



2011

ROADMAP

Welcome to the [Motor Trade Insider](#) Roadmap. An easy to read document we have created to give you a valuable insight into what our site is about, what we have achieved since we launched early in 2008 and what we hope to achieve in the months and years ahead.

### **List of free publications and details**

We have produced 3 high quality, highly informative publications which are available free to download from the site and have proved to be extremely popular.

#### [\*Motor Trade Insider Guide to Buying New Cars\*](#)

The first book we created which was completely updated in 2011. A comprehensive 102 page guide packed with inside information from trade professionals with a wealth of experience in the retailing of cars.

#### [\*Motor Trade Insider Car Buying Crib Sheet\*](#)

We carefully researched and put together a powerful document that gives the reader the edge in the car buying process so they can walk into the car showroom with confidence knowing Motor Trade Insider is right by their side.

#### [\*Motor Trade Insider Sell Your Car Like A Pro!\*](#)

We painstakingly put together a comprehensive 62 page guide packed with invaluable inside information derived from trade professionals with a wealth of experience retailing cars for profit.

### **Breakdown of visitor stats**

our readership and subscriber count grows steadily and in 2010 we

received over 700,000 unique visitors and this figure is set to double in 2011.

### **Longevity**

MTI has been around on the web since the start of 2008

### **Number of articles**

Since we began we have published in excess of 2,000 articles.

### **TV**

MTI has been approached by several TV production companies seeking our advice and involvement in a number of productions related to the motor trade

### **Social media FB and Twitter**

MTI has been an active participant on Twitter for over 3 years and has built up a following of over 5,000 other users.

### **Manufacturers**

MTI maintains excellent relationships with all the major car manufacturers and with the Society of Motor Vehicle Manufacturers and Traders (SMMT). We attend press launches and receive all the important and relevant news stories first.

### **Used car conference showcase**

MTI was first exposed to the wider motor trade when the MD of Ford Direct mentioned us at the 2009 AM used car conference. In our quest to become credible and authoritative we first had to prove our value to the readers and subscribers that we were building up and we were recognised as doing just that when our front page was showcased during the presentation to a delegation of industry heavyweights including Quentin Wilson who was comparing the event.

We strive to build the gap between the buying public and the trade and our insiders are passionate about the business and everybody getting something from it rather than just a trainspotters obsession for cars. The crux of the reference at the conference was along the lines of the changing buying habits of car buyers who would previously either look at the classifieds or trawl round dealerships on a Saturday. Now they check out sites such as mti for reference, opinions and advice before then venturing out to where they may consider making their purchase. One thing's for certain for a fledgling website looking to create a vibe and some authority it was just the fillip we needed to confirm the work we had started was going all the way.

### **Contributors**

Our main contributors, writing under the pseudonym "in51der" are working trade professionals with a unique insight into exactly what goes on in the world of car retailing. Their knowledge, expertise and experience has proved to be an invaluable resource to our readership and promoted lively debate within the professional community.

### **Mission statement**

Build a bridge between consumers and the trade.

Create Interesting and informative content.

To break down barriers and create better understanding.

Expose bad practices and rip-offs.

Promote outstanding products and service.

### **Authority**

Over the years the authority of the Motor Trade Insider site and the value of our opinion on the world of used and new car retailing have grown enormously. Now we no longer report on the opinion of others we are a recognized opinion former.

## **Advertising reach**

MTI appeals to a broad section of car buyers and trade personnel. Our average reader is well paid and is most likely at some stage within the car buying process or is actively working in the trade. We are uniquely positioned in that we appeal to both sides of the car retailing spectrum.

## **Advertising**

We offer the following types of advertising and sponsorship:

- 125×125 pixel squares in blocks in the sidebar
- 300×250 pixel rectangles the width of the sidebar
- 120×600 pixel column in the sidebar
- 468×60 pixel rectangle in the header or at the bottom of a blog post

We also offer text link advertising, sponsored categories, advertorial and guest postings with a maximum of 2 links per article. Please email [advertise@motor-trade-insider.com](mailto:advertise@motor-trade-insider.com) for more information.



# **MOTOR TRADE INSIDER**

**Your Friend In The Trade**