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**APCom.**  
Aftermarket Communication

# 2022 Advertising Media Kit

Printing | Web | E-news | Editorial | Podcast | Social media

**Jornal das Oficinas**  
**Revista dos Pneus**  
**Revista TOP100 – Distributors**  
**Revista TOP100 – Workshops**  
**Gala TOP100**  
**Best Mechatronic**  
**Challenge Workshops**  
**Aftermarket Summit**

[www.apcomunicacao.com](http://www.apcomunicacao.com)

**Advertising Department**

**Advertising Director: Mário Carmo – +351.966.434.616 – [mario.carmo@apcomunicacao.com](mailto:mario.carmo@apcomunicacao.com)**

**Account: Paulo Franco – +351.968.654.949 – [paulo.franco@apcomunicacao.com](mailto:paulo.franco@apcomunicacao.com)**

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# Who we are?

## We are more than a publisher

AP Comunicação's mission is to transmit knowledge to professionals in the automotive aftermarket, either through the publications it publishes (Jornal das Oficinas, Revista dos Pneus and TOP 100 Magazines) or through the various types of initiatives and events it carries out: Gala TOP 100, Best Mechatronics, Challenge Workshops and Aftermarket Summit.

Publications, events and annual campaigns are produced with the aim of satisfying the needs of readers, as well as companies in the market, in terms of information on new products, services, technologies and good practices.

# Our mission

## Our mission is to drive and bring value to communication

We assume the responsibility of working more and better, and we will never stop innovating in all areas guided by our main objective, which will always be the transmission of useful and current information to aftermarket professionals in Portugal. This is how we got here with you, and this is how we will stay with you. This is our commitment!

“We work  
with passion  
and dedication to  
the aftermarket”

# Why invest in our products?

Because we are unique!

Because we were the first specialized publisher and we have been leading communication in the Aftermarket sector in Portugal for 16 years.

Because we guarantee the reader the right to be informed with truth, accuracy and exemption on all topics related to the Aftermarket.

Because we take care of the image of our and your products.

Because our print, digital and events reach 95% of professionals in the sector.

Because we promote the best practices in the sector.

Because we have a specialized team that knows the market and can advise you on the best strategy for your communication.

## Opinion about us...

MOTORTEC



"We have no doubts on the leadership of AP Comunicação as communication editor of the aftermarket in Portugal"

ASER



"AP Comunicação has helped us a lot to understand the Portuguese aftermarket"

MEYLE



"AP Comunicação is an important partner and a source of information for our operations in Portugal"

BILSTEIN GROUP



"It was a privilege accompany AP Comunicação in its 20 years of existence"

SKF



"AP Comunicação has brought a big return to our brand in Portugal"

TRW



"AP Comunicação it is an essential piece in the Portuguese aftermarket"

EUROMAIS



"AP Comunicação is the most important publisher in the aftermarket"

EXPO MECÂNICA



"We realized that if we wanted to succeed, we had to be partners of AP Comunicação"

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires and Glass.

## Printing

Jornal das Oficinas is printed on paper whose production process complies with environmental standards.

**PERIODICITY:** Monthly (except August)

**SIZE:** 235X300mm

**PRINTING:** 4 color offset

**MONTHLY RELEASE:** 10,000 copies

**AUDIENCE:** 60,000 readers per print edition – 77,000 readers digital edition (monthly average)

**SPECIAL FAIR RELEASE:** 15,000 copies

**FILE FORMAT:** PDF, EPS, TIF or JPEG (with text converted to curves)

**IMAGE RESOLUTION:** 300 DPI

**COLOR RANGE:** CMYK

**MANDATORY LOCATION:** +25% off the list price

## Advertising formats and pricing

### COVER

Top banner (210x30mm*)	1050€
Upper right box (50x50mm*)	600€
Cover highlight (100x100mm*)	1250€
Lower right box (50x50mm*)	500€
Lower left box (50x50mm*)	450€
1st Back cover (235x300mm*)	1600€
2st Back cover (235x300mm*)	1500€
Back cover (235x300mm*)	1800€

### INSIDE

Full page right (235x300mm*)	1430€
Full page left (235x300mm*)	1280€
Double page (470x300mm*)	2400€
1/2 page vertical (115x300mm*)	900€
1/2 página horizontal (235x140mm*)	900€
Double 1/2 page (470x140mm*)	1430€
1/4 page (115x145mm*)	600€
Footpage (235x65mm*)	580€

(\*) width x height + 3mm bleed

### INSERT

1680 € (A4 – 4 PAGES)

