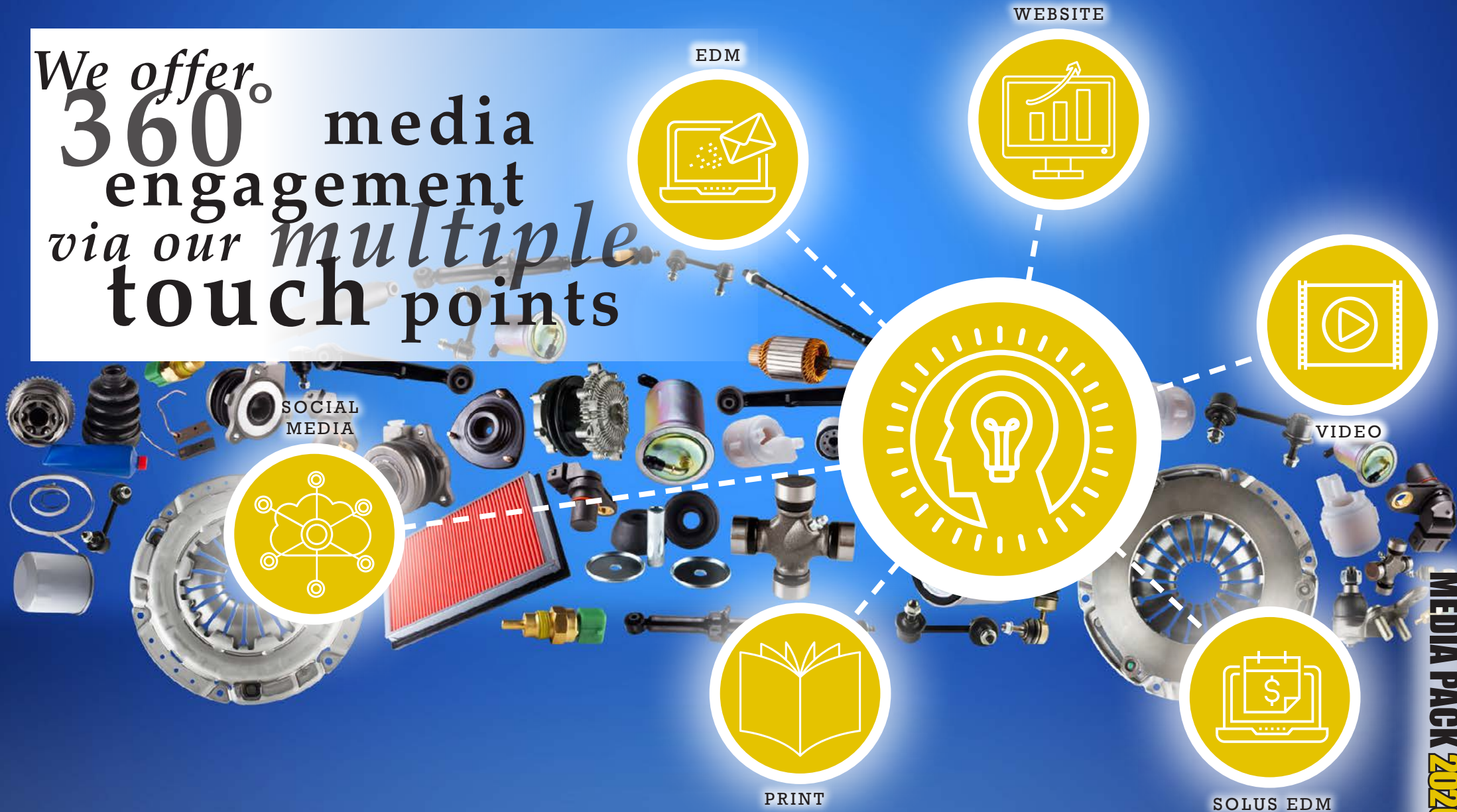


We offer
360° media
engagement
via our *multiple*
touch points



MEDIA PACK 2026

What we offer

We can offer you a variety of ways to engage with our audience - your potential clients via our channels to create genuine awareness, your content appears in a relevant and brand safe environment.

