



**JORNAL** das **OFICINAS**

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



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# PRESENTATION

**16 years leading the specialized press in the portuguese aftermarket sector.**

Jornal das Oficinas is an independent publication dedicated to the maintenance and repair of light and heavy vehicles, whose main objective is to ensure that the reader has the right to be informed with truth, rigor and impartiality on all topics related to the aftermarket.

It's governed by an editorial line that focuses on technical information and on diverse topics of real interest for automotive after-sales, always in a perspective of constant monitoring and dissemination of the best practices in the sector.

**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 Jornal das Oficinas

**11**  
PRINTING  
ISSUES

January February March April, May, June,  
July/August, September, October, November and  
December

**11**  
DIGITAL  
ISSUES

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

**10K**  
MONTHLY

Monthly circulation of 10,000 copies

**60K**  
MONTHLY  
AUDIENCE

60,000 – Monthly print edition audience

**77K**  
TARGET AUDIENCE  
DIGITAL MONTHLY

77,000 – Monthly Digital audience

## WEBSITE jornalDasoficina.com



31,000 users  
monthly average  
(google analytics)



1 minute  
average time  
(google analytics)



33,000 sessions  
monthly average  
(google analytics)



44,000 page views  
monthly average  
(google analytics)

## E-NEWS DIGITAL jornalDasoficinas



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



30% Rate opening  
of E-news  
monthly average  
(google analytics)



E-news  
sent weekly  
on Monday and  
Thursday



Digital certificate  
for emails

**16** YEARS

**leading the press**  
of the aftermarket sector in Portugal

# SPECS

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

## PRINTING EDITION

**FREQUENCY:** Monthly

**SIZE:** 235X300mm

**PRINT:** 4 color offset

**MONTHLY PRINT/RUN:** 10.000 copies

**SPECIAL PRINT/RUN:** 15.000 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

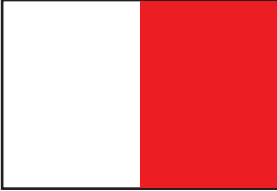
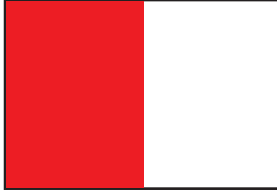
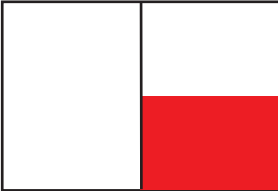
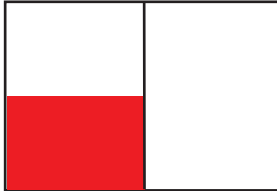