INCLUDES: Advertising price and handling

NOT INCLUDED: Booklet printing and delivery

QUANTITY: 10,000 copies

### PUBLI-REPORTAGEM

1 FULL PAGE – 1400 €

2 FULL PAGES – 1800 €

### WORKSHOP OF THE MONTH (SPONSOR)

350 € – LOGO

### ADVICE FROM...(SPONSOR)

500 € – COLUMN (25X80MM) + LOGO

# Jornal das Oficinas

## Advertising pack pricing

04

**1440€**

3 x banner e-news JO (12)  
3 x banner e-news JO (12)

Pack Price

**1260€**

You save 180€

**3240€**

2 x 1/2 pages JO printing  
3 x banner e-news JO (12)

Pack Price

**2592€**

You save 648€

**4190€**

1 x full page JO printing  
2 x 1/2 pages JO printing  
2 x banner e-news JO (8)

Pack Price

**3352€**

You save 838€

**6150€**

3 x full pages JO printing  
1 x 1/2 page JO printing  
2 x banner e-news JO (8)

Pack Price

**4920€**

You save 1230€

**8930€**

Publi-reportage  
3 x full pages JO printing  
2 x 1/2 page JO printing  
3 x banner e-news JO (8)

Pack Price

**6251€**

You save 2679€

**12140€**

Publi-reportage + video  
4 x full pages JO printing  
3 x 1/2 page JO printing  
4 x banner e-news JO (8)

Pack Price

**8498€**

You save 3642€

# Jornal das Oficinas – Planning

## Target Audience

Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires and Glass experts.

**PERIODICITY:** Annual (Insert in the January 2023 Jornal das Oficinas issue)

**PLANNING SIZE:** 1000X700mm

**PRINTING:** 4 color offset (Glossy paper)

**ANNUAL RELEASE:** 10,000 copies

## Formats and prices

**BOX DIMENSIONS:** 90x80mm (width x height)



CALENDAR PLANNING <b>JORNAL DAS OFICINAS 2023</b>												
jornaldasoficinas.com												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SET	OCT	NOV	DEC
BOX 01												BOX 18
BOX 02												BOX 17
BOX 03												BOX 16
BOX 04												BOX 15
BOX 05	BOX 06	BOX 07	BOX 08	BOX 09	BOX 10	BOX 11	BOX 12	BOX 13	BOX 14			

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires and Glass experts.

Jornal das Oficinas database complies with the legislation of the RGPD (General Data Protection Regulation)

## Website formats and prices

**PAGEVIEWS:** 182.000 (Google analytics 2021 – annual average)

### Web [www.jornaldasoficinas.com](http://www.jornaldasoficinas.com)

Pop up (desktop 1920x1200px – Mobile 430x300px*)	800€
Mrec homepage (300x250px*)	450€
Mrec allpages (300x250px*)	700€
Leader board homepage (desktop 880x140px – Mobile 600x179px*)	400€
Leader board allpages (desktop 880x140px – Mobile 600x179px*)	650€

(\*) width x height – monthly price

## Formato **newsletter** e preços

**DATA BASE:** 22.000 emails

**OPENING:** 30%

### Newsletter [jornaldasoficinas.com](http://jornaldasoficinas.com)

Banner – 4 x per month – 1 x per week (300x250px*)	480€
Banner – 8 x per month – 2 x per week (300x250px*)	850€
Highlight Publi-news (Photo + text**)	450€

(\*) width x height – monthly price

(\*\*) Includes writing and publishing on the web + publishing on social media + sending in the newsletter

### Newsletter targeted

We can send your message to our database (more than 22,000 contacts) by sending a newsletter on your behalf.

1 Send (Exclusive photo and text)	750€
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# Multimedia

## JOTV Channel

<https://multimedia.jornaldasoficinas.com>

## PlateauTV Talks

[www.plateautv.pt](http://www.plateautv.pt)

## Podcast JO

<https://jornaldasoficinas.com/pt/category/podcasts>

## Social media



# Revista dos Pneus

08

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy tires, Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) of tires and quick services

## Printing

Revista dos Pneus is printed on paper whose production process complies with environmental standards.

