



Auto 
RepairFocus
Media Pack 2024

www.autorepairfocus.com

Who are we?



Auto Repair Focus is devised and implemented by Phil Curry, a journalist with 16 years' experience in the automotive industry - most of which have been in technical and aftermarket roles. Alongside this, Phil has developed his own websites for over ten years, with links to major automotive manufacturers.

As this is an interactive media pack, why not listen instead?

We are Auto Repair Focus - the UK's newest media platform for the automotive aftermarket. Our website is read by garage owners and technicians, bringing them the latest news, reviews, features and technical information through both written and video pieces.

We are passionate about the industry, and therefore passionate about informing readers about what is going on in the aftermarket and the wider automotive world. Keeping things online allows the latest news to be digested quickly, the latest products to be promoted and features to be archived ready to read again when the time requires. It also allows us to take advantage of social media, bringing readers from across the internet to the site.

Auto Repair Focus intends to be what the industry needs; a magazine on the internet. It will not focus solely on news or regurgitate stories, but regularly deliver features, technical pieces, videos and more. We intend to work with aftermarket suppliers, as well as garages and industry professionals, to provide engaging content on a digital platform.

To discuss editorial opportunities or book advertising, call on 07368 207905
or email phil@autorepairfocus.com

Written copy

A website cannot function on just multimedia alone, words are the links that bind all the pieces together. To highlight their importance, you're reading this passage!

The written word is now one of three ways of expressing information, and it is at the core of everything we do at Auto Repair Focus. Not only do our videos and podcasts have descriptions, but we cover aftermarket news and products on a regular basis, bringing information to garage owners and technicians as soon as it is available.

Auto Repair Focus covers news for free, as part of our service to our readers. We also carry short product announcements, and topic-related features, where we speak to a number of companies about a part of the aftermarket. These features, written by those who have a deep knowledge of the industry, its challenges and successes, will give information to readers in a deep and detailed manner.

White label

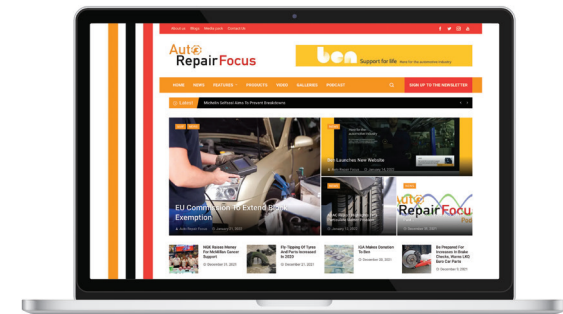
Do you need something written for a business publication? Or perhaps want a press-release drafted, an interview conducted or some other form of copy created. Whatever your needs, we can help. We've worked with numerous automotive businesses to provide expert copywriting services, so enquire today! Email phil@autorepairfocus.com for more information.

Types of content

At Auto Repair Focus, we have various types of content, alongside our free industry and product news posts. These are:

- **In the market** - features around topics and product groups (brakes, diagnostics, training and MOT, for example).
- **Technical** - detailed pieces about the workings of a product, a vehicle, component or more
- **Out and about** - interviews and features about businesses, written based on a site visit
- **Workshop floor** - interviews or case studies with garage owners, about their business and perhaps a company they work with
- **The Blog** - columns about the industry by those involved in it.

Each of these areas is open for 'advertorial' type content. You could submit a technical piece, ask to have a factory or venue overviewed, recommend a customer for a case study, or become a guest columnist.



Insight Newsletter



Auto Repair Focus INSIGHT


News Products Podcast Video

A busy week for news

There has been a lot going on in the automotive world this week, explaining the bumper edition of Insight. From solar-power car servicing to upselling oil, stay up to date with everything you need to know on Auto Repair Focus.


News [View all](#)

Zero-emission drivers to pay more as electric vehicle VED established from 2025

 Electric vehicles will have to pay vehicle excise duty (VED) from April 2025, as the Chancellor looks to make tax fairer for drivers. Currently, EVs are exempt from paying VED, as part of plans to increase their uptake.

