



Auto Repair Focus

Media Pack 2017 / 2018

About us...

I know what you're thinking - why trust a new website? After all, these things pop up all the time, spend a few years proclaiming big things, then go out with a fizzle. What makes Auto Repair Focus different?

Well, for starters we have passion, experience and knowledge. Passion for the aftermarket, experience of publishing within the aftermarket and knowledge of... well you get it. Put these things together, add in some website experience, and you have the product you are currently looking at.

Auto Repair Focus is devised and implemented by Phil Curry: a journalist with 12 years experience in the automotive industry - five of which have been in technical and aftermarket roles, including a stint as Editor of one of the UK's largest aftermarket publications. Alongside this, Phil has run his own websites for ten years, with links to major automotive manufacturers.

Auto Repair Focus intends to be what the industry needs; a magazine on the internet. It will not just produce news

or regurgitate stories, but regularly deliver features, technical pieces, videos and more. We intend to work with aftermarket suppliers, as well as garages and industry professionals, to provide engaging content on a digital platform.

As the automotive market develops and adapts, so too must the media industry. There will be no printed Auto Repair Focus; instead, a fortnightly newsletter - Insight - will bring news and exclusive content to readers.

Keeping things online allows the latest news to be digested, the latest products to be promoted and features to be archived ready to read again when the time requires. It also allows us to take advantage of social media platforms, brings readers from across the internet to the site.

Auto Repair Focus is born out of passion for the aftermarket and intends to serve it well. We would like to welcome you along for the journey. We have a number of advertising packages available and are happy to discuss your plans and tailor our ideas to your needs. From traditional web banners and boxes to hosted videos, specific features and product reviews; we hope you decide to join us on this exciting opportunity for the industry.

Meet the team...



Phil Curry - Managing Editor

With 12 years experience as a journalist and Editor, most of those writing technical pieces about vehicles (including motorhomes), Phil is the man behind the words on Auto Repair Focus. He knows what readers want and what makes an engaging website.



Lee Johnson - Advertising Manager

The numbers guy - Lee is an experienced financial consultant having previously worked in the banking sector. A passionate petrolhead; he brings his sales knowledge to Auto Repair Focus, ensuring the best coverage for suppliers and manufacturers with the site's interests at heart.

The editorial...

'A website is only as good as its content allows' - A philosophical line we've created and one which we intend to stick to. The best thing about being online only is that Auto Repair Focus can reflect market trends without a set plan. We could write about one product category one minute, and another the next. Speaking of these, you'll find the product categories we intend to cover a little later in this media pack.

We have devised a range of features, the like of which you would only normally see in print. Instead, we will bring them to readers in an online format, with links, contact details and social media positioning. 'But what are these features?' I hear you cry...

Technical

Written by experts, either from companies or technicians, teaching readers how to get the best out of their equipment and themselves

Out and about

Visiting the companies that supply the industry, informing readers of what they offer, and why working with them may be good for business

Products

There are hundreds of products in many different categories for the aftermarket, we will work with suppliers to highlight the best available

Calendar

A big show, a local car event, training days. Our calendar gives technicians and owners the chance to see what's coming up and plan in advance

Business

Making the most of your garage, shop or mobile service, with insight from business leaders, experts and managers

