

**RP**

**REVISTA dos PNEUS**

**2022**  
**MEDIA KIT**  
**PRINTING | WEB | E-NEWS**



Follow us at social media

# PRESENTATION

**The only magazine 100% dedicated to the tire sector in Portugal.**

Revista dos Pneus is dedicated to the vehicle tire market, through an innovative perspective and with maximum objectivity. It represents a complete source of information, not only on the news launched on the market, but also on the best procedures for the good management of distributors, retailers and workshops.

**Target audience: Manufacturers, importers, distributors and retailers of light and heavy parts, refinish, lubricants, tires and equipment.  
Car workshops (independent, workshop and brand networks) for light and heavy vehicles, tires, glass, sheet metal and paint.**

## PRINTING EDITION Revista dos Pneus

4

PRINTING  
ISSUES

March, June, September and December

4

DIGITAL  
ISSUES

Shared on the site [revistadospneus.com](http://revistadospneus.com)  
and sent quarterly by e-news

5K

QUARTERLY

Quarterly circulation of 5,000 copies

15K

QUARTERLY  
PRINTING  
AUDIENCE

15.000 - Quarterly printing audience

35K

QUARTERLY  
DIGITAL  
AUDIENCE

35.000 - Quarterly digital audience

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



8,000 users  
monthly average  
(google analytics)



1 minute  
average time  
(google analytics)



10.000 sessions  
monthly average  
(google analytics)



15.000 page views  
monthly average  
(google analytics)

## E-NEWS DIGITAL [revistadospneus](http://revistadospneus.com)



E-news sent to the  
APCom database  
22,000 emails  
monthly average



20% Rate opening  
of E-news  
monthly average  
(google analytics)



E-news sent  
weekly  
on Wednesday



Digital certificate  
for emails

**13** YEARS

**Leading the press**  
of the tire sector in Portugal

# SPECS

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

## PRINTING EDITION

**FREQUENCY:** Quarterly

**SIZE:** 210X297mm

**PRINT:** 4 color offset

**QUARTERLY PRINT/RUN:** 5.000 copies

**SPECIAL PRINT/RUN:** 7.000 copies (Aftermarket Fairs)

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

**CUT DIMENSION (BLEED):** 3mm around the page / advertisement

**IMAGE RESOLUTION:** 300 DPI

**COLOR RANGE:** CMYK

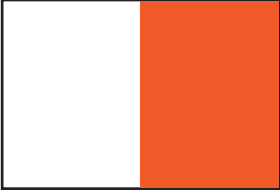

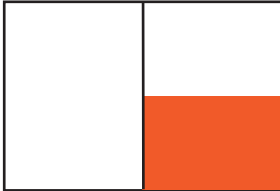

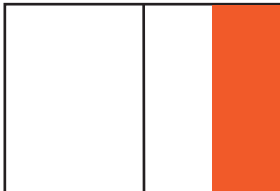

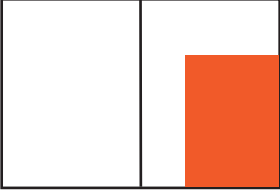
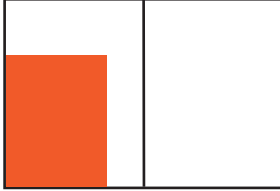
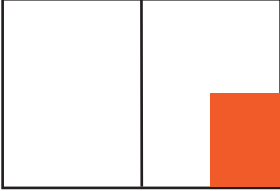
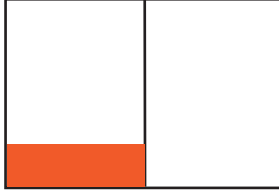
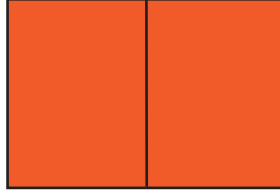
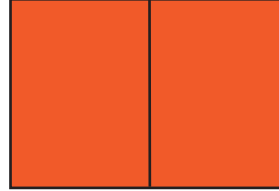
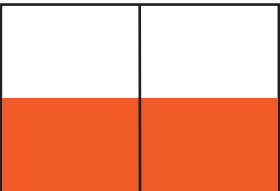
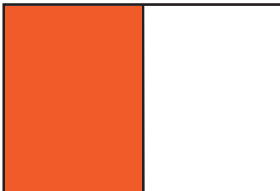
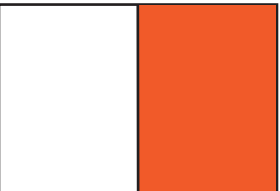
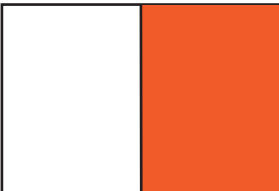
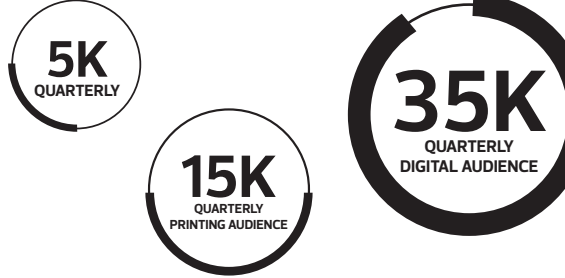
**REQUIRED LOCATION:** + 25% on the rate card price