**PERIODICITY:** Quarterly (March, June, September and December)

**SIZE:** 210X297mm

**PRINTING:** 4 color offset

**QUARTERLY RELEASE:** 5,000 copies

**AUDIENCE:** 15,000 readers per print edition – 35,000 readers digital edition (monthly average)

**SPECIAL FAIR RELEASE:** 6,000 copies

**FILE FORMAT:** PDF, EPS, TIF or JPEG (with text converted to curves)

**IMAGE RESOLUTION:** 300 DPI

**COLOR RANGE:** CMYK

**MANDATORY LOCATION:** +25% off the list price

## Advertising formats and prices

### COVER

cover highlight (210x50mm\*) 1600€

### INTERIOR

Full page right (210x297mm\*) 1430€

Full page left (210x297mm\*) 1280€

Double page (420x297mm\*) 2400€

1/2 page vertical (100x297mm\*) 900€

1/2 page horizontal (210x145mm\*) 900€

Double 1/2 page (420x145mm\*) 1430€

1/4 page (103x145mm\*) 600€

Footpage (210x60mm\*) 580€

(\*) width x height + 3mm bleed

### INSERT

1680 € (A4 – 4 PAGES)

INCLUDES: Advertising price and handling

NOT INCLUDED: Booklet printing and delivery

QUANTITY: 5,000 copies

### PUBLI-REPORTAGE

1 FULL PAGE – 1400 €

2 FULL PAGES – 1800 €

### ADVICE FROM...

500 € – COLUMN 25x80mm) + LOGO

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy tires, Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) of tires and quick services

Revista dos Pneus database complies with the legislation of the RGPD (General Data Protection Regulation)

## Website formats and prices

**PAGEVIEWS:** 150.000 (Google analytics 2021 – annual average)

### Web [www.revistadospneus.com](http://www.revistadospneus.com)

Pop up (desktop 1920x1200px – Mobile 430x300px*)	800€
Mrec homepage (300x250px*)	450€
Mrec allpages (300x250px*)	700€
Leader board homepage (desktop 880x140px – Mobile 600x179px*)	400€
Leader board allpages (desktop 880x140px – Mobile 600x179px*)	650€

(\*) width x height – monthly price

## Newsletter format and prices

**DATA BASE:** 22.000 emails

**OPENING:** 30%

### Newsletter [revistadospneus.com](http://revistadospneus.com)

Banner – 4 x per month – 1 x per week (300x250px*)	480€
Highlight Publi-news (Photo + text**)	450€

(\*) width x height – monthly price

(\*\*) Includes writing and publishing on the web + publishing on social media + sending in the newsletter

### Newsletter targeted

We can send your message to our database (more than 22,000 contacts) by sending a newsletter on your behalf.

1 Send (Exclusive photo and text)	750€
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# TOP100 Magazine – Workshops

10

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires, Glass experts.

The TOP 100 magazine – Workshops, is the news special publication of Jornal das Oficinas for 2022, publishes the ranking of the Biggest Aftermarket Workshops in Portugal. With this magazine we intend to highlight our strong commitment to the communication of analysis content that values and dignifies the sector.

The delivery of the TOP 100 Ranking trophies is made at the GALA TOP 100.

**CONTENTS:** 100 largest networked workshops, 100 largest tire workshops, 100 largest collision workshops, 100 largest independent workshops, 20 largest workshop networks, 50 largest truck workshops, 50 largest glass workshops, evolution of workshop networks, statistics of the workshop sector .

**PERIODICITY:** Annual (October)

**SIZE:** 210X297mm

**PRINTING:** 4 color offset

**ANNUAL RELEASE:** 5,000 copies

**FILE FORMAT:** PDF, EPS, TIF or JPEG (with text converted to curves)

**IMAGE RESOLUTION:** 300 DPI

**COLOR RANGE:** CMYK

**MANDATORY LOCATION:** +25% off the list price

## Formats and prices

### COVER

1st Back cover (210x297mm*)	1500€
2nd back cover (210x297mm*)	1300€
Back cover (210x297mm*)	1800€

### INSIDE

Full page right (210x297mm*)	1000€
Double page (420x297mm*)	1800€
1/2 Page (210x140mm*)	900€
Double 1/2 Page (420x140mm*)	1700€

### TOP100 LISTING COMPANIES

Interview + Full Page Advertising	900€
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(\*) width x height + 3mm bleed

### INSERT

(A4 – 4 PAGES) NOT INCLUDED: Booklet printing and delivery	2500€
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# TOP100 Magazine – Distributors

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires, Glass experts.

The TOP 100 Magazine, published annually by Jornal das Oficinas, publishes the ranking of the biggest Aftermarket Distributors in Portugal. With this magazine we intend to highlight our strong commitment to the communication of analysis content that values and dignifies the sector.

The delivery of the TOP 100 Ranking trophies is made at the GALA TOP 100..

**CONTENTS:** 100 largest light parts distributors, 25 largest heavy parts distributors, 25 largest equipment distributors, 25 largest refinish distributors, 20 largest tire distributors, balance of the light and heavy parts, equipment, refinish, tires and lubricants market. characterization of the workshop market by ANECRA and DPAI/ACAP observatory.

