIA / NEW ZEALAND	...	8
GERMANY/France/ITALY/NETHERLANDS/BELGIUM	...	8
DENMARK/FINLAND/GREECE/CZECH/SLOVAK/SPAIN/POLAND/SWEDEN/SWITZERLAND	...	6
UK	...	7
USA	...	6

Circulation ▶

autoASIA

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Australia: Mcourt Consulting & Communications, PO Box 76, Gordon, NSW 2072
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Contact Details ▶



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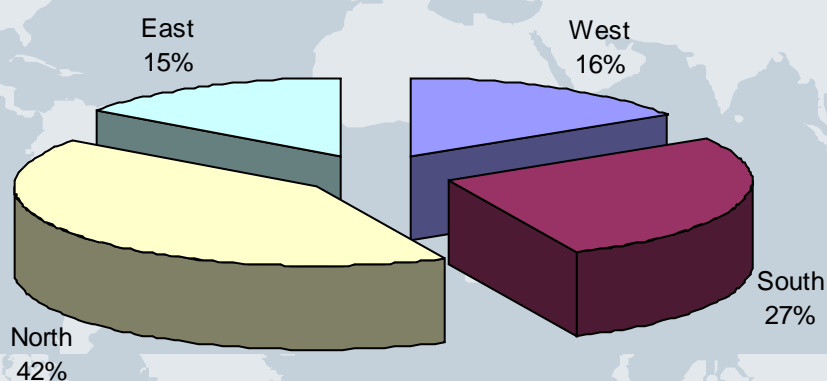
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Indian Region wise circulation in percentage



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