Advertise – Print, Online, EDM, Solus EDM

Promotion – Print, EDM, Online, Social Media, Solus EDM, Video

Content Marketing (Native) – Print, Online, EDM, Video, Social Media

Content Creation - Written, video, podcast

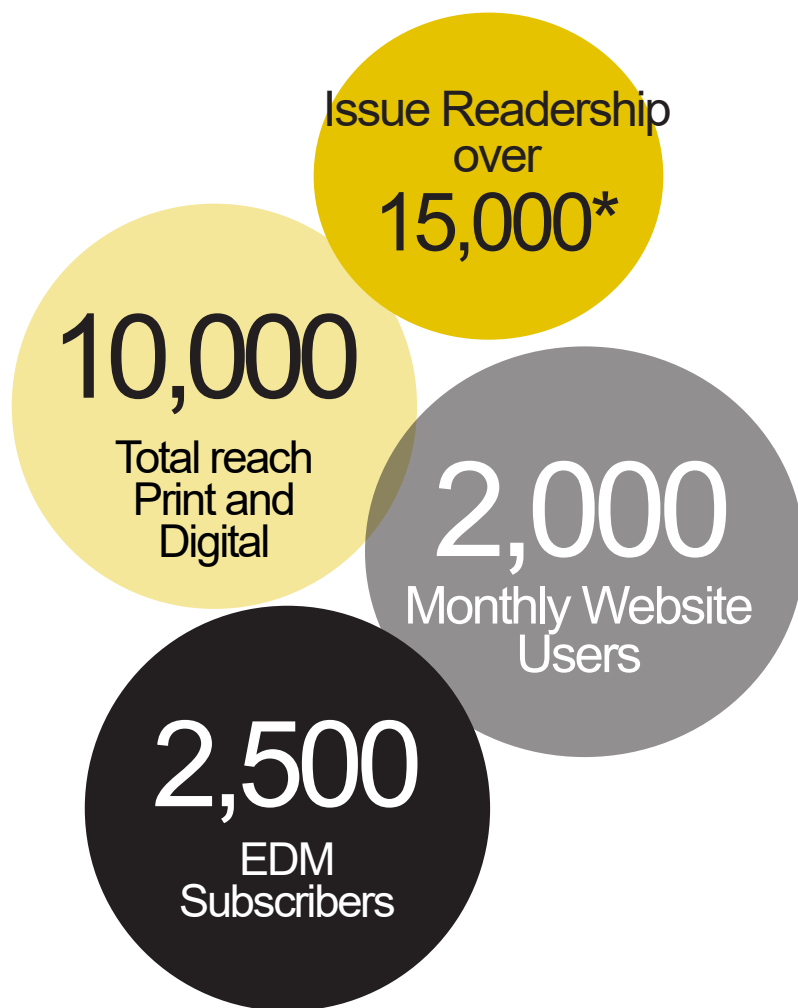


The Why

- Motor Equipment News has a reach over 10,000 automotive businesses nationwide across its print and digital assets. Each issue gets to over 6,500 readers in print or digital replica form. This includes garages, auto electricians, new car franchise workshops and parts departments, engine re-conditioners, specialist tuning, tyre, exhaust and radiator repairers, dismantlers, panel beaters and painters.
- Motor Equipment News has been the trusted brand communicating with the Automotive Industry for over 40 years
- Our platforms provide a trusted and relevant context for your messages.

