

# CAT

Car  
Aftermarket  
Trader

## »» MEDIA PACK 2020-2021

Launched in 1979, CAT is the authoritative business-to-business media platform serving the UK's automotive aftermarket.

Apart from the printed quarterly magazine, we also produce an e-newsletter twice weekly and update our recently relaunched and mobile responsive website daily. We also link to our top stories and share other industry tidbits via our social media channels.

Our lean, informed content focuses on current events and future industry trends, reporting the latest news stories and leading the debate on the hottest industry issues. We also provide independent, detailed analysis and deliver expert advice designed to help our readers make strategic decisions and grow their businesses.

Editorial integrity is key to our success and this philosophy makes CAT the platform that the industry needs. We can therefore guarantee advertisers will get their message to the people in the trade that really matter.



### »» BRAND EXTENSIONS & KEY FACTS

- The annual **CAT Awards** recognise the best of the independent aftermarket, with full coverage of the event published in the following issue
- Regular supplements include updates for emerging market sectors, such as ADAS calibration and 'connected car' servicing. We also produce show guides for major exhibitions including Automechanika, EquipAuto and Autopromotec
- Frequent newsletters are sent to our audited database of subscribers to round-up the events of the day
- Our dedicated website, [catmag.co.uk](http://catmag.co.uk) provides news, analysis, features and extended versions of articles in the magazine. This site is now fully responsive on all platforms and devices.

### »» PRINT ISSUE RATE CARD

#### DISPLAY ADVERTISING

Double page spread	£4402
Whole page	£2317
Half page	£1274

#### »» CONTACTS

##### EDITORIAL

Greg Whitaker  
greg.whitaker@haymarket.com, 0208 267 5906

##### ADVERTISING

James Hunter/Morgan Walters  
james.hunter@haymarket.com, morgan.walters@haymarket.com  
0208 267 5365



[catmag.co.uk](http://catmag.co.uk)

