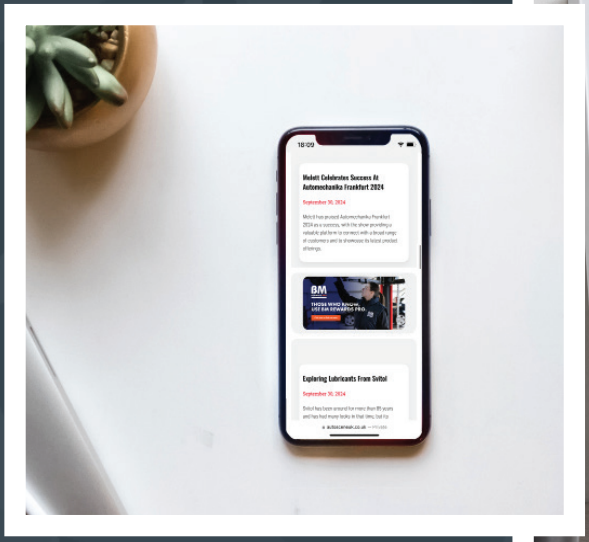
2027

Media Pack

AutoScene



WWW.AUTOSCENEUK.CO.UK

AutoScene At A Glance

AutoScene was created to become the bold, independent voice of the UK automotive industry, delivering the latest products, cutting-edge innovations, and breaking news right to the fingertips of industry professionals. In just a short time, AutoScene has quickly become the go-to hub for professionals and is celebrated across the industry as one of the UK's leading automotive trade publications.

"We have worked with AutoScene for many years and are continually impressed with the level of insight and key industry knowledge they share. Utilising AutoScene's advertising services allows us to reach our target audiences through an effective channel, and we highly praise the way they tailor content so it lands with optimum impact."

Lee Coomber - RAC Client Director, Assurant

Who We Work With

Just a handful of the amazing companies that AutoScene work with throughout the year.

CATACLEAN

febi bilstein

ALLDATA AUTOMOTIVE INTELLIGENCE

MIRKA

MANN FILTER

RAC Dealer Network

BM CATALYSTS

NGK

WD-40

The magazine

The printed magazine is released every two months, reaching key decision-makers across the industry. This high-quality publication is packed from cover to cover with must-read content, offering valuable insights and in-depth features that you and your colleagues won't want to miss, diving deep into the heart of the automotive world.

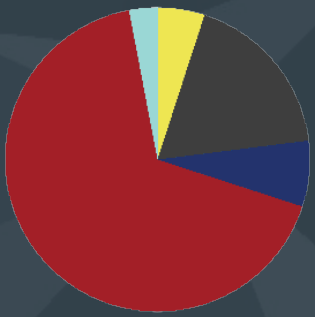
Print Quality & Distribution

Distributed nation wide every two months, landing directly in the hands of automotive professionals and key decision-makers. This premium, "catalogue-style" magazine spans around 80 pages, printed on top-quality paper with a sleek, glossy cover. In addition to direct distribution, AutoScene is also available to trade customers at hundreds of motor factors across the UK, thanks to industry-leading partnerships that ensure it reaches the heart of the automotive sector.

Reader Demographics

Garages: 10,500
Dealerships: 2,900
Bodyshops: 1000
Motor Factors: 800
Other sectors (Advertisers, Sole Traders, Agencies, etc.): 500

AutoScene is distributed to over 15,500 industry professionals every other month, offering a comprehensive audience across the entire Automotive Aftermarket.



(*business type where stated rounded to nearest 100. Correct as of 01/09/2025)

Features

Our 2027 features list has been carefully planned to reflect the changing needs of the automotive aftermarket, from practical workshop essentials and emerging technologies to sustainability, business development and seasonal priorities. Features are subject to change to keep pace with current industry trends. Please contact us ahead of production for an updated features list.

February

MOT & Servicing
Battery Chargers, Testers & Diagnostics
EV & Hybrid
Training & Recruitment
ADAS
Under The Bonnet

April

Oils & Additives
Aircon & Thermal Management
Braking & Clutch
DPF & Exhaust
Workshop Equipment & Tools
Software & Technology

June

Automechanika Birmingham Preview
Going Green
Under The Bonnet
Emission Control
Steering & Suspension

August

MOT & Servicing
Oils & Lubes
Warranties, Insurance & Legal
Made in Britain
Training & Recruitment
Connected Workshop

October

Motorsport
Performance Parts
Tyre Safety Month
Ready for Winter
Braking
Batteries & Ignition

December

The Winter Workshop
Lighting
Remanufacturing
EV Ready
Sustainable Solutions
Best of 2027

Six issues, One Changing Indstry

Across the year, our features will cover the technologies, products, people, challenges and opportunities shaping the automotive aftermarket, giving manufacturers, suppliers and industry experts opportunities to share their expertise with an engaged workshop audience.

Please contact us ahead of production for the latest confirmed features list.