[Read more](#)


Garages missing opportunities to upsell oil as motorists want premium quality

 Motorists want more influence over which products are used in their car, according to a new nationwide survey commissioned by Castrol, with garages failing to take advantage and upsell oil and lubricants.

[Read more](#)


Products [View all](#)

First Line new parts show large expansion

 First Line has unveiled a large number of new references as it aims to keep up to date with an ever-expanding UK car parc. The first Line new parts are being introduced in the company's Braking, Clutch, Cooling, Filters and Steering and Suspension ranges.

[Read more](#)

Video [View all](#)

 **Are survey stories important?**

View our latest video by clicking on the image above, and why not [subscribe to our YouTube channel](#) to ensure you always stay up to date?

Survey

Will the implementation of electric vehicle VED slow the uptake?

Yes No

Auto Repair Focus Insight is our weekly newsletter sent directly to over 11,000 garages. It carries news, product stories, blog entries and multimedia content, and is a great addition to the Auto Repair Focus platform, meaning messages (and adverts) are delivered directly to those who are unable to check the website on a daily basis.

Insight offers another opportunity to get your product or service in front of potential customers. It can carry your own content through a provided video or advertising banner, and any content paid for and run on Auto Repair Focus will automatically be included in the email newsletter, be it a written article, podcast or video.

By helping to maximise your coverage in Auto Repair Focus, Insight offers a direct link between garage owner or technician and our platform.

Standard advertising rates are included in this media pack, and bespoke options, such as including your own videos, are available. Our subscriber numbers are growing all the time, so get in touch to find out more.

Auto Repair Focus Editor Phil Curry talks about the Insight newsletter, and its importance to the platform - as well as how you can get involved and why.

Video

What's it all about?

It seems silly to write about what we can offer you in video, so let us explain through the medium itself...

View on [YouTube](#)

What we can do

View on [YouTube](#)

Auto Repair Focus can feature your own videos, or we can film for you. If you want your business to appear in an interview, would like a case study with a customer talking about your service, or a demonstration of your product, we can provide a package for you.

We can also create 'white label' videos, removing any Auto Repair Focus branding and references and handing final versions over to you for use on business websites and social media channels. We currently work with a number of aftermarket businesses in this way.

Dedicated product pieces

Demonstrating a product can be tricky - showing all its features and fitments to a large number of people could take time.

However, Auto Repair Focus has a solution. Send us the product information, or the product itself, together with the message you want to send to potential customers, and we can create a simple but effective green-screen overview. We can even take all our branding off. Enquire today...

View on [YouTube](#)

Pricing

While video rates are included in this media pack, a package can be tailored to each application, depending on number of videos or style required, or white label requirements. It will not cost you the earth, but please get in touch on 07368 207905 or email phil@autorepairfocus.com for more information.

Website advertising

There are many ways you can get involved in advertising on the Auto Repair Focus website. From traditional banner and box adverts to a more direct pop up, we can place your business or service right in front of garage owners and technicians.

A pop up placement allows you to be more creative, with the option of adding a video message or write up along with any advertising images and links. Our banner and box adverts are all linked to your website or page of choice as well, with header and box options appearing on every page of the Auto Repair Focus website.

There are plenty of ways to get involved. You can find further multimedia options and prices in the following pages, so why not join our journey today!

Pop-up advertising
Image advert or short write up with links, can appear every week with cookie settings

Header advertising
Linked banner advert appears on every page of Auto Repair Focus - rotates evenly between advertisers

Front page advertising
Banner appears on front page of Auto Repair Focus only, below product section. Rotates evenly

Box advertising
Smaller advert appears on side of all Auto Repair Focus pages, rotates evenly.