In the workshop

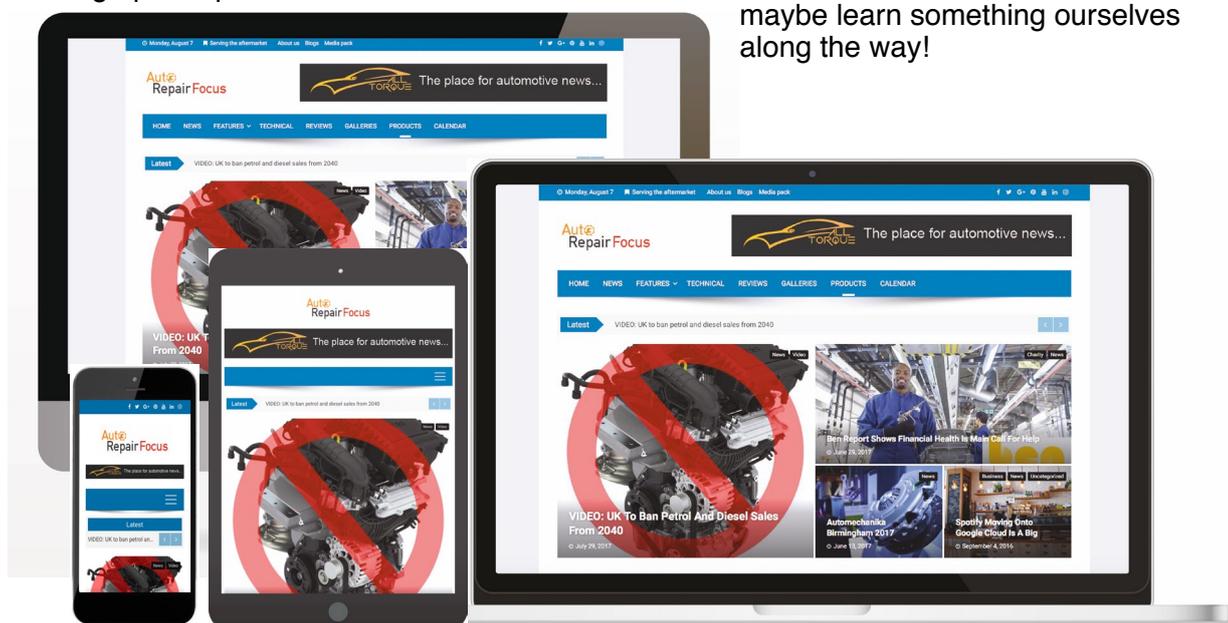
Our readers deserve their own recognition, so we'll visit the garages directly, and interview owners and techs to give an insight to the industry

Reviews

Writing about products is one thing, reviewing them is another. We will ask technicians to test a product and give honest feedback

Event reports

To help make plans for visiting shows and taking training courses, we'll cover them, and maybe learn something ourselves along the way!



Products...

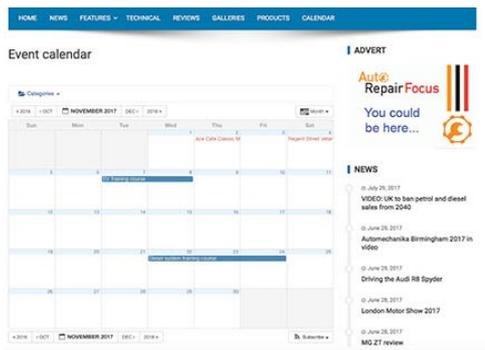


With vehicle technology growing at an exponential rate, Auto Repair Focus intends to cover the traditional physical parts and tools, as well as electronic and online services. Features and product stories / reviews will fall into the following categories...

- Additives and cleaners
- Air conditioning
- Automotive data
- Batteries and battery charging
- Bearings
- Belts
- Brakes
- Clutch and transmission
- Cooling
- Diagnostics
- Diesel
- Electric and hybrid
- Engine
- Exhaust system
- Filters
- Fuel system
- Garage equipment
- Ignition
- In-car systems
- Lifts and jacks
- Lighting
- MOT
- Oils and lubes
- Online services
- Performance and tuning
- Remanufacturing
- Rotating electrics
- Steering and suspension
- Trade clubs
- Training
- Turbo
- Tyres
- Vehicle electronics
- Wheel and body alignment
- Wipers



Calendar...



Have an event or training course? Our calendar is the best place to promote it. Not only does it appear on a calendar (hence the name), you get a dedicated page with feature image, contact and ticket details and a link to your site. You will also be able to choose three 'Insight' newsletters on which you can promote your big day. Technicians can also add events to their own computer calendar or diary directly from the page.

With so much content, we don't want to do all the writing! Alongside any features that a company may wish to submit, we also want blogs. These may take the form of a thought on your specific industry, the aftermarket as a whole, or even how your day has been...

We would also like submissions for 'What I drive', where those who work within the aftermarket talk about their daily runners, something we can all relate to whether you work on the cars or run the companies that make them!

Blogs...



Newsletter...

We don't do printed, that's not our game. But we still need to offer something direct to garages, something that can get news, features, videos and advertising directly in front of a technician or garage owner. It offers a different route for companies to be involved in, while also generating traffic for the website.

This is what the Insight is, a direct to email newsletter that technicians can sign up to receive. While we are still in the launch phase, our team is gathering email addresses to give garages the chance to 'opt in', hence why we cannot give specific data yet. However, we have a target of 6,000 garages in this initial phase, while pop-ups and signup forms will be prevalent on the website.

Auto 

Repair Focus
INSIGHT

Insight gives you an opportunity to get your advert, message, video or event directly in front of those who matter in the servicing industry

(E)Mailing dates...

