

CAT

THE AFTERMARKET MAGAZINE WITH BITE

Car and Accessory Trader magazine, launched in 1979, is the authoritative business-to-business title for the UK's Independent Automotive Aftermarket.

CAT keeps readers up-to-date with current and future industry trends, reporting the latest news stories, providing independent, in-depth analysis and leading the debate on the hottest industry issues. We also deliver expert advice designed to help our readers make strategic decisions and grow their businesses.

CAT's editorial integrity is key to its success and this philosophy makes this a publication that the industry wants. Because we produce a magazine our audience wants to read, we can guarantee that advertisers will get their message to the people in the trade that really matter.

MEDIA FACT SHEET 2012

FREQUENCY Monthly (13 issues per year)
COVER PRICE Controlled free circulation
CIRCULATION 17,000

**ABC July '10 - June '11*

READER PROFILE
Buying decision makers: Business owners
 Directors
 Senior management

CONTACTS
Editorial 020 8267 5906
Advertising 020 8267 5908
 020 8267 5839



Brand extensions/ key facts

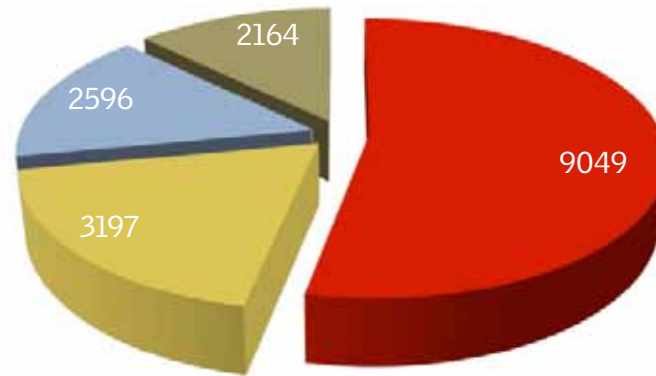
■ The annual **CAT Awards** recognise the best of the Independent Aftermarket, with full coverage of the event published in our dedicated Awards issue

■ **Regular supplements** include: 2 Garage Workshop Specials, 2 Catalogue Guides and Showguides for the Automechanika & Equip Auto exhibitions

■ **The CAT Directory:** The UK's only comprehensive annual guide to Suppliers, Factors and Retailers. Published with the January issue of *CAT Magazine* and available to search online

■ Dedicated magazine website at www.catmag.co.uk providing news, opinion, blogs and situations vacant

CAT readers by business



■ Independent Garage ■ Motor Factor
 ■ Manufacturer/ Supplier/ Importer ■ Parts & Accessory Retailer

Advertisement rates

DISPLAY ADVERTISING

Double page spread	£6765
Whole page	£3950
Half page	£2450
Quarter page	£1600
Useful contact	£170

RECRUITMENT

Whole page	£6400
Half page	£3200
Quarter page	£1600
Eighth page	£800