

CAT

CAR AND ACCESSORY TRADER | FOR AFTERMARKET PROFESSIONALS

Car and Accessory Trader, launched in 1979, is the authoritative business-to-business magazine serving the UK's 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.

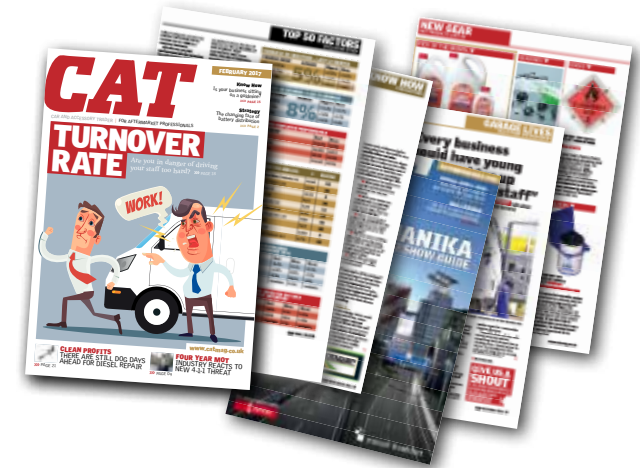
CAT's editorial integrity is key to its success and this philosophy makes it the publication that industry needs. Because we produce a magazine our audience wants to read, we can guarantee that advertisers will get their message to the people in the trade that really matter.

MEDIA FACT SHEET 2016/17

FREQUENCY	Monthly
COVER PRICE	Controlled free circulation
CIRCULATION	15,928*
	<i>*ABC July '14 - June '15 (100% requested)</i>

READER PROFILE	
Buying decision makers:	Business owners Directors Senior management

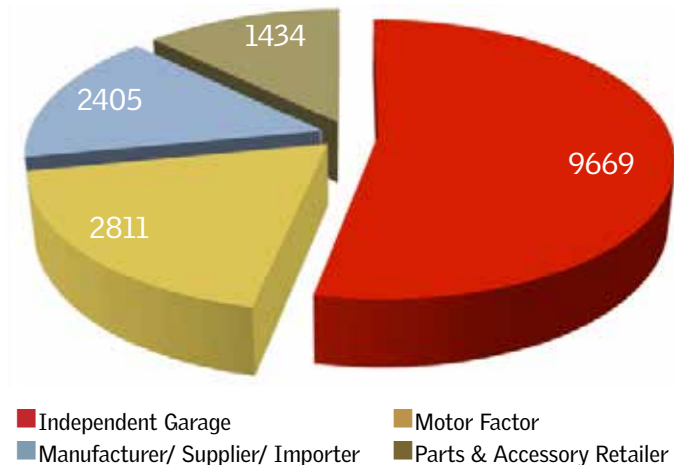
CONTACTS	
Editorial	020 8267 5906
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Brand extensions/ key facts

- The annual **CAT Awards** recognise the best of the independent aftermarket, with full coverage of the event published in our March issue
- **Regular supplements** include: Quarterly AutoInform magazine, showguides for major exhibitions including Automechanika Birmingham and Frankfurt
- **The CAT Directory** is 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
- Our dedicated website at www.catmag.co.uk provides news, opinion, blogs, advice and situations vacant

CAT readers by business



Advertisement rates

DISPLAY ADVERTISING

Double page spread	£7679
Whole page	£4266
Half page	£2346
Quarter page	£1290

RECRUITMENT

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