

# VTE

VEHICLE TECHNOLOGY ENGINEER

## MAGAZINE PROFILE

Vehicle Technology Engineer is the Society of Automotive Engineers Australasia (SAE-A) industry magazine which has been developed and expanded to incorporate engineering in all vehicle types not only automotive.

It reports on the items of interest to engineers working in the automotive, rail (rolling stock), motorsport, electric and specialty vehicles, aerospace, truck, bus and trailer, and recreational vehicle arenas.

Each magazine aims to include features and specialist technical articles from respected industry experts as well as key features that focus on a specific area.

Being the official publication of the Society of Automotive Engineers Australasia (SAE-A) it is accepted as an industry leader and is read and retained for reference by key decision makers.

## REGULAR FEATURES

Each issue of VTE covers engineering in automotive, truck, special vehicles, rail, aerospace and defence plus:

- SAE-A reports and events
- New product information
- Technical articles

## CIRCULATION

Printed direct mail per issue (av) 4000

Readership per issue (av) 16,000

## DEADLINES

### MARCH 2021

Editorial & Advertising close date: 26 February 2021

Release date: 15 March 2021

### JUNE 2021

Editorial & Advertising: 28 May 2021

Release date: 14 June 2021

### SEPTEMBER 2021

Editorial & Advertising: 3 September 2021

Release date: 20 September 2021

### DECEMBER 2021

Editorial & Advertising: 3 December 2021

Release date: 20 December 2021

## 2021 MEDIA GUIDE

### ADVERTISING RATES

All rates quoted are per issue. Rates are quoted in Australian dollars. Australian advertisers please add 10% GST.

4 COLOUR	CASUAL	X4
DPS	\$1800	\$1600
Full page	\$1000	\$800
Half page	\$660	\$460
Inserts/Onserts	POA	

### GUARANTEED POSITIONS

A 10% loading applies to all guaranteed positions excluding cover positions.

Inside front cover page rate plus 25%

Inside back cover page rate plus 15%

Outside back cover page rate plus 25%

### COVER RATES

Outside Front Cover \$2500

Position your company as a leading supplier by securing a cover promotion with Vehicle Technology Engineer.

Approximately 2/3 of the outside front cover will be allocated to the cover sponsor promotion. Reproduction of general advertisements will not be acceptable as front cover material.

Final approval of the cover lies with the SAE-A.

### ADVERTISING & EDITORIAL POLICY

Editorial submissions are gratefully received. Priority will be given to relevant items and all items must be received by the editorial deadline to be considered for inclusion.

The editor reserves the right to review and edit all material submitted in order to maintain editorial standards, to conform to the legal requirements of publishing, and in order to allocate appropriate space.

Editorial may also be obtained independently (without prior consent) from a credible source if the story is newsworthy.

If advertising material is not received by the material deadline date for each issue, your material will not be accepted and the page will be forfeited. A 70% fee of advertisement booking rate will be charged, and will be due under the normal payment terms.

While all care will be taken to avoid any conflict in the placement of advertisements or editorial promoting similar product ranges, the VTE magazine cannot guarantee that conflicts will not occur.

### EDITORIAL SUBMISSION GUIDELINES

The preferred file formats for editorial submissions are Microsoft Word, plain text or a high-quality pdf. Images to be supplied as separate files in either jpg/jpeg, tiff or EPS format ideally more than 1Mb in size. Email editorial submissions to [mandypj@optusnet.com.au](mailto:mandypj@optusnet.com.au)

### ADVERTISING SPECIFICATIONS

DPS	420mm wide x 297mm high (+5mm bleed)
Full page	210mm wide x 297mm high (+5mm bleed)
Half page	Horz 190mm wide x 125mm high Vert 90mm wide x 270mm high
Preferred file format	Hi-res, print ready PDF file.

### CONTACT DETAILS

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