

**REVISTA**  
**TOP100**

**2021**  
**MEDIA KIT**  
**PRINTING | WEB | E-NEWS**



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# PRESENTATION

## The work tool for Aftermarket professionals

TOP 100 magazine, published annually by Jornal das Oficinas, publishes the ranking of the largest Aftermarket Distributors in Portugal. With this magazine we intend to highlight our strong commitment to communicating analytical content that value and dignify the sector. Delivery of the trophies of the TOP 100 ranking is made in GALA TOP 100.

**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.**



**11** YEARS

**helping professionals**  
to know the statistics of the sector

**100**

BIGGEST  
LIGHT PARTS  
DISTRIBUTORS

**25**

BIGGEST  
HEAVY PARTS  
DISTRIBUTORS

**250**

BIGGEST  
AUTOMOTIVE  
COMPANIES  
IN PORTUGAL

AFTERMARKET  
BALANCE SHEET

REVISTA  
**TOP100**

CHARACTERIZATION  
OF THE WORKSHOPS  
**SECTOR**

OBSERVATORY  
**DPAI  
ACAP**

STATISTICS  
CAR  
SECTOR

STATISTICS ON SALES  
OF TIRES  
AND LUBRICANTS

**20**

BIGGEST  
REFINISH  
DISTRIBUTORS

**25**

BIGGEST  
EQUIPMENT  
DISTRIBUTORS

**50**

BIGGEST  
TIRE  
DISTRIBUTORS

ANNUAL REPORT  
ON TECHNICAL  
VEHICLE INSPECTIONS

# SPECS

**TOP 100 Magazine is printed on paper whose production process is in accordance with environmental standards.**

## PRINTING EDITION

**FREQUENCY:** Annually

**SIZE:** 210X297mm

**PRINT:** 4 color offset

**ANNUAL PRINT/RUN:** 5.000 copies

**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


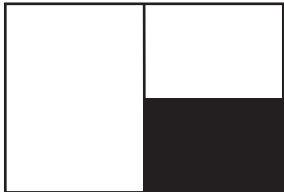







**REQUIRED LOCATION:** + 25% on the rate card price

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



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# ADVERTISING PRICES 2022 – PRINTING EDITION

<p><b>FULL PAGE RIGHT</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1000 €</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 RIGHT</b></p>  <p>Size 95 x 297 mm Bleed 3 mm <b>890 €</b></p>	<p><b>DOUBLE PAGE 4/5</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>2300 €</b></p>
<p><b>1/2 DOUBLE PAGE</b></p>  <p>Size 420 x 140 mm Bleed 3 mm <b>1000 €</b></p>	<p><b>INSIDE FRONT COVER</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1300 €</b></p>	<p><b>INSIDE BACK COVER</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1200 €</b></p>	<p><b>BACK COVER</b></p>  <p>Size 210 x 297 mm Bleed 3 mm <b>1800 €</b></p>	

**5K**  
ANNUAL

**30K**  
ANNUAL  
PRINTING AUDIENCE

**100K**  
ANNUAL  
DIGITAL AUDIENCE





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

The magazine of the biggest distributors  
aftermarket in Portugal!

JO RP TOP100

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