

NEW LOOK MAGAZINE!

AVRO



NEWS & MAGAZINE

5,000

COMBINED PRINT
& DIGITAL
READERSHIP

NEW 2025
RE-LAUNCH
MAGAZINE!



2025 Media Pack

[MEMBER PICTURE - M8 RECOVERY]

THE VOICE OF THE BREAKDOWN & RECOVERY OPERATOR

NEW LOOK MAGAZINE!

[MEMBER PICTURE - MANCHESTER BREAKDOWN SERVICES]



AVRO News & Magazine - leading the conversation!

AVRO News & Magazine is published by the Association of Vehicle Recovery Operators (AVRO) the UK's leading trade body for the breakdown and recovery industry.

The organisation represents operators across the UK and Republic of Ireland, providing a collective and authoritative voice, offering advice and best practice to members on a whole range of industry matters.

AVRO News & Magazine is the associations official print and digital publication circulated to a combined readership of 5,000.



The re-launched **AVRO News & Magazine** is a high-quality publication providing news and features to keep readers up-to-date on the latest products, industry trends and legislation.

The mix of professionally written content, manufacturer-led product articles and all of the latest news will make **AVRO News & Magazine** the must read for the busy breakdown and recovery operator!

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[MEMBER PICTURE - ISIS RESCUE]



5,000
COMBINED PRINT
& DIGITAL
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PUBLICATION DATES 2025

ISSUE	ADVERT & EDITORIAL DEADLINE	DISTRIBUTION	SPECIAL FEATURE
January & February Issue 65	Monday 20 January	Friday 31 January	Operator profile
March & April Issue 66	Monday 3 March	Friday 14 March	Safety & workwear
May & June Issue 67	Monday 5 May	Friday 16 May	Operator profile
July & August Issue 68	Monday 7 July	Friday 18 July	Light & commercial recovery
September & October Issue 69	Monday 1 September	Friday 12 September	Operator profile
November & December Issue 70	Monday 3 November	Friday 16 November	Heavy recovery

ADVERTISING WITH AVRO

AVRO has a wide range of advertising and sponsorship packages that can be tailored to meet your specific campaign requirements across print and digital platforms.

For more information about how to put your company, product or service in front of the recovery industry decision makers please contact Sara Needham on **01788 572850** or Graham Steedman on **07864 673533**.

EDITORIAL

For editorial and advertorial submission enquiries please contact James Baylis on **07977 481186** or email your editorial and pictures to: **content@avrouk.com**



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[MEMBER PICTURE - HAMILLS 24HR RECOVERY]



ADVERT RATES 2025

Double Page Spread	£750 + VAT
Full Page Advert.....	£400 + VAT
Half Page Advert.....	£250 + VAT
Quarter Page Advert	£175 + VAT
Eighth Page Advert	£150 + VAT
5x2 Box Advert	£100 + VAT
5x1 Box Advert.....	£75 + VAT

SERIES BOOKING DISCOUNT

Please contact Sara or Graham for more information about our discounted rates for booking a series of adverts.

TECHNICAL SPECIFICATIONS

Artwork should preferably be supplied as high-resolution (300dpi) PDF, JPG or EPS files with all fonts embedded. Alternatively artwork can be supplied as: QuarkXpress, InDesign, Illustrator or Photoshop with all related linked files included in CMYK mode and at least 300dpi resolution.

ADVERT SIZES

Double Page Advert.....	396mm (W) x 272mm (H)
Double Page (with bleed).....	426mm (W) x 303mm (H)
Double Page (trim size).....	420mm (W) x 297mm (H)
Full Page Advert.....	186mm (W) x 272mm (H)
Full Page (with bleed).....	216mm (W) x 303mm (H)
Full Page (trim size)	210mm (W) x 297mm (H)
Half Page	186mm (W) x 134mm (H)

Half Page (portrait).....	91mm (W) x 272mm (H)
Quarter Page.....	91mm (W) x 134mm (H)
Quarter Page (landscape)	186mm (W) x 65mm (H)
Eighth Page	91mm (W) x 65mm (H)
Banner Advert.....	186mm (W) x 65mm (H)
5x2 Box.....	91mm (W) x 50mm (H)
5x1 Box	43mm (W) x 50mm (H)

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[MEMBER PICTURE - RICHFORD MOTORS]



MEMBERS DIRECTORY 2025 & MAINTENANCE PLANNER

AVRO's A4 Members Directory is published annually and distributed free to every AVRO member, associate members, key industry stakeholders and work providers.

This comprehensive directory of recovery operators is a source of invaluable information for the industry and the must go-to directory for networking.

For more information about advertising and sponsorship opportunities in the 2025 Members Directory please contact Sara Needham on **01788 572850** or Graham Steedman on **07864 673533**.



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