Tell your story with autotechnician

2026 Media information pack

ENGAGE YOUR AUDIENCE

Whether they're looking for the latest products, training, technical or business information, **autotechnician** will put your company in front of workshop owners and technicians.

EFFECTIVE ADS

Stay front of mind for your customers. With a variety of advertising formats, from traditional print to social media. **autotechnician** has something to suit your needs and budget.

MEASURABLE SUCCESS

All digital, web and social media are measurable. Providing the number of impressions achieved together with the click through rates.

Be seen and heard by independent workshop owners and technicians across the UK

Reach a network of 20,000+ workshop owners and technicians

We do not circulate to all market sectors but specialise in one. So, to be seen and heard in a magazine that is totally relevant from cover to cover to its independent workshop readership, please read on!



We are proud to have become one of the leading automotive trade titles in the UK. autotechncian continues to deliver the latest job useful technical and product information, together with the latest industry news, training opportunities, and business guidance. That's why **autotechnician** has become the go-to resource of practical content for independent workshops owners and technicians across the UK and why our advertisers keep using autotechnician to deliver their core messages to their customers through autotechnician and associated brands.

Click here to access the digital magazine archive of **Autotechnician Magazine**

Who We Are

Autotechnician is the UK's dedicated magazine for independent workshops, technicians, and garage owners. For ten years, we've been delivering trusted technical content, training insights, and industry updates to support the independent aftermarket.

What we offer in brief:

Magazine (Print & Digital)

- Nine issues per year (9,213 print copies + 19,000+ digital readers)
- Mix of technical guides, diagnostics, business advice, product launches, and industry news
- Freely available to qualifying UK workshops.

Online content & news

- Regular updates on products, tools, sector developments
- Sponsored content and features tailored to the trade
- Technical and video content.

Autotech upskilling campaign: Sponsorship opportunity

- Online knowledge assessments for technicians
- Benchmarking tool to identify training needs and skills gaps.

Events & engagement: Sponsorship opportunity

- Autotech Live: Workshop Takeover – in-person training and networking events
- Opportunities for suppliers to meet workshops face-to-face.

Advertising & media solutions

- Print and digital adverts in the magazine
- Website banners, sticky ads, and leaderboards
- Email marketing and bespoke e-blasts to 5,000 named readers
- Social media campaigns (18,500+ followers)
- Video, branded content, and sponsorship opportunities
- E-bulletin sponsorship and sponsored articles.

Audience reach

- Independent workshops, garage owners, and technicians
- Print circulation: 9,213 named contacts
- Digital reach: 19,000+ readers
- Social media: 18,500+ followers
- Monthly e-bulletin: 10,000+ readers.

Our mission

To empower the independent aftermarket with the latest technical knowledge, business insights and practical support – ensuring workshops thrive in a rapidly evolving industry.

Autotechnician: 10 years of supporting, connecting & celebrating independent workshops.

For more detailed information on all our brands, together with our rate card and features list, please read on.

Reach more customers

autotechnician *brings the latest news and best practices to technicians and garage owners nationwide*

9,213/10,724 READERS
Printed/Digital issues

19,937 DIGITAL READERS
Digital only issues

18,500+ FOLLOWERS
Social Media

We've got you covered

East	2782
East Midlands	1934
London	836
North East	1047
North West	2600
South East	3346
South West	2407
West Midlands	1007
Yorkshire and the Humber	668
Northern Ireland	355
Scotland	1710
Wales	1214
Channel Islands	31

*"I get mechanics saying they are calling from advertising in **autotechnician**, so it is working"*



Job-useful content

Our workshop visits and case studies can focus on one of your workshop customers, highlight your service, product or support as a solution to a problem faced by the workshop.

We can also promote your workshop and technician training within our reviews and include product/service launches within our Parts, Tools & Tips section.