If you want to get involved with a banner advert, event promotion or product message, these are the current weeks in which Insight will be mailed:

- 20 November
- 4 December
- 18 December
- 1 January (2018)
- 15 January
- 29 January
- 12 February
- 26 February
- 12 March
- 26 March
- 9 April
- 23 April
- 7 May
- 21 May
- 4 June
- 18 June
- 2 July
- 16 July
- 30 July
- 13 August
- 27 August
- 10 September
- 24 September
- 8 October
- 22 October
- 5 November
- 19 November
- 3 December
- 17 December

Social media...

The world of online media extends far beyond the website. A decade or so ago, the internet was wonderous - a place for pure information. Today you can chat to friends, or random strangers; speak with companies or clubs; look at photos in black and white, neon or sepia; and spend hours watching cat videos...

We recognise the appeal of social media, so we have set some up. We have a Facebook, a Twitter, some Instagrams and a Tube. Ok, we're not that old skool - but these are the biggest social platforms available, and we're involved.

Putting content on a site is one thing; driving people to it is another. As you may have realised by now, we like fun, so our social channels will also be fun, as well as serious. Promoting our content, or more importantly, your content, need not be boring - in fact, the more you engage, the more people are likely to remember and visit your pages and profiles, which ultimately means more clicks to the mothership...

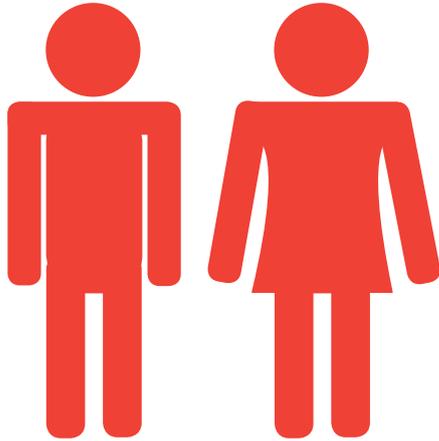
You can find our 'bits' at:

- facebook.com/autorepairfocus
- twitter.com/autorepairfocus
- instagram.com/autorepairfocus
- YouTube - search for Auto Repair Focus channel



Statistics...

We would love to bring you a chart with some of our high visitor rates. However, with the website only just launching, we are still in the process of gathering data. Therefore, rather than leave you with a blank page, here's some numbers on the UK aftermarket, while we root around our own numbers to update this section at some point - although we do like these graphics...

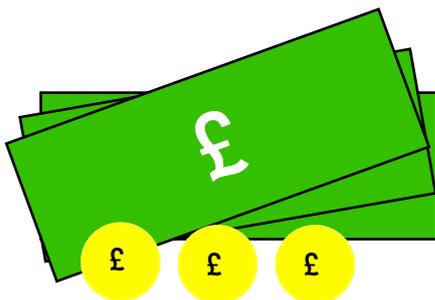
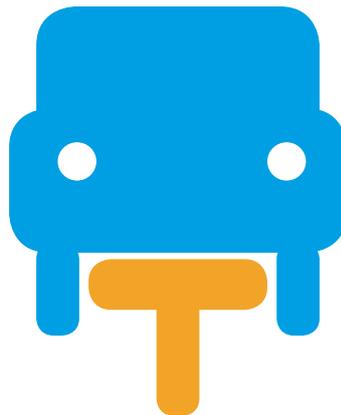


212,207*

people employed in the motor vehicle maintenance and repair market

41,238*

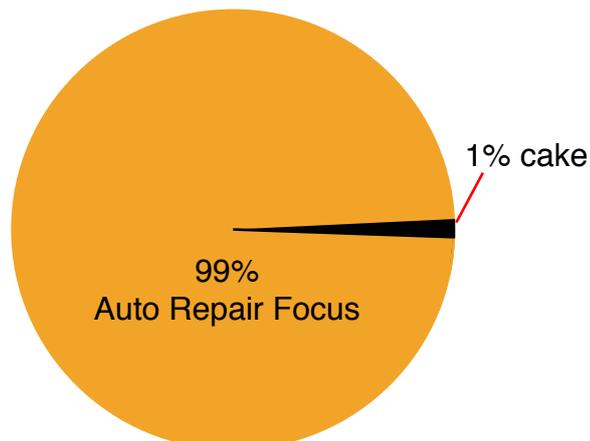
businesses involved in the repair and maintenance of vehicles



£21.6bn**

revenue of UK aftermarket in 2016

What our team is most committed to



* Figures from IBS World report *Motor Vehicle Maintenance and Repair in the UK*

** Figures from SMMT report *The Importance of the UK Aftermarket to the UK Economy 2017*

Get involved...

