

Service DEALER

2012 MEDIA PACK



SERVICE DEALER, the most effective multi-platform method of communication to the **GRASS MACHINERY, FARM MACHINERY, ATV/QUAD, FORESTRY** and **OUTDOOR POWER EQUIPMENT** supply industry

www.servicedealer.co.uk

Service DEALER

2012 ADVERTISING RATES



NOW in its 24th year, Service Dealer is the 'must-read' publication for the farm, grass and outdoor power equipment supply industry

DISPLAY ADVERTISING (PRINT)

DISPLAY ADVERTISING

DPS	£1950
Full Page	£1250
Half Page	£750
Quarter Page	£450
Eighth Page	£275

Special positions + 15% Series discounts available

LOOSE INSERTS

£250 (up to 15 grams) £300 (up to 50 grams)

RECRUITMENT ADVERTISING (PRINT and E-MAIL)

RECRUITMENT PACKAGE

DISPLAY ADVERT in SERVICE DEALER magazine AND THREE INSERTIONS on weekly E-MAIL NEWSLETTER to include links to your website and e-mail

Half page	£850
Quarter page	£550
Eighth page	£350

CLASSIFIED ADVERTISING (PRINT and ONLINE)

CLASSIFIED ADVERTISING PACKAGE

COST: £15.00 per column cm

Single column Width:	4.5cm
Double column width:	9.5cm
Minimum Depth:	4cm

ANNUAL SERIES: 12 ISSUES: LESS 25% DISCOUNT

6-MONTH SERIES (6 ISSUES): LESS 15% DISCOUNT

SUPPLIER SHOWCASE (PRINT AND E-MAIL)

ADVERTORIAL PACKAGE

COMPANY PROFILE OR PRODUCT ADVERTORIAL in SERVICE DEALER magazine - plus inclusion in SERVICE DEALER UPDATE E-MAIL

Full page advertorial	£1250
Half page advertorial	£750
Quarter page	£450

Company profile or product advertorial featured with photo/s in Service Dealer - and on Supplier Showcase section Service Dealer Update E-Mail to include photos, images, video, web and e-mail links.

SOLUS E-MAIL NEWSLETTER

BESPOKE E-MAIL

EXCLUSIVE SOLUS E-MAIL broadcast to Service Dealer database to include:

- Individually designed header
- Up to 8 different subject headings with photo/image/logo, each with a link to a back-page with further information, photographs, e-mail and website links
- Full proofing for approval prior to circulation
- Full reporting on opening rates etc
- Circulation to 2650 registered subscribers
- Full company details and information

COST: £595.00 inclusive of all artwork and preparation

TERMS: All rates are subject to VAT at the standard rate. Cancellation one month ahead of publication subject to 50% of invoice value, within 14 days of publication 100% of invoice value.

MECHANICAL DETAILS

FULL PAGE

Bleed Size	305 x 218mm
Trim Size:	297 x 210mm
Type Size:	272 x 190mm

HALF PAGE

Portrait:	272 x 92mm
Landscape:	133 x 190mm

QUARTER

Portrait:	133 x 92mm
Landscape:	60 x 190mm

THIRD

Landscape	100 x 190mm
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EIGHTH

Landscape	30 x 190mm
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ADVERTISING SALES

ADVERTISING SALES MANAGER

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2012 FEATURES



ISSUE	COPY DATE	PUBLICATION DATE
JANUARY: 2012 STATE OF THE INDUSTRY REPORT Trends and Analysis for the year ahead	22 December 2011	10 January 2012
FEBRUARY: PROFITABLE PARTS: Increasing profit from parts FORESTRY EQUIPMENT UPDATE: Machines and accessories	6 February 2012	15 February 2012
MARCH: HIRE FOR PROFIT: The right equipment for hire WORKSHOP EQUIPMENT AND SERVICE TOOLS REVIEW	5 March 2012	14 March 2012
APRIL: IT AND COMPUTER SYSTEMS: What's new and relevant ATV/QUAD UPDATE: Machines and accessories	2 April 2012	11 April 2012
MAY: TRAINING UPDATE: Current courses and opportunities FORESTRY EQUIPMENT UPDATE: Machines and accessories	1 May 2012	10 May 2012
JUNE: TYRES and WHEELS: Sales opportunities to be grasped WORKSHOP EQUIPMENT AND SERVICE TOOLS REVIEW	28 May 2012	8 June 2012
JULY: WELL OILED: Review of the oil and lubricants market ATV/QUAD UPDATE: Machines and accessories	25 June 2012	2 July 2012
AUGUST: SHOWROOM AND MERCHANDISING: Good layout sells FORESTRY EQUIPMENT UPDATE: Machines and accessories	20 July 2012	3 August 2012
SEPTEMBER: SHOW PREVIEWS: SALTEX and GLEE WORKSHOP EQUIPMENT AND SERVICE TOOLS REVIEW	17 August 2012	28 August 2012
OCTOBER: DEALER OF THE YEAR 2012: All the winners profiled ATV/QUAD UPDATE: Machines and accessories	24 September 2012	4 October 2012
NOVEMBER: ON THE MOVE: Transport and vehicle options FORESTRY EQUIPMENT UPDATE: Machines and accessories	24 October 2012	6 November 2012
DECEMBER: 2013 EVENT WALL PLANNER: 2013 at a glance REVIEW OF THE YEAR: Movers and shakers of 2012	26 November 2012	7 December 2012

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Service DEALER Update

Published every
Friday at 12 noon

A numbers game

Effective e-mail marketing
to your targetted audience

- ANNOUNCEMENTS • RECRUITMENT • SHOWS AND EVENTS • NEW PRODUCTS

2615

Current number of recipients of weekly Service Dealer Update - increasing every week

130,715

Number of 'clicks' during the past 12 months

38%

Average number of recipients who open the weekly e-mail

883

Total of number of recipients who opened the bespoke E-Mail (*right*) prepared and broadcast by Service Dealer for Etesia UK - within the first 48 hours



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