Submission dates

February - January 8th
April - February 26th
June - April 23th
August - June 25th
October - August 27th
December - October 29th

Print Advertising

Avertising Options

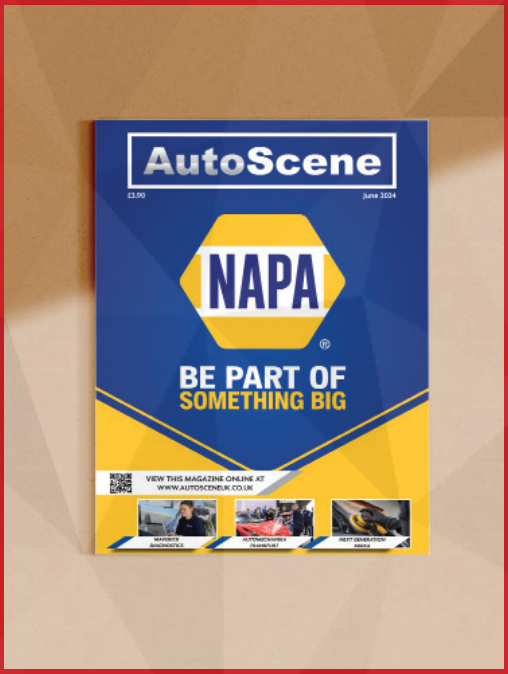
Full Page advert - £1400
Half Page Advert - £850
Quarter Page Advert - £500

Premium Advertising options

Front Cover - £3500
Back Cover - £2200
Inside Front Cover - £2000
Page 3 - £1900
Page 4 - £1900
Inside Back Cover - £1800

"We've been working with AutoScene for over two years, and it's always been a great quality publication. We're thrilled to offer AutoScene magazine to our trade customers, who appreciate the valuable insights and industry updates it provides. Highly recommended!"

Kevin Blazey
Marketing Director
Motor Parts Direct



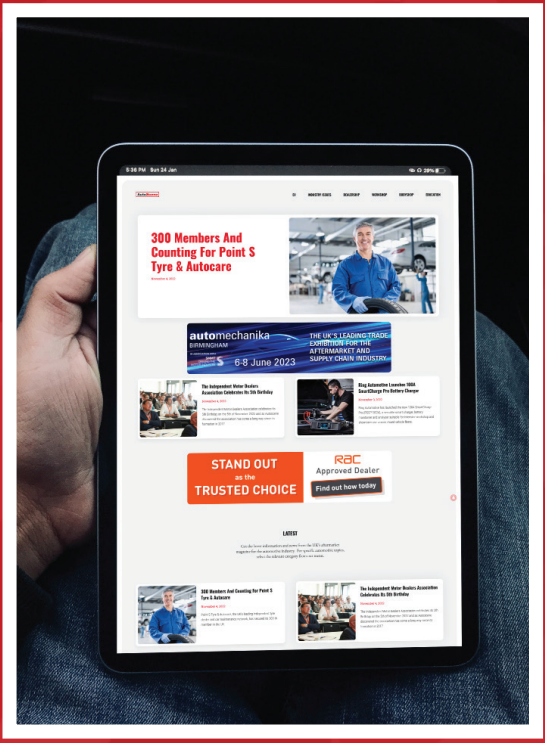
Multi-Issue Booking

Discounts are available for booking of 3 or more editions of AutoScene. Please get in touch with our sales team and let them how many issues you would like to book and which options you would like to consider. After consultation we will supply you with a bespoke quote.

Doing It Differently

Creative advertising is often a great way to make your campaign that much more memorable. Should you wish to deviate from the standard options we can supply a raft of creative ideas such as feature sponsorships, gatefolds, or pull outs. Or if you have you own idea, get in touch and we will endeavour to make it work for a cost effect price.

AutoScene Online



The pulse of the Aftermarket

AutoScene online is our leading industry website, updated regularly with the latest news from the Automotive Aftermarket. Our high performance website perfectly presents the must know stories on your devices throughout the day.

We partner with sponsors to bring our audience specially curated interviews and product releases delivered by web and email.

Continuous updates

AutoSceneuk.co.uk publishes throughout the day, keeping you informed in real-time and giving us incredible niche reader retention.

Advertising Online

Advertise with us at autosceneuk.co.uk and enjoy placement on the leading website within the UK Aftermarket niche. It's the perfect place to strengthen your brand presence and gain high quality traffic and links.

Advertising Options

Sponsored content - from £350
Homepage banner - £850
Category banner - £650
Sitewide popup - £1500
Targeted industry email - £600

Advert Specifications

Half page
210 x 149mm

Full page
210 x 297mm

Double Page Spread
210 x 420mm

Word Count
Half page 150 - 250 word.
Full page - 350-450 words
Double page spread - 500-700 words

Images
Half page - 1-2 images
Single page - 2-3 images
Double page spread - 4-5 images

Images should be high resolution and professionally taken images to a suitable standard for magazines. The AutoScene editorial team will have the final say on whether images meet an acceptable standard.

Important
Adverts should include a 3mm bleed. All crop marks should be removed prior to submission.

Homepage Banner
Resolution Desktop 2000 x 500
Resolution Mobile 1600 x 800
Format JPEG

Category & In Post Side
Sidebar 1000 x 1500
Banner 2000 x 500
Format JPEG

Popup
Resolution
4000 x 3000 Background Image
Format JPEG
High Res Logo
Format PNG

Editorials Text Copy
Featured Image (no text or graphics)
Resolution 2400 x 1600
Format JPEG

Email
Text copy 150-250 words
2-3 images
Call to action & link
*We require component parts, not a premade HTML file.

*measurements expressed in pixels

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AutoScene