The image displays four examples of advertising placements on the Auto Repair Focus website:

- Pop-up advertising:** A screenshot of the website with a red arrow pointing to a pop-up window titled "Stay up to date with the latest aftermarket news" and "Auto Repair Focus INSIGHT".
- Header advertising:** A screenshot of the website header featuring a "ben" banner advertisement with the tagline "Support for life".
- Front page advertising:** A screenshot of the website's front page showing a "ben" banner advertisement positioned below the product section.
- Box advertising:** A screenshot of the website's right-hand side showing a "ben" box advertisement.

Get involved...

We have advertising space and packages available for companies supplying the aftermarket, consisting of either direct placements or editorial opportunities...

Website

Advertising option	Price
Header banner	£200 per month
Box advert	£150 per month
Homepage-only banner	£100 per month
Pop up advert	£100 per month

Website and newsletter

Editorial option	Price
Copy (supplied article)	£100 per article
Copy (written article)	£200 per 500 words
Video placement	£75 per video

- Our header banner location will contain a maximum of four adverts rotating evenly throughout the site.
- Box adverts can be placed in the sidebar on the website and will be present on all pages in rotation.
- Homepage-only banners are placed between homepage sections and are not visible on post pages.
- Pop ups are set to appear to the same user every week based on cookie settings but can carry more detail
- A dedicated feature, advertorial, interview, blog or product piece can be arranged, either using your own copy or written by us (for additional cost)
- If you have an existing video and would like to promote it on Auto Repair Focus, this can be arranged.
- **We can also create bespoke advertising and editorial 'packs' - call or email to request**

Insight Newsletter

Option	Price
Banner	£250 per insertion
Video inclusion	£250 per insertion

The Insight newsletter is emailed weekly. Please call or email for deadline information or to book a space.

Technical specifications

Header banner / Homepage only banner / Insight banner

728 px by 90 px

72 dpi

Max file size 150kb

- Insight newsletter adverts may come up smaller due to size restrictions
- Adverts will be linked to the website address you supply
- Artwork should be sent to advertising@autorepairfocus.com

Box advert

300px by 250px

72 dpi

Max file size 150kb

To discuss editorial opportunities, or talk about bespoke advertising packages and rates, or to book advertising slots on our website or multimedia channels, call us on 07368 207905 or email phil@autorepairfocus.com

Get involved...

Video and Podcast

The Auto Repair Focus Podcast

Option	Price
Standard	£50
Additional shout-outs (max 2)	£25 per additional
Interview	£80
Presenter	£125

- **Standard** - We will give your company a shout-out twice within a 30 minute podcast, as an 'in association with' introduction.
- **Interview** - Two shout-outs plus a five minute interview with an expert from your company on any subject you pick. It could be about your specialist area or the industry in general, your products, training programs... the list is endless!
- **Presenter** - Two shout-outs, and we will add a member of your staff as an extra presenter, they'll be involved throughout the 30 minutes, discussing the market with our main team or being interviewed for the full duration of the episode. No need to travel, this can be recorded via phone or online conference call as required.

Video

Option	Price
Video sponsorship	£75
Product focus	£200
On site Video shoot	£400
Insight inclusion	£100

- **Video packages can be tailored depending on number required, frequency and more. Get in touch to discuss your requirements for a bespoke service**
- **Video sponsorship** includes a message within an Auto Repair Focus news video, with cutaway to your product or service and contact details included on screen using a bespoke QR code.
- **On-site video shoots** are £400 for a full day.
- **Product focus** videos are filmed in front of a green screen and use press releases for scripting, with key stats and images on screen. They can be supplied and placed on Auto Repair Focus website, YouTube and social media channels where relevant.
- All video shoot prices include editing. However, if further edits are required after approval, these may be charged for depending on requirements.
- Other video formats may include case studies, interviews, site visits, training coverage, demonstrations, or green screen filming at your location.
- **Insight inclusion** will place your video into a prime location on the weekly Insight newsletter, sent direct to garage owners and technicians.

To discuss your requirements, either advertorial or white label, or to find out any more information about Auto Repair Focus and the products and services offered, call Phil Curry on 07368 207905, or email phil@autorepairfocus.com today