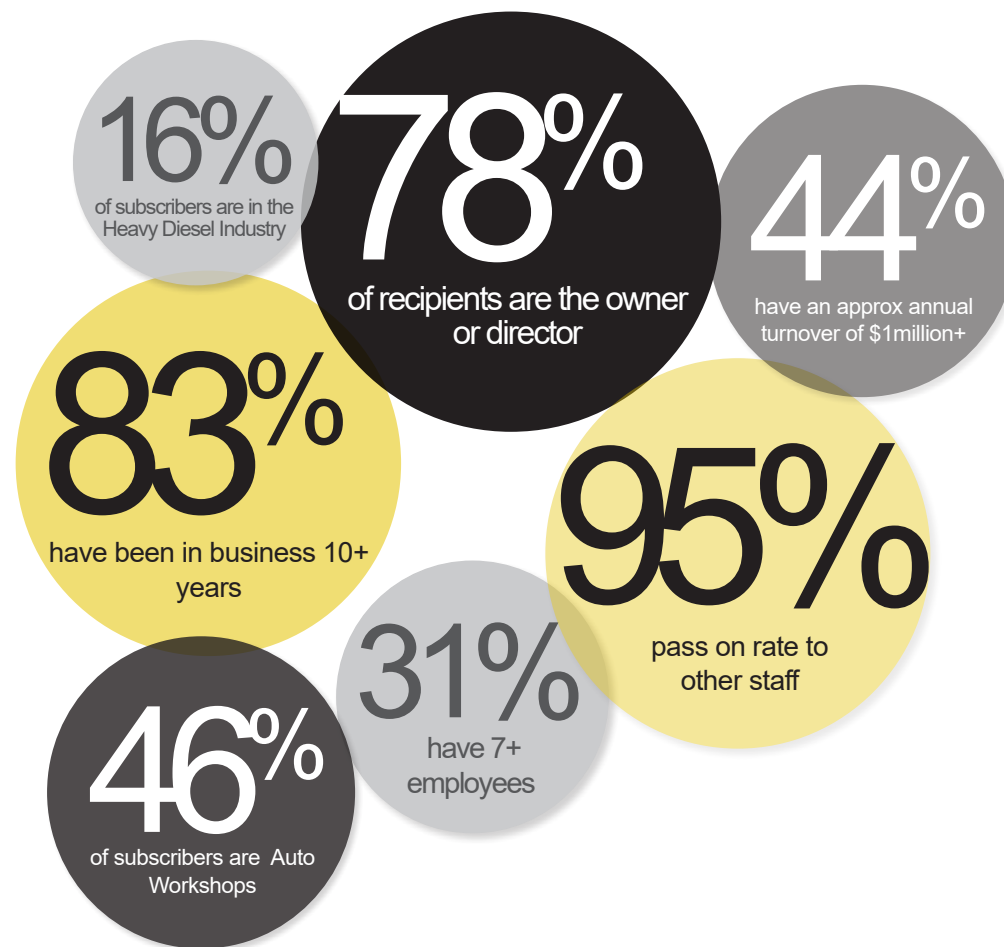
Motor Equipment News reports on and investigates cutting edge technology in automotive drive trains, automotive electrical systems, and automotive panel and paint with regular editorial features to keep the industry players up to date with the latest developments in their specialist arena. Inside the magazine Diesel Industry News targets a range of heavy diesel industry fleet operators from Trucking and Transport, Mining, Earthmoving etc and diesel repairers, whilst Panel and Paint feature section carries the latest developments in smash repairs and spray painting. Adrenalin Publishing produce a range of Automotive titles giving them in depth automotive knowledge and the respect of the industry.

Quick Facts



* Based on 3.5 readers per issue

Demographics



2026 Print and online rates

MONTHLY E-NEWSLETTER EDM

RATES

Leaderboard Banner 600 x 160 pixels

\$750 per newsletter

Skyscraper 160 x 600 pixels

\$660 per newsletter

Homepage banner 600 x 120 pixels

\$610 per newsletter

Rectangle 300 x 250 pixels

\$560 per newsletter

Supplied content \$775 per month

• Whitepapers available - POA

SOLUS EDM'S

From \$2,430 per blast

Volume rates on request

* Rates are per issue and excl gst

* Commission bearing (for accredited agencies)

WEBSITE

RATES

Billboard Banner

970x250, 623x160 and 373x96 pixels *

All pages \$875 per month

Leaderboard Banner

728x90, 486x60 and 280x35 pixels *

All pages \$610 per month

Homepage Banner

728x90, 486x60 and 280x35 pixels *

Homepage \$440 per month

Skyscraper 160x600 pixels

All pages \$500 per month

Rectangle 300x250 pixels

All pages \$400 per month

Supplied content \$775 per month

* three sizes required to accommodate mobile platforms

AVAILABLE ON REQUEST

- Content Marketing
- Print + Online packages
- Online supplied content:
Website + Newsletter + Facebook Package rate

PRINT MAGAZINE

Double page spread

Casual	\$7,540
3 issues	\$6,786
6 issues	\$6,409
11 issues	\$6,032

Outside back cover

Casual	\$4,750
3 issues	\$4,275
6 issues	\$4,038
11 issues	\$3,800

Full page

Casual	\$4,510
3 issues	\$4,059
6 issues	\$3,834
11 issues	\$3,608

1/2 page

Casual	\$3,080
3 issues	\$2,772
6 issues	\$2,618
11 issues	\$2,464

1/3 page

Casual	\$2,545
3 issues	\$2,291
6 issues	\$2,163
11 issues	\$2,036

1/4 page

Casual	\$1,945
3 issues	\$1,751
6 issues	\$1,653
11 issues	\$1,556

* Inserts (full run)