Our mission is to support and inspire technicians and garage owners to:

- Enhance their processes
- Boost their first-time fix rate and self-esteem
- Implement best practice
- Compete with franchised dealer networks
- Access the latest products
- Futureproof their workshops
- Embrace training initiatives

Magazine features:

- Workshop visits
- Case studies
- Parts, Tools & Tips
- Interviews
- Training reviews
- Technical articles
- How-to guides
- 4-Focus: OE technology
- Event previews & reviews
- Industry & business news

We work closely with our advertising partners to provide job-useful content to readers and newsworthy content from start-ups and trade bodies.

Have an upcoming product launch or other plans you believe deserve airtime with our loyal readership? Speak to our **Editorial Director**.

Want to know more about workshop visits?

Get in touch



*"**Autotechnician** appeals to technicians more on their level"*

Ad formats: Capture your customers' attention

Traditional print & digital magazine advertising

autotechnician is delivered in print (with supporting digital issue) four times each year and each format has its own benefits. Due to the environment our garage readers work in, they do not sit in front of a computer all day, so a printed issue is still extremely well received and read by our independent workshops. This, together with our digital-only offering which is shared five times each year, delivering video content and links to product and technical information, offers our advertisers effective routes to our independent workshop network.

Digital ads on autotechnician.co.uk

Attracting thousands of visitors each month, our website is the go-to place for readers to find the latest industry news, best practice guidance, training tips, technical articles and every edition of the magazine. For all the advertising options and prices for sticky banners to leaderboards, head over to 'The technical stuff' (page 8).

The Buzz monthly e-bulletin

Shared with 10,000 technicians and workshop owners, our monthly e-bulletin covers everything from technical and business advice to case studies and the latest products. As an advertising partner, you can sponsor The Buzz, share a sponsored article or a banner directly into readers' inboxes.

Social Media

With over 18,500* followers across Facebook, Twitter, Instagram and LinkedIn, we can help amplify the reach of your content and campaigns to a relevant and active audience. Joining the dots from print issues in workshops to the screens of readers' phones.

Rated five stars on Facebook



Our dedicated social media expert is on-hand to manage and mediate each campaign. Giving you a cost-effective way to engage with our followers on a schedule that suits you. We'll provide reach and engagement statistics one-week post-sharing date.

**Statistics taken 16/09/2025*

Video creation

With the rise of product and technical video content, which can be expensive and time-consuming to produce, let autotechnician's experienced videographer produce job useful video content that you can share across all formats. We can produce and edit bespoke content dependent on your strategy and time frames and at a competitive price. Click the button and get in touch for more information.

Want to know more about how you can reach an audience of 20,000+ technicians and workshop owners?
Speak to our Commercial Director.

Get in touch

2026 Features List

JAN/FEB

Digital

- Lighting
- Batteries & Chargers
- Clutch
- Steering & Suspension

Editorial deadline: 19th December
Advertising deadline: 8th January
Publish: 16th January

MARCH

Print/Digital

- Filters
- Oils & Additives
- Exhausts & CATS
- Braking

Editorial deadline: 3rd February
Advertising deadline: 13th February
Insert Delivery: 19th February
Publish: 3rd March

APRIL

Digital

- Diagnostics
- Alignment & ADAS
- Air Conditioning

Editorial deadline: 5th March
Advertising deadline: 17th March
Publish: 2nd April

MAY

Print/Digital

- Garage & Bodyshop Event
- Rotating Electrics
- Remanufacturing

Editorial deadline: 3rd April
Advertising deadline: 15th April
Insert Delivery: 22nd April
Publish: 1st May

JUNE

Digital

- EV, Hybrid & Alt Power
- Training
- Business Support
- Classic Cars

Editorial deadline: 5th May
Advertising deadline: 15th May
Publish: 2nd June

JUL/AUG

Print/Digital

- Clutch
- Steering & Suspension
- Batteries & Chargers
- Autotech Supplement
- Garage & Bodyshop Event Review

Editorial deadline: 15th June
Advertising deadline: 23rd June
Insert Delivery: 3rd July
Publish: 14th July

SEPTEMBER

Digital

- MOT
- Filters
- Braking
- Autotech Live: Workshop Takeover

Editorial deadline: 5th August
Advertising deadline: 18th August
Publish: 1st September