The bit you've been waiting for - how can you join us on the journey ahead? We have advertising space and packages available for companies supplying the aftermarket, consisting of either direct placements or editorial opportunities...

Website placements

Advertising option	Price	Editorial option	Price
Header banner	£250 per month	Premium product listing	£50 per fortnight
Box advert	£200 per month	Feature	£100 per article
Header banner exclusive	£900 per month	Event listing	£75 per event

- Our header banner location will contain a maximum of four adverts rotating evenly throughout the site. If you want an exclusive placement for a month, please call us for availability
- Product listings are free, however if you want a premium listing with 100 words and pinned to the top of the 'products page' for two weeks, it's just £50 for the upgrade.
- A dedicated feature or advertorial about your company can be arranged, either using your own copy or written by us. This covers technical, business or product section pieces only
- An event listing covers one event, no matter how many days, and includes insertion into three 'Insight' newsletters of your choice

Insight placements

Option	Price
Banner	£100 per insertion
Box advert	£50 per insertion
Feature	£50 per inclusion
Video	£50 per inclusion

Feature and video inclusion allows you to get your information directly in front of garage owners and technicians through email

Technical information...

Website banner - 728px x 90px

Insight banner - 300px x 100px

Box - 300px x 250px

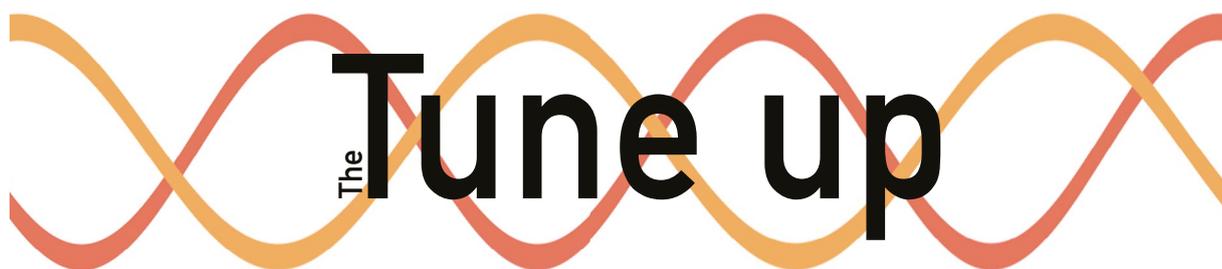
- JPG or GIF including animated banners and boxes for website, static only for Insight advertising
- Maximum file size for all advertising is 50kb
- Resolution for adverts should be 72dpi

The Tune up Podcast...

We know there is a need to be different and fun is good, but what else can we offer? How about a fortnightly audio bite of discussion, news and interviews with figures from the industry plus even more exclusive content? Let's face it, we have videos on the site, why not radio too?

Podcasting allows us to bring our audience closer to our work. It also gives the opportunity to bring your thoughts on the market, your products and your abilities from the page to the microphone. It is something that can be popped on in the background, listened to at leisure and give an extra dynamic to what is firstly written.

In addition, it allows us to feature you guys more. We will conduct interviews and play them out on the podcast, and can carry your promotions and advertising through sponsorship opportunities. 'The Tune up, in association with [insert company name here].' sounds pretty good doesn't it?



A podcast from

Auto 
RepairFocus

Get involved

As the headline says - do you want to get involved? There are a few ways that you can...

Standard - We will give your company a shout-out twice within a 30 minute podcast, as an 'in association with' introduction.

Interview - Two shout-outs plus a five minute interview with an expert from your company on any subject you pick. It could be about your specialist area or the industry in general, your products, training programs... the list is endless!

Presenter - Two shout-outs, and we will add a member of your staff as an extra presenter, they'll be involved throughout the 30 minutes, discussing the market with our main team. No need to travel, this can be recorded via phone or online conference calling.

Option	Price
Standard	£50
Additional shout-outs (max 2 additional)	£25 per additional
Interview	£80
Presenter	£125

Other packages may be available and we can work to your needs. The Podcast link will be distributed with the Insight newsletter and will be available on the main Auto Repair Focus website, along with an archive of previous broadcasts. Call us for more details or to book!

Contact details...

That's it! If you have any questions, you can contact us on the details below and we will do our best to help. We look forward to working with you in the future...

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Auto Repair Focus is a product of