**ADVERTISING PRICES:** VAT is added at the legal rate (only Portugal)



Follow us on social media

# ADVERTISING PRICES 2022 – PRINTING EDITION

<p><b>FULL PAGE RIGHT</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1415 €</b></p>	<p><b>FULL PAGE LEFT</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1275 €</b></p>	<p><b>1/2 PAGE RIGHT</b></p>  <p>Size 210 x 140 mm Bleed 3 mm <b>890 €</b></p>	<p><b>1/2 PAGE LEFT</b></p>  <p>Size 210 x 140 mm Bleed 3 mm <b>800 €</b></p>	<p><b>1/2 PAGE RIGHT</b></p>  <p>Size 95 x 297 mm Bleed 3 mm <b>890 €</b></p>	<p><b>1/2 PAGE LEFT</b></p>  <p>Size 95 x 297 mm Bleed 3 mm <b>800 €</b></p>
<p><b>JUNIOR PAGE RIGHT</b></p>  <p>Size 134 x 200 mm Bleed 3 mm <b>950 €</b></p>	<p><b>JUNIOR PAGE LEFT</b></p>  <p>Size 134 x 200 mm Bleed 3 mm <b>855 €</b></p>	<p><b>1/4 PAGE</b></p>  <p>Size 103 x 140 mm Bleed 3 mm <b>575 €</b></p>	<p><b>PAGE FOOTER</b></p>  <p>Size 210 x 55 mm Bleed 3 mm <b>575 €</b></p>	<p><b>DOUBLE PAGE 2/3</b></p>  <p>Size 420 x 297 mm Bleed 3 mm <b>2700 €</b></p>	<p><b>DOUBLE PAGE</b></p>  <p>Size 420 x 297 mm Bleed 3 mm <b>2465 €</b></p>
<p><b>1/2 DOUBLE PAGE</b></p>  <p>Size 420 x 140 mm Bleed 3 mm <b>1415 €</b></p>	<p><b>INSIDE FRONT COVER</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1665 €</b></p>	<p><b>INSIDE BACK COVER</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1460 €</b></p>	<p><b>BACK COVER</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1800 €</b></p>	 <p><b>5K</b> QUARTERLY</p> <p><b>15K</b> QUARTERLY PRINTING AUDIENCE</p> <p><b>35K</b> QUARTERLY DIGITAL AUDIENCE</p>	

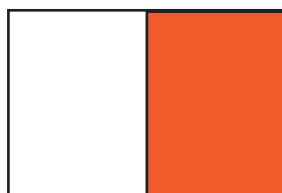
# ADVERTISING PRICES 2022 – PRINTING EDITION

## HIGHLIGHT COVER

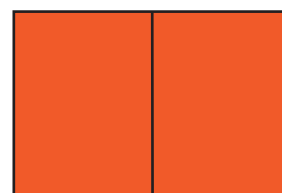


Size 210 x 55 mm  
Bleed 3 mm  
2500 €

## ADVERTORIAL

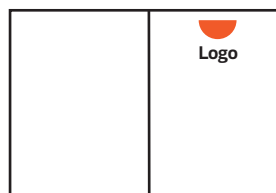


1 PAGE – 1400 €



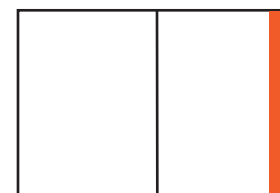
2 PAGES – 1800 €

## SECTION SPONSORSHIP



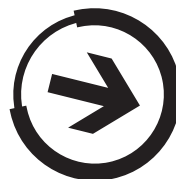
300 € – LOGO

## ADVISE ON...



400 € – COLUMN + LOGO

## PRE-PRINTED INSERTS



**SIZE:** A4 front and back

**INCLUDED:** Advertising price and printing handling

**NOT INCLUDED:** Printing and delivery to print shop

**QUANTITY:** 5.000 copies

1670 €

## COMMERCIAL CONTACTS

**ADVERTISING DIRECTOR:** Mário Carmo – mario.carmo@apcomunicacao.com – +351 966 434 616

**ACCOUNT:** Paulo Franco – paulo.franco@apcomunicacao.com – +351 968 654 949

Contact us by



WhatsApp

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



8,000 users  
monthly average  
(google analytics)