OCTOBER

Print/Digital

- Oils & Additives
- Diagnostics
- Turbos
- DPF & Engines

Editorial deadline: 4th September
Advertising deadline: 16th September
Insert Delivery: 23rd September
Publish: 2nd October

NOV/DEC

Digital

- Hybrid, EV & Alt Power
- ADAS & Alignment
- Garage Equipment
- 2026 Product Review

Editorial deadline: 13th October
Advertising deadline: 23rd October
Publish: 13th November

4 print/digital issues and 5 digital only issues a year: Print/digital are distributed to **9,213** print with **10,724** digitally with digital-only issues being shared with **19,937** independent workshop owners and technicians.

Need ideas for editorial content or want to talk through your campaigns? Speak with our Editorial Director.

Autotech programme sponsorship

Empowering aspiring top techs

Now in its 11th year, **Autotech** is an arm of Autotechnician focused on giving technicians and garage owners the ability to benchmark their knowledge and identify training opportunities through a series of online assessments.

Autotech Live: Workshop Takeover
Brings workshop owners and technicians from across the country together in one place for in-person knowledge sharing, training and networking. We cover everything from improving first-time fix rates to refining best practices – enabling people to invest in their careers and their business.

Partners will benefit from engaging with paying delegates looking to invest in their future during our informal dinner, registration, networking lunch and from their promotional stands.

What you'll get from sponsoring Autotech:

- 10-months of print, digital and social promotion to over 19,000+ technicians and workshops every month
- Branding, networking and promotional stand at **Workshop Takeover**
- Technical or product editorial feature
- A double-page spread in the **Autotech** supplement
- And much more!

Want to know more about how your brand can get involved? For the detailed Autotech partnership programme, contact Paul Dearing by clicking the button, or call Paul on +44 (0) 7808 077611.

Speak to us

"Another amazing day learning, never too old to learn! Worth every penny"
Adrian Smith, The Garage Warmington

"I thoroughly enjoyed the full day. I go to quite a lot of these types of events, because if you manage to take one thing away from it, it is worth it. Because of this, I see quite a lot of repeated content, but on this occasion, the full day was a whole new learning experience. I particularly enjoyed the morning session where as a group we were solving diagnostic issues, looking at data, planning the next test, discussing expected results etc. Thank you for a cracking event, and I'll definitely be putting my name down for the next one!"
Jon Stringer, Royton Car Repair

Watch the workshop 2025 video



The autotechnical stuff

Circulation, rates and technical specifications

Circulation:
autotechnician Print: *9,213*
(additional10,724 digital issues are emailed)

autotechnician Digital: *19,937*
digital issues emailed to named contacts

autotechnician only target and service the independent workshop sector.

Advertisement rates	*Print & digital*	*Digital only*
Double page spread:	£2,979.00	£1,825.00
Full page:	£1,885.00	£1,261.00
Half page:	£1,311.00	£899.00
Quarter page:	£784.00	£519.00
Front cover strip:	£1,233.00	£752.00

- Covers plus 15%
- Advertorials plus 20%
- Loose inserts £230.00 per 1,000, plus postage minimum 5,000
- Bound in inserts available on request
- Series discounts available on request
- Gatefolds, Belly Bands etc are available on request
- List rental available on request

Mechanical data

Full page bleed:
303mm high x 216mm wide

Full-page trim:
297mm high x 210mm wide

Full page type:
270mm high x 190mm wide

DPS bleed:
303mm high x 426mm wide

DPS trim:
297mm high x 420mm wide

DPS type:
270mm high x 400mm wide

Half page vertical:
270mm high x 90mm wide

Half page horizontal:
130mm high x 190mm wide

Quarter page vertical:
130mm high x 92mm wide

Quarter page strip:
60mm high x 190mm wide

Quarter page column:
270mm high x 42mm wide

Copy requirements

Advertisements should be supplied as high resolution PDFs · **FONTS MUST BE OUTLINED** · Images must be **CMYK**

