

DEMOGRAPHICS

Motor Equipment News reports on and investigates cutting edge technology in automotive drive trains, automotive electrical systems, and automotive panel and paint with regular editorial features to keep the industry players up to date with the latest developments in their specialist arena. Inside the magazine specialist sections such as Diesel Industry News target both heavy haulage operators and repairers, whilst the Panel and Paint feature section carries the latest developments in smash repairs and spray painting.



• **ABC AUDITED CIRCULATION FOR THE SECOND HALF OF 2009 WAS 10,984 COPIES PER ISSUE.**

CIRCULATION BREAKDOWN

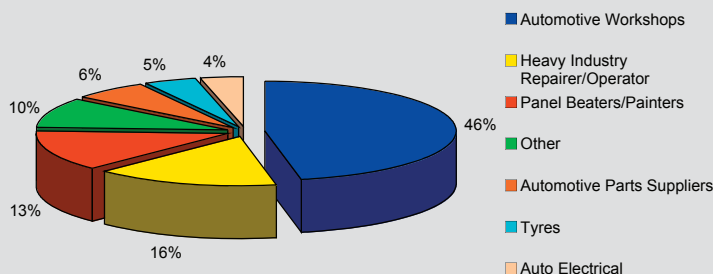
Recipients by position:

86% Owner or Director

95% pass on rate – rated order Technicians, workshop/parts manager, other staff

On average 4 people read Motor Equipment News reaching **45,320** automotive trade workers

86% of our readers are aged over 35



BUSINESS INFORMATION

79% have been in business 10+ years

9% have an approximate annual turnover of less than \$200,000

33% have an approximate annual turnover of \$200,000 – \$1 million

28% have an approximate annual turnover of \$1 million +

Number of Employees:

1-3 **33%**

4-6 **27%**

7-10 **17%**

11+ **22%**

PURCHASING INFORMATION

Preferred ranking for replacing vehicle parts:

First Choice: New aftermarket parts (OEM equivalent) **54%**

Second Choice: New genuine OEM parts **53%**

Third Choice: Recycled OEM parts **59%**

Consumables Kept In Stock:

Oils and Lubricants **76%**

Auto Electrical Supplies **67%**

Batteries **65%**

Fluids (Brake, coolant etc.) **65%**

Filters (Fuel, oil, cabin etc.) **63%**

Brake Pads **47%**

Tyres **41%**

Consumable Supplier Arrangement

Multiple Supplier **88%**

Sole Supplier **9%**

Intending to review **3%**

Aftermarket Accessories Kept in Stock

Suspension components **35%**

Lighting (lamps, bulbs etc) **32%**

Exhaust System Components **26%**

Seating/Seat belts **18%**

Stereos/Alarms/GPS **16%**

Mag Wheels **11%**

Aftermarket Accessories Supplier Arrangement

Multiple Suppliers **94%**

Sole Suppliers **3%**

Intending to review **3%**

As of November 2008, Equipment to be Purchased:

Hand Tools **47%**

Air Tools/Compressors **21%**

Diagnostic Equipment **20%**

Computer hardware/software **19%**

Hoist **14%**

Tyre Changer **10%**

Cleaning/Valet equipment **6%**

Purchasing Loyalty Scheme

50% use a loyalty program for purchases:

16% MTA

20% Flybuys

14% Other - (includes Get Genuine and Capricorn society)

Apprentices Employed

40% employ apprentices of which **48%** employ 2 or more.

READER COMMENTS

Easy to read and directly targeted at people that work in the industry.

A very good representation of industry related topics and advertisers.

Keeps you up to date on latest equipment and products.

Informative and relevant to my employment.