**PERIODICITY:** Annual (November)

**SIZE:** 210X297mm

**PRINTING:** 4 color offset

**ANNUAL RELEASE:** 5,000 copies

**FILE FORMAT:** PDF, EPS, TIF or JPEG (with text converted to curves)

**IMAGE RESOLUTION:** 300 DPI

**COLOR RANGE:** CMYK

**MANDATORY LOCATION:** +25% off the list price

## Formats and prices

### COVER

1st Back cover (210x297mm*)	1500€
2nd back cover (210x297mm*)	1300€
Back cover (210x297mm*)	1800€

### INSIDE

Full page right (210x297mm*)	1000€
Double page (420x297mm*)	1800€
1/2 Page (210x140mm*)	900€
Double 1/2 Page (420x140mm*)	1700€

### TOP100 LISTING COMPANIES

Interview + Full Page Advertising	900€
-----------------------------------	------

(\*) width x height + 3mm bleed

### INSERT

(A4 – 4 PAGES) NOT INCLUDED: Booklet printing and delivery	2500€
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# VIII Gala TOP100 – Event

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires, Glass experts.

The biggest Aftermarket event in Portugal

The VIII GALA TOP 100, organized by Jornal das Oficinas, is a unique and exclusive event in the after-market scene in Portugal. The objective of this initiative is to reward the best distributors and Workshops in the TOP 100 Magazine ranking, according to evaluation criteria prepared by the company IF4. Every year we award the companies that stand out in the national aftermarket, either for their competence or for the commitment of the professionals who work in them. All deserve our admiration and respect for the positive contribution they make to the development of the after-market in our country.

It's to celebrate its success that we organize the VIII GALA TOP 100, considered by many the biggest social event in the aftermarket sector in Portugal.

**PERIODICITY:** Annual (October)

**DATE:** October 21, 2022

**LOCATION:** Quinta de São Luíz – Pereira – Coimbra

**OFFICIAL WEBSITE:** [www.galatop100.com](http://www.galatop100.com)

## Sponsorship – 2500€

### COUNTERPARTS

#### BEFORE THE EVENT

Insertion of your logo on a GALA TOP100 advertising page published in Jornal das Oficinas

Disclosure of your logo as a sponsor through dedicated JO e-news to 22,000 emails

Insertion of your logo in the GALA TOP100 banner published in the weekly editorial JO e-news

Insertion of your logo on the official website of [www.galatop100.com](http://www.galatop100.com)

Disclosure of your logo as a sponsor on the social media of Jornal das Oficinas

#### DURING THE EVENT

Insertion of your logo on the GALA TOP100 invitation

Insertion of your logo in the photo panel during the GALA TOP100

Insertion of your logo on individual flags placed at the GALA TOP100

Visual communication placement of your logo during GALA TOP100

Video interview with the person in charge of your brand or company

Insertion of your logo on all trophies awarded at GALA TOP100

#### AFTER THE EVENT

Insertion of your logo in the general video of the GALA TOP 100

Insertion of your logo in the videos of all GALA TOP100 interviews

Insertion of your logo in the GALA TOP100 report published in Jornal das Oficinas and TOP 100 Magazine

Insertion of your logo in photos shared on social media and websites

# V Challenge Workshops – Event

## Target Audience

Independent Workshops, Dealers and Workshop Networks for light and heavy mechanics, collision, tires, glass experts.

A unique initiative in the panorama of workshop teams in Portugal.

The Challenge Workshops Competition is a dynamic challenge, in which the functioning of a workshop is simulated through different participatory panels, the winner being the team that accumulates the most points throughout the competition. We are convinced that by carrying out initiatives such as Challenge Workshops and by raising awareness among operators, participants will be better able to work in workshop teams.

**PERIODICITY:** Annual

**PARTNER:** T-Academy & Typs4y

**SUPPORT:** Pro4matic Car Center

**COMPETITION START:** April 1, 2022

**FINAL COMPETITION DATE:** June 18, 2022

**LOCATION:** Pro4matic Car Center – Motemor-o-Velho – Coimbra

**OFFICIAL WEB:** [www.challengeoficinas.pt](http://www.challengeoficinas.pt)

Lorem ipsum

## Sponsorship – 2500€

### COUNTERPARTS

#### BEFORE THE EVENT

Insertion of your logo on a Challenge Workshops advertising page published in Jornal das Oficinas

Disclosure of your logo as a sponsor through dedicated JO e-news to 22,000 emails

Insertion of your logo in the Challenge Workshops banner published in the weekly editorial JO e-news

