

AFTER SALES

MAGAZINE

Hét vakblad in de autobranche
WWW.AFTERSALESMAGAZINE.NL

ADVERTISEMENT RATES 2022

	Number of placements: 1x	6x	12x
½ page fc	€ 2.950,-	€ 2.750,-	€ 2.550,-
½ page fc	€ 1.600,-	€ 1.550,-	€ 1.450,-
⅓ page fc	€ 1.450,-	€ 1.350,-	€ 1.250,-
¼ page fc	€ 875,-	€ 835,-	€ 785,-
⅛ 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 2022

DIMENSIONS

Ed.	feature	Width x Height in mm
1	January 25 <i>Spareparts / Oil</i>	½ page 210 × 280
2	February 22 <i>Airconditioning / Diagnostics</i>	½ page bleeding edges 230 × 300
3	March 22 <i>Tools / EV</i>	¾ page bleeding edges 460 × 300
4	April 19 <i>Concepts / Marketing</i>	½ page portrait page 100 × 280
5	May 17 <i>Workshopequipment</i>	½ page landscape 210 × 135
6	June 14 <i>Tyres & Trends</i>	⅓ page portrait page 80 × 300
7	July 5 <i>Bodyrepair / Education</i>	¼ page portrait page 100 × 135
8	August 30 <i>Spareparts</i>	¼ page portrait page 210 × 67
9	September 27 <i>Tyres and the seasons</i>	⅛ page portrait page 100 × 67
10	October 25 <i>Workshop- & equipmenttrends</i>	
11	November 22 <i>Concepts / networks</i>	
12	December 13 <i>Bodyrepair / Automation</i>	

(Bleed: 5 mm)

GENERAL INFORMATION

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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.