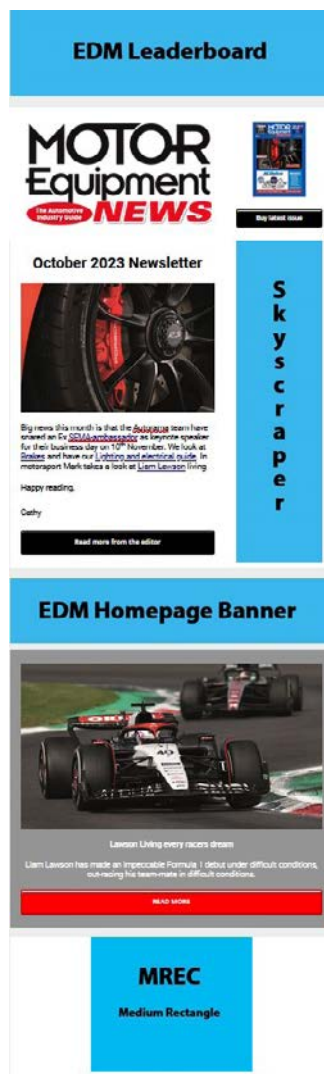
Casual	\$3,700
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Business Directory (min 3 issues)

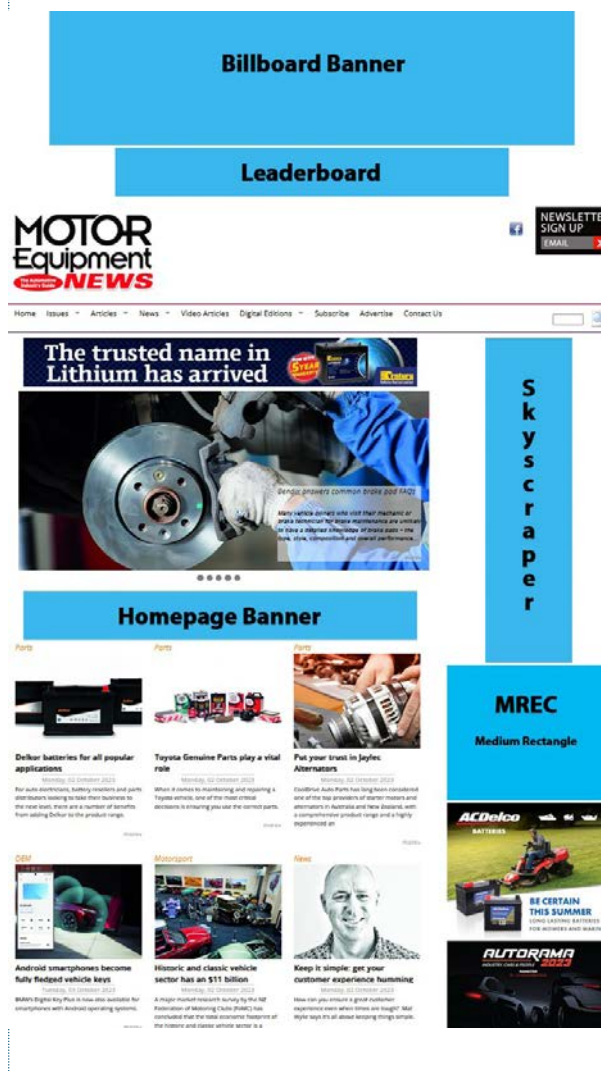
	Small	Medium	Large
	70 x 35mm	70 x 70mm	140 x 70mm
Casual	\$420	\$700	\$990
3 issues	\$378	\$630	\$891
6 issues	\$357	\$595	\$842
11 issues	\$336	\$560	\$792