1 minute  
average time  
(google analytics)



10.000 sessions  
monthly average  
(google analytics)



15.000 page views  
monthly average  
(google analytics)

## E-NEWS DIGITAL [revistadospneus](http://revistadospneus.com)



E-news sent to the  
APCom database  
22,000 emails  
monthly average



20% Rate opening  
of E-news  
monthly average  
(google analytics)



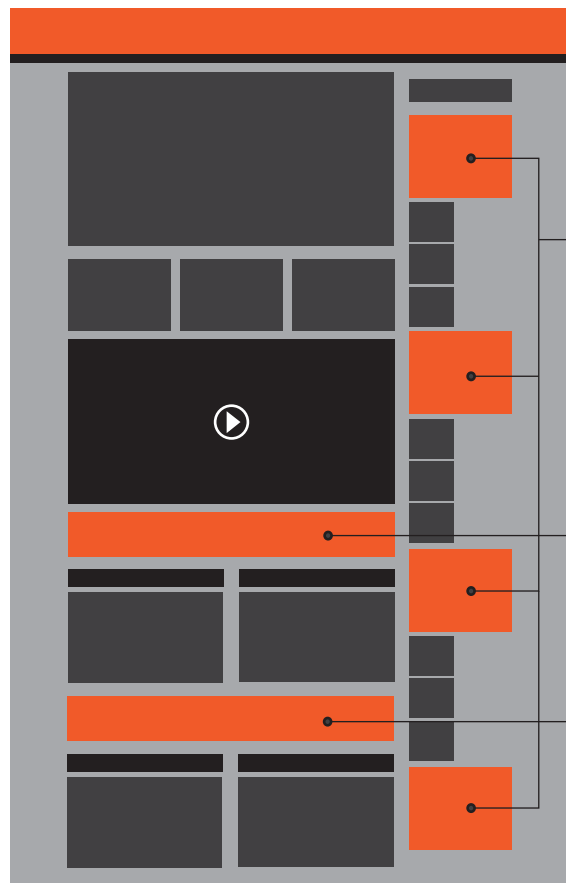
E-news sent  
weekly  
on Wednesday



Digital certificate  
for emails



# ADVERTISING PRICES 2022 – WEBSITE **HOMEPAGE**



## MREC

Size: 300 x 250 px

File format: jpg / png / gif

Price:

Space 01

€430

Space 02

€430

Space 03

€430

Space 04

€430

## LEADERBOARD BANNER

Size

Desktop: 880 x 140 px

Mobile: 600 x 179 px

File format: jpg / png / gif

Price:

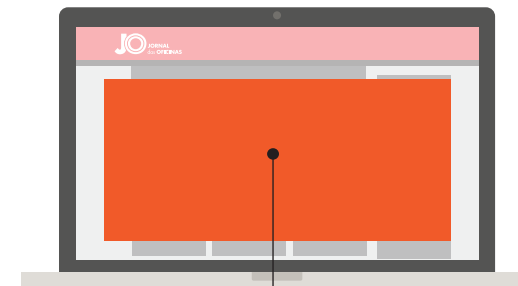
Banner 01: €400

Banner 02: €380

Banner 03: €360

Banner 04: €340

Banner 05: €320



## POP UP

Size

Desktop: 1920 x 1200 px

Mobile: 300 x 450 px

File format: jpg / png / gif

Price: €700

## COMMERCIAL CONTACTS

ADVERTISING DIRECTOR: Mário Carmo – mario.carmo@apcomunicacao.com – +351 966 434 616