Insertion of your logo on the official website of [www.challengeoficinas.pt](http://www.challengeoficinas.pt)

Disclosure of your logo as a sponsor on the social media of Jornal das Oficinas

#### DURING THE EVENT

Insertion of your logo in the invitation of the Final Challenge Workshops

Insertion of your logo on the photo panel during the Final Challenge Workshops

Insertion of your logo in individual flags placed in the final of the Challenge Workshops

Visual communication placement of your logo at the Final Challenge Workshops site

Video interview with the person in charge of your brand or company

Insertion of your logo on all Trophies awarded to Challenge Workshops finalists

As a sponsor, you have the possibility to offer prizes to the finalists of the Challenge Workshops

#### AFTER THE EVENT

Insertion of your logo in the general video of Challenge Workshops

Insertion of your logo in the videos of all Challenge Workshops interviews

Insertion of your logo in the report of the Best Challenge Workshops Final in Jornal das Oficinas

Insertion of your logo in photos shared on social networks and websites

# V Best Mechatronic – Event

## Target Audience

Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires, Glass experts.

A unique initiative in the automotive mechatronics panorama in Portugal.

With the Best Mechatronics competition we want not only to promote this profession, but also to value it. Increasingly essential in the workshop, this specialization brings added value and increases the profitability of the business. We are convinced that the implementation of initiatives such as the Best Mechatronics and with the awareness of operators, this will be an increasingly valued profession.

**PERIODICITY:** Biennial (Starting in July 2022)

**PARTNER:** ATEC – Training Academy

**SUPPORT:** ExpoMECÂNICA

**COMPETITION START:** July 1, 2022

**FINAL COMPETITION DATE:** 14th to 16th April 2023

**LOCATION:** expoMECÂNICA Hall – Porto (15,000 visitors)

**OFFICIAL WEB:** [www.melhormecatronico.pt](http://www.melhormecatronico.pt)

## Sponsorship – 2500€

### COUNTERPARTS

#### BEFORE THE EVENT

Insertion of your logo on a Best Mechatronic advertising page published in Jornal das Oficinas

Disclosure of your logo as a sponsor through dedicated JO e-news to 22,000 emails

Insertion of your logo in the banner Best Mechatronic published in the weekly editorial e-news JO

Insertion of your logo on the official website of [www.melhormecatronico.pt](http://www.melhormecatronico.pt)

Disclosure of your logo as a sponsor on the social media of Jornal das Oficinas

#### DURING THE EVENT

Insertion of your logo in the invitation of the Best Mechatronic Final

Insertion of your logo on the photo panel during the Best Mechatronic Final

Insertion of your logo on individual flags placed in the Best Mechatronic final

Visual communication placement of your logo at the location of the Best Mechatronic Final

Video interview with the person in charge of your brand or company

Insertion of your logo on all Trophies awarded to the Best Mechatronic finalists

As a sponsor, you have the possibility to offer prizes to the finalists of the Best Mechatronic

#### AFTER THE EVENT

Insertion of your logo in the Best Mechatronic general video

Insertion of your logo in the videos of all Best Mechatronic interviews

Insertion of your logo in the report of the Best Mechatronic Final published in Jornal das Oficinas

Insertion of your logo in photos shared on social media and websites

# Aftermarket Summit – Event

## Target Audience

Manufacturers, Distributors and Retailers of light and heavy parts, Refinishing, Lubricants, Tires and Equipment, Distribution Groups, Independent Workshops, Dealers and Workshop Networks) for light and heavy mechanics, collision, tires, Glass experts.

A unique initiative in the national and international aftermarket panorama.

“Aftermarket Summit” aims to bring aftermarket players together in a truly transformative experience, which allows them to increase their ability to deal with challenges through tools and strategies that are applied by the best in the areas of motivation, leadership, communication, service, contact with the customer and digital marketing.

**PERIODICITY:** 2024 (Biennial)

**INSTITUTIONAL PARTNERS:** DPAI/ACAP – ANECRA – ARAN – expoMECÂNICA

**LOCATION:** To be defined

**OFFICIAL WEB:** [www.aftermarketsummit.com](http://www.aftermarketsummit.com)

## Sponsorships in preparation

# The preference of professionals since 2005!

Publications archive

<https://www.yumpu.com/user/apcomunicacao>



More details [www.apcomunicacao.com](http://www.apcomunicacao.com)

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[galatop100.com](http://galatop100.com)  
[challengeoficinas.pt](http://challengeoficinas.pt)  
[melhormecatronico.pt](http://melhormecatronico.pt)  
[aftermarketsummit.com](http://aftermarketsummit.com)



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