

# AFTER SALES

## MAGAZINE

Hét vakblad in de autobranche  
WWW.AFTERSALESMAGAZINE.NL

## ADVERTISEMENT RATES 2020

	Number of placements: 1x	6x	12x
1/4 page fc	€ 2.950,-	€ 2.750,-	€ 2.550,-
1/2 page fc	€ 1.600,-	€ 1.550,-	€ 1.450,-
1/3 page fc	€ 1.450,-	€ 1.350,-	€ 1.250,-
1/4 page fc	€ 875,-	€ 835,-	€ 785,-
1/8 page fc	€ 505,-	€ 475,-	€ 440,-

Coverpositions: Cover 2 and 3: 25% surcharge  
Cover 4: 40% surcharge

Inserts: from € 2.750,-

Notices sent: from € 3,00/mm

Online advertising: Banners and e-mail sponsoring, rates on request

(All prices excluding VAT and layout costs, changes reserved)

## PUBLICATIONS 2020

## DIMENSIONS

Ed.	dates	feature		Width x Height
1	January 28	<i>Spareparts/Oil</i>	1/4 page	210 x 280 mm
2	February 25	<i>Airconditioning/Diagnostics</i>	1/4 page bleeding edges	230 x 300 mm
3	March 24	<i>10 years ASM</i>	2/4 page bleeding edges	460 x 300 mm
4	April 21	<i>Concepts</i>	1/2 page portrait page	100 x 280 mm
5	May 19	<i>Equipment</i>	1/2 page landscape	210 x 135 mm
6	June 16	<i>Tyres</i>	1/3 page portrait page	80 x 300 mm
7	July 7	<i>Bodyrepair/Education</i>	1/4 page portrait page	100 x 135 mm
8	August 28	<i>Spareparts</i>	1/4 page landscape	210 x 67 mm
9	September 29	<i>Tyres</i>	1/8 page landscape	100 x 67 mm
10	October 27	<i>Workshop</i>		
11	November 24	<i>Concepts</i>		
12	December 15	<i>Bodyrepair/Automation</i>		

(Bleed: 5 mm)

# GENERAL INFORMATION

Titel: Aftersales Magazine  
Published by: Minervum Multi Media BV  
Raadhuisstraat 1a  
4835 JA Breda  
Tel.: 076-5780630



Total circulation: 18.000 copies  
Publication: 12 times a year  
Day of publication: Tuesday

Publisher: Rob K uchler (*rob@aftersalesmagazine.nl*)  
Editorial staff: Jos Veldhuisen, Barend Luiting (*redactie@aftersalesmagazine.nl*)  
Sales: Pim van de Wetering (*adverteren@aftersalesmagazine.nl*)  
Web/Social Mediamanager: Esmee Dirkse (*esmee@aftersalesmagazine.nl*)

Advertising material: No later than 14 days before publication date  
Cancellation deadline: No later than 3 weeks before publication date  
Terms of deliveries: According to the rules for the advertising industry 1990 supplemented by the general provisions of the Publisher

## TARGET READERSHIP

- Car dealers
- Independent car companies
- Used car companies
- Body shops
- Wholesalers of automotive material
- Tyre specialists
- Truckdealers
- Overhaul
- Carwash
- Stiba members
- Leasing companies
- Suppliers

## EDITORIAL FORMULA

Aftersales Magazine is an independent business to business aftermarket publication that is made by specialists with decades of experience. The magazine focuses on all automotive companies with a workshop. The workshop is a profit center for the dealer, so developments of the aftersales area are of great interest to both managers and technicians. In the independent channel the garages, wholesalers and repairers are an important part of our readers. Repair, service and maintenance, but also parts (logistics), engineering, product news, marketing and body repair are the key elements in each edition. Aftersales Magazine is readable and well designed, that is why it is appreciated at all job levels.