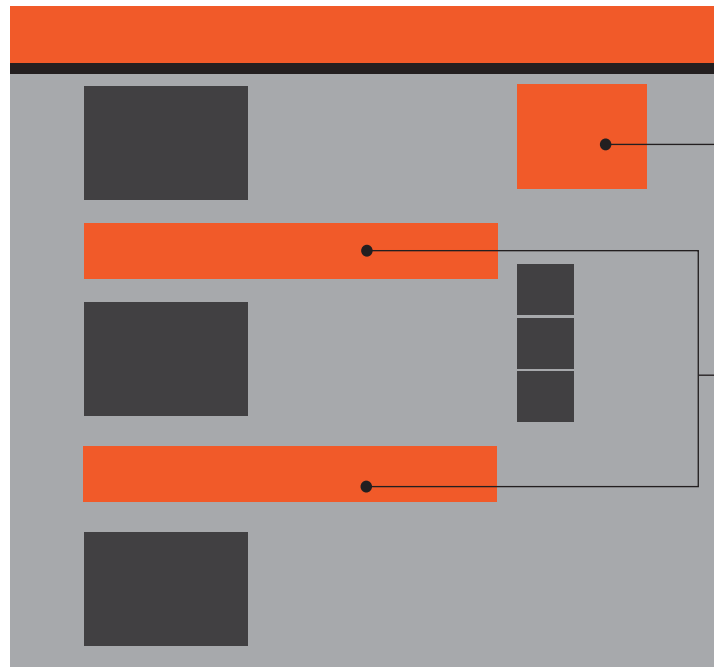
ACCOUNT: Paulo Franco – paulo.franco@apcomunicacao.com – +351 968 654 949

Contact us by



WhatsApp

# ADVERTISING PRICES 2022 – WEBSITE SECTIONS



## MREC

Size: 300 x 250 px  
File format: jpg / png / gif  
Price:  
MREC 01: €400  
MREC 02: €370  
MREC 03: €340  
MREC 04: €310

## LEADERBOARD BANNER

Size  
Desktop: 880 x 140 px  
Mobile: 600 x 170 px  
File format: jpg / png / gif  
Price:  
Banner 01: €360  
Banner 02: €340  
Banner 03: €320



## Secções

LIGHT  
HEAVY  
REPAINTING  
EQUIPMENT  
COMPANIES  
MARKETPLACE  
INTERVIEWS  
OPINION  
EVENTS  
TECHNIQUE

## COMMERCIAL CONTACTS

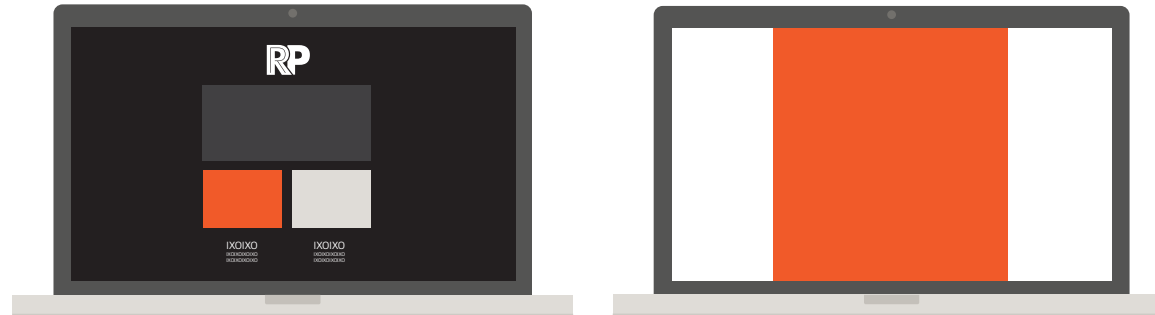
ADVERTISING DIRECTOR: Mário Carmo – mario.carmo@apcomunicacao.com – +351 966 434 616  
ACCOUNT: Paulo Franco – paulo.franco@apcomunicacao.com – +351 968 654 949

Contact us by



WhatsApp

# ADVERTISING PRICES 2022 – E-NEWS



## e-NEWS BANNER

Size: 300 x 250 px  
File format: jpg / png / gif  
Price:  
4 x per month €480  
8 x per month €700

## e-NEWS TARGETED

Size: 600 x 800 px  
File format: jpg / html  
Price: €800



## COMMERCIAL CONTACTS

ADVERTISING DIRECTOR: Mário Carmo – mario.carmo@apcomunicacao.com – +351 966 434 616  
ACCOUNT: Paulo Franco – paulo.franco@apcomunicacao.com – +351 968 654 949

Contact us by



WhatsApp



See more at  
[www.apcomunicacao.com](http://www.apcomunicacao.com)

**The only 100% dedicated magazine  
to the tire sector in Portugal!**

**JO RP TOP100**

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

[www.jornaldasoficinas.com](http://www.jornaldasoficinas.com) | [www.revistadospneus.com](http://www.revistadospneus.com) | [www.galatop100iam.com](http://www.galatop100iam.com) | [www.melhormecatronico.pt](http://www.melhormecatronico.pt) | [www.challengeoficinas.pt](http://www.challengeoficinas.pt) | [www.plateautv.pt](http://www.plateautv.pt)



Follow us on social media