

Auto 
RepairFocus
Media Pack 2021

www.autorepairfocus.com



Auto Repair Focus is devised and implemented by Phil Curry: a journalist with 15 years' experience in the automotive industry - seven of which have been in technical and aftermarket roles. Alongside this, Phil has run his own websites for over ten years, with links to major automotive manufacturers.

To discuss editorial opportunities or book advertising, call on 07368 207905 or email phil@autorepairfocus.com

Who are we?

We are Auto Repair Focus - the UK's newest media platform for the automotive aftermarket. Our website is read by garage owners and technicians, bringing them the latest news, reviews, features and technical information through both written and video pieces.

We are passionate about the industry, and therefore passionate about informing readers about what is going on in the aftermarket and the wider automotive world. Keeping things online allows the latest news to be digested quickly, 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, bringing readers from across the internet to the site.

Auto Repair Focus intends to be what the industry needs; a magazine on the internet. It will not focus solely on 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.

What we do

'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 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.

Business

Making the most of your garage, shop or mobile service

Technical

Written by experts, teaching readers how to get the best out of their equipment

In the workshop

Recognising garages across the country, speaking to owners and celebrating achievement



Out and About

Visiting the companies that supply and service the aftermarket

Calendar

Shows, training events and other events promoted on our website to boost attendance

Products

Highlighting the latest products, from tools to parts and everything in between

Newsletter and Podcast



We 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.

This is what the Insight is, a direct to email newsletter that technicians can sign up to receive fortnightly.

Insight gives you an opportunity to get your advert, message, video or event directly in front of those who matter in the servicing industry, with direct links to your product, service or website. Our subscriber numbers are growing all the time, so contact us for more information.



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?

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.

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?

The Tune up will relaunch in the second half of 2020.



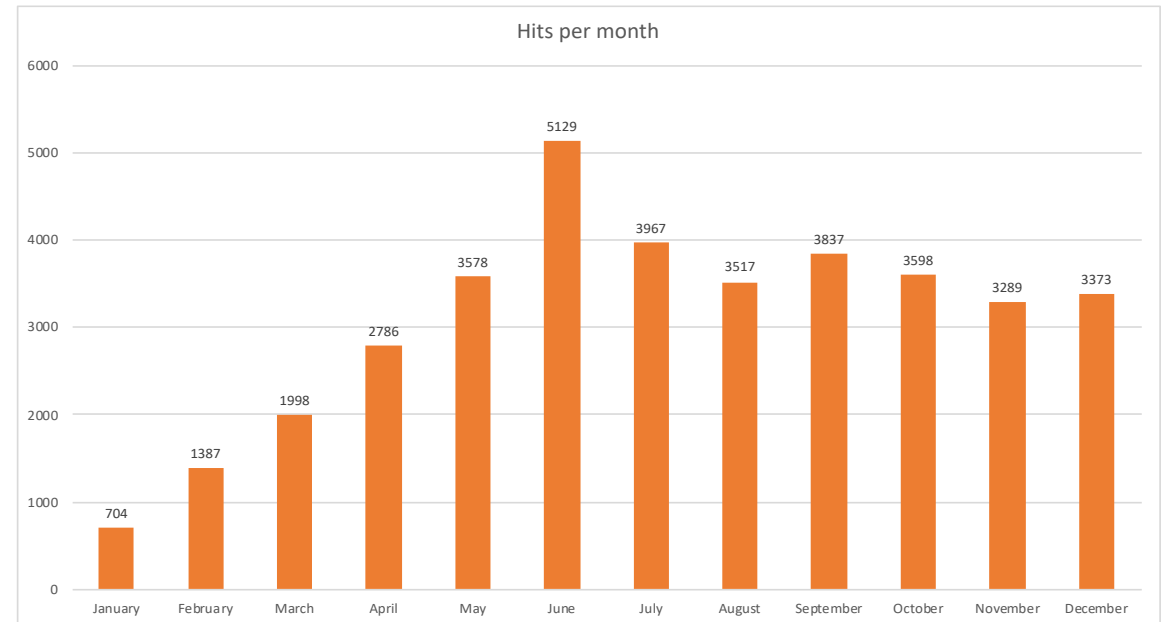
Stats

We are still new, having been only running for a year. Yet in that time we've seen some impressive growth in our viewing numbers, a trend we expect to continue in 2021.

We have plans in place to promote Auto Repair Focus, to drive traffic even further, with a strong target in place for average hits-per-month by the year end. This is a journey, and we'd like you to be a part of it.

We'd also like to highlight that we prefer tea over coffee. Therefore, we thought we should show you the number of cups of tea consumed while working on Auto Repair Focus each month.

If you would like to meet with us, it's milk and one sugar - how do you take yours?



Get involved...

Website

Advertising option	Price	Editorial option	Price
Header banner	£200 per month	Feature / Advertorial	£100 per article
Box advert	£150 per month	Video feature	£200 per video
Header banner exclusive	£800 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.
- 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.
- For a video feature, we will come to you and film a product or service of your choice, with your direction and influence. These will be promoted through our social media channels. Call or email for more information.
- **We can also create bespoke advertising and editorial 'packs' - call or email to request**

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...

Insight Newsletter

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

The Insight newsletter is emailed fortnightly. Please call or email for deadline information or to book a space. There is a limit of two banners, two box adverts, two videos and one feature per email.

The Tune up Podcast

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

- **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.