Ad formats for *Motor Equipment News*

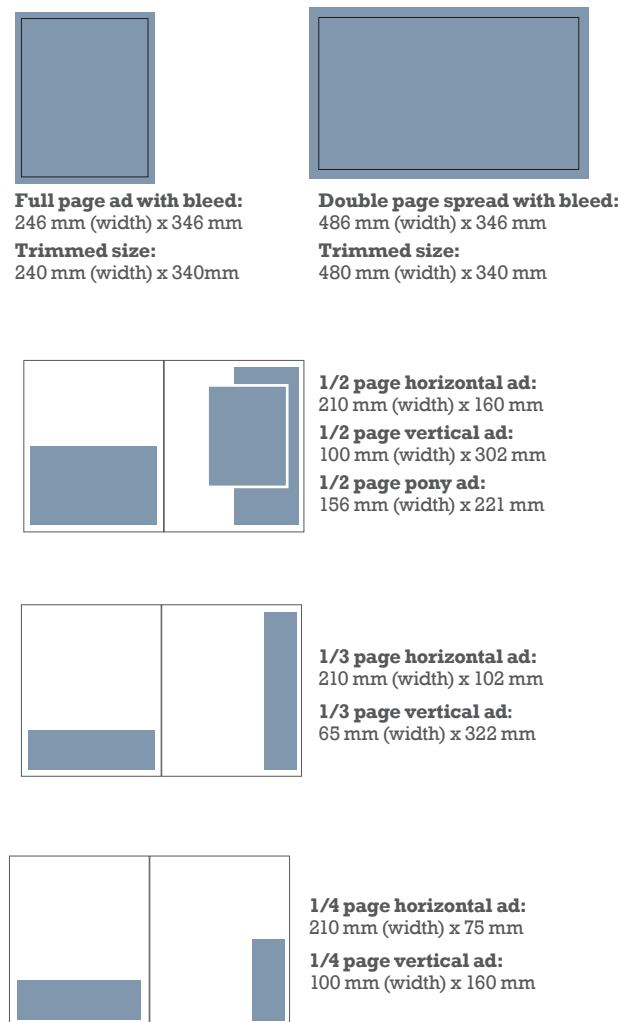
MONTHLY E-NEWSLETTER



WEBSITE



PRINT MAGAZINE



2026 features + themes

ISSUE	ADVERTISING BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE	
FEBRUARY	16 January 2026	23 January 2026	13 February 2026	OEM GENUINE PARTS REVIEW <i>Brakes + Clutches</i>
MARCH	13 February 2026	20 February 2026	13 March 2026	OILS & LUBRICANTS <i>Hoists & Lifting Equipment</i>
APRIL	13 March 2026	20 March 2026	10 April 2026	ENGINE PARTS – BELTS AND CHAINS, FILTERS, IGNITION PARTS <i>4WD/SUV parts & Servicing</i>
MAY	10 April 2026	17 April 2026	8 May 2026	BATTERIES AND BATTERY SERVICE EQUIPMENT <i>Driveline – clutches, gearboxes and differentials</i>
JUNE	8 May 2026	15 May 2026	5 June 2026	PERFORMANCE ISSUE – PARTS, ACCESSORIES AND TUNING <i>EV & Hybrid vehicles parts and service</i>
JULY	12 June 2026	19 June 2026	10 July 2026	WHEEL & TYRE SERVICE EQUIPMENT <i>Training</i>
AUGUST	10 July 2026	17 July 2026	7 August 2026	SERVICE PARTS AND CONSUMABLES <i>European vehicle parts & Servicing</i>
SEPTEMBER	7 August 2026	14 August 2026	4 September 2026	DIAGNOSTIC & ELECTRICAL TESTING EQUIPMENT <i>Oil supplier review</i>
OCTOBER	11 September 2026	18 September 2026	9 October 2026	BRAKE AND CLUTCH <i>LCV (Vans and Utes) Servicing</i>
NOVEMBER	9 October 2026	16 October 2026	6 November 2026	WORKSHOP EQUIPMENT <i>Pre-holiday servicing</i>
DECEMBER	6 November 2026	13 November 2026	4 December 2026	KEEPING IT COOL: ENGINE COOLING AND AIR CONDITIONING <i>Undercar - Exhaust, Suspension & Steering</i>

Features and themes are subject to change

MEDIA PACK 2026

Adrenalin
Publishing Ltd

Proud publishers of:

ADRENALIN PUBLISHING IS A RESPECTED SPECIALIST MEDIA COMPANY

32 years of publishing in New Zealand

6 Brands

- Across multiple platforms
- Specialising in Business and Automotive

Creating in order of 100 pieces
of content a month

- (Over 1,200 a year)
- Engaging over 50,000 NZ touch points a month
- Over 100,000 video views a year*