Please note: *All rates are subject to VAT at the rate of ruling on the date of invoice and all invoices are payable on 30 days after publication date*

Online ad packages

www.autotechnician.co.uk

Site-wide banner specifications*

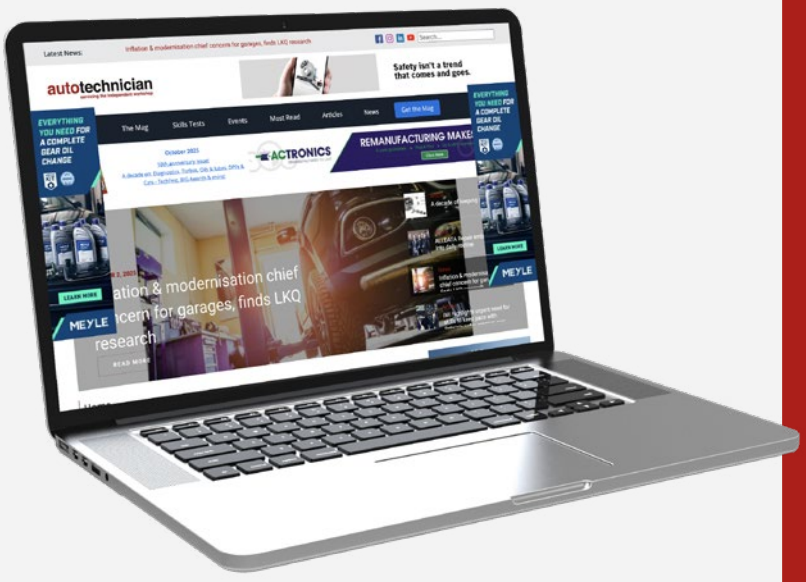
***For both website and e-bulletins**

Sticky banner:
£832.00 per month 150 x 500 pixels

Leaderboard Banner:
£556.00 per month 728 x 90 pixels

Box Banner:
£418.00 per month 300 x 300 pixels

MPU Banner:
£388.00 per month 300 x 225 pixel



Autotechnician social media rate card:

12 sponsored posts: £209.00 per post

8 sponsored posts: £249.00 per post

4 sponsored posts: £320.00 per post

1 sponsored post: £354.00 per post

The Buzz: Monthly e-bulletin

Reach 10,000 independent workshop contacts.

Sponsored articles and headline banners require an image, cover text to encourage clicks and a URL.

Headline Sponsorship: £789.00

Includes a leaderboard banner and an article (hosted on **autotechnician.co.uk**).

Advertising Banner: £346.00

Technical or Product article: £492.00

HTML and text-based e-Blasts to 5,000 independent workshops: £890.00

Supply a HTML file of 620-pixel width with a separate image file, (ideally the images supplied with the HTML file should be 360kb or less) as an attachment to an email, Include subject header & desired delivery date & time. Image file names cannot contain any special characters i.e., punctuation. For non-HTML e-blasts, **get in touch** for full specifications.

Want to advertise with us?

Get in touch

Or call +44 (0) 7808 077 611

Meet the team

Our mission is to empower independent automotive garage owners and technicians with practical, relevant insights – both technical and business-focused.

Independence is our strength.

Because we're not tied to a publishing house, we have the freedom to work directly with our clients, offering tailored support across print, digital, and social channels.

We're passionate about sharing high-quality resources, best practices, and training guidance – helping independent technicians & business owners thrive nationwide.



Nicola St Clair
Editorial Director and Co-owner

Nicola@autotechnician.co.uk

We have worked together with our advertising partners to deliver technical, business, product and service information to a readership that is engaged and investing in their businesses.

We're focused on reaching our readers across every channel.

Wherever our readers spend their time, from print to social media, we're there to provide industry insights and expertise. Our advertising partners maximise their brand's exposure, promote their expertise and engage with an audience of over 19,000+readers.



Paul Dearing
Commercial Director and Co-owner
Paul@autotechnician.co.uk

autotechnician
servicing the independent workshop

Reach over 20,000 technicians and garage owners nationwide

Get in touch