

AUSTRALASIAN PAINT & PANEL



Media Guide 2010



AUSTRALASIAN PAINT & PANEL

Reaching more shops than any other collision repair title

Australasian Paint & Panel magazine is Australia's leading media source for the collision repair industry.

Since its inauguration in 1982, *Australasian Paint & Panel* has embedded itself in the industry it serves, drawing its editorial from live encounters with the people, products and issues that determine the direction of smash repairs. These include suppliers of equipment and consumables, insurance company practices, technical innovations, product tests, parts supply, educators, information technology and much more.

But above all, *Australasian Paint & Panel* talks and listens to the decision-makers in panel shops throughout the country. As well as providing product information and news to help keep them up to date with our industry, the magazine regularly reports

on what the best shops are doing to improve their businesses.

In addition to comprehensive panel shop profiles, *Australasian Paint & Panel* conducts its annual AAMI Autobody Repairer of the Year Awards to discover the best shops in Australia. These prestigious awards are now established as a highlight of the Australian collision repair calendar and produce a wealth of editorial on how panel shops are run.

Although there are many emotive issues in what is a dynamic industry, *Australasian Paint & Panel* reports the news accurately, comprehensively, and without bias. In addition we present the news behind the news with in-depth news extras and special investigations on all the major issues affecting your industry.



Our team

In addition to its own news gathering, *Australasian Paint & Panel* draws on the knowledge and communication skills of industry experts to provide information-rich reports.

They include leaders in IT, insurance, industry associations and, of course, master repairers. Plus, the highly respected teachers at TAFE panel beating and painting courses.

Online

The successful launch of www.paintandpanel.com.au in July 2008 means you now have all the very latest in industry news at your fingertips. Refreshed daily with the latest breaking bodyshop news the website also gives you the full array of fresh and archived new products, photo galleries and other features. Also, log on and subscribe to our weekly e-newsletter that fires the week's best stories into your email inbox.

Regular sections

News: Keeping you up-to-date with issues affecting the collision repair business.

News extra: A special interest news piece with more detail.

Features: Special focus on particular products required in your day-to-day business.

Products: The new and re-released products you can buy.

The Assessor: Our regular motor insurance assessor who gets stomped on from both sides.

Tech Tips (new): A how-to from technical angle

Fender Bender: The things we see with a humorous angle

Diary: Industry events



Australasian Paint & Panel Features 2010

January/February:

Dust Extraction
Dry Sanding

March/April:

Power Tools
Welding Equipment

May/June:

Alignment and Measuring Systems
Quoting Technologies

July/August

Spray Guns and Compressors
Smart Repairs

September/October:

Refinish Technology
Spray Booth Developments
Awards – Finalists Announced

November/December:

Awards – National Winners
Overview 2010



CIRCULATIONS
AUDIT BOARD
Sept 2009: 6746

**Paint & Panel, the only
guaranteed circulation
smash repair title.**

*Targeting business
owners, managers, CEOs
and marketing and sales
executives.*

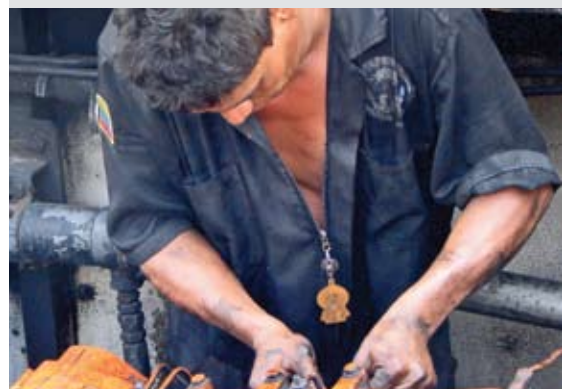
Readers

- Smash repair outlets Australia wide (large and small)
- Manufacturers and suppliers of products to the smash repair industry
- Insurance companies
- Software companies specialising in quoting systems and accounting packages
- Car companies supplying parts.

Who should advertise

Manufacturers and Distributors of:

- Paint
- Replacement parts and panels
- Finishing materials
- Tools
- Welding equipment
- Insurance/Finance
- Computer systems
- Spray booths and ovens
- Body alignment and measuring systems.



MAGAZINE

AD RATES 2010

4 colour	Casual	3x	6x
FP	4250	3780	3610
1/2P	3090	2810	2710
1/3P	2400	2080	1880
1/4P	1240	940	790
Front Cover	5090		

AD SIZES 2010

Material sizes	Depth	Width
Full page (trim)*	297mm	210mm
DPS (trim)*	297mm	420mm
2/3 vertical	256mm	121mm
2/3 horizontal	169mm	185mm
1/2 vertical	256mm	87mm
1/2 horizontal	127mm	185mm
1/3 vertical	256mm	57mm
1/3 horizontal	80mm	185mm
1/4 square	127mm	90mm
1/4 horizontal	60mm	185mm

* Please add 5mm of bleed on all full page and DPS trim ads

ONLINE ADVERTISING

AD RATES 2010

Page/Section	Ad size	Weekly	Monthly
Homepage	Leaderboard	350	1000
	Island	190	600
	Tile	95	350
Newspage	Leaderboard	450	1000
	Island	190	650
	Tile	110	390
Archives	Leaderboard	250	700
Diary	Leaderboard	200	550
Directory	Island	150	450
Other	Tile	50	225

AD SIZES 2010

Size	Width	Depth
Leaderboard	728	90
Large/ small Island	300	600
Tile	150	150

E-MAIL NEWSLETTER

AD RATES 2010

Size	Weekly	Monthly
Banner	300	850
Tower	200	550
Tile	110	390
Text Link	40	160

AD SIZES 2010

Size	Width	Depth
Banner	468	60
Tower	150	450
Tile	150	150

AUDITED Distribution

A CAB audit is the only way an advertiser can guarantee they are reaching the audience they paid to reach.



DEADLINES 2010

	Editorial Deadline	Booking Deadline	Material Deadline	Publication Deadline
January/February	20 Nov	1 Dec	8 Dec	20 Jan
March/April	20 Jan	04 Feb	11 Feb	20 Mar
May/June	1 Apr	13 April	20 April	21 May
July/August	1 Jun	11 June	18 June	23 July
September/October	1 Aug	11 Aug	18 Aug	20 Sept
November/December	1 Oct	12 Oct	19 Oct	19 Nov

Ad agency commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Special positions

Outside Back Cover plus 30%. All other specified positions, plus 20%.

Standard spot colours

Standard process colours only are used and are charged at the spot colour rates (listed above). Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour for a single page or part. Cover advertisements and inserts are subject to publisher's design and specification approval prior to acceptance.

Advertising agencies

In line with major publishers in Australia, all material submitted by advertising agencies must be supplied electronically via Quickcut. This ensures immediate checking of material, guaranteed delivery and that specifications are met correctly. For information regarding this service please contact Quickcut on 02 9938 7500 or web send on 03 9642 2046.

Direct clients

- Digital files can be electronically transferred through Quickcut or web send on 03 9642 2046. For more detailed information call the Production Coordinator on (02) 9281 2333 or via email to production@yaffa.com.au. Files must not be greater than 5Mb and should include all fonts used, and scans at the correct resolution of 300 dpi at their final size. Proofs should be faxed at the same time to the Production Coordinator on (02) 9281 2750.
- Material supplied on CD or DVD must be in Mac (OS X) format, as an Indesign document or as a hi-res PDF. EPS files to be Illustrator or Photoshop. We will reject all PC files including Excel, Word and Publisher.
- If supplying Indesign files, please ensure all fonts, scans and EPS files are supplied with all colours created in CMYK. Yaffa will reject files that contain TrueType fonts. All spot colours will be automatically converted to equivalent CMYK process colours.
- Scanned images must be in CMYK with a minimum resolution of 300 dpi at their final size. We will not take responsibility for quality reproduction of an image with lower than optimum resolution.
- A colour or black and white proof must be supplied. Yaffa will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance with 3DAP guide-lines. Please refer to the 3DAP web site www.3dap.com.au for details on approved systems.

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