

# AFTER SALES

## MAGAZINE

Hét vakblad in de autobranche  
WWW.AFTERSALESMAGAZINE.NL

## ADVERTISEMENT RATES 2024

	Number of placements: 1x	6x	12x
1/1 page fc	€ 3.100,-	€ 2.900,-	€ 2.650,-
1/2 page fc	€ 1.680,-	€ 1.630,-	€ 1.520,-
1/3 page fc	€ 1.520,-	€ 1.420,-	€ 1.320,-
1/4 page fc	€ 920,-	€ 870,-	€ 820,-
1/8 page fc	€ 530,-	€ 500,-	€ 460,-

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 2024

## DIMENSIONS

Ed.	feature	Width x Height in mm
1	January 23	<i>Spare parts / Diagnostics</i>
2	February 20	<i>Oil / Airconditioning</i>
3	March 19	<i>Tools / EV</i>
4	April 16	<i>Concepts</i>
5	May 14	<i>Workshopequipment</i>
6	June 11	<i>Tyres</i>
7	July 2	<i>Body repair / Education</i>
8	August 27	<i>Spare parts</i>
9	September 24	<i>Tyres and the seasons</i>
10	October 22	<i>Workshop- &amp; equipmenttrends</i>
11	November 19	<i>Concepts</i>
12	December 10	<i>Body repair / Engine overhaul</i>
		(Bleed: 5 mm)

# GENERAL INFORMATION

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Sales: Pim van de Wetering (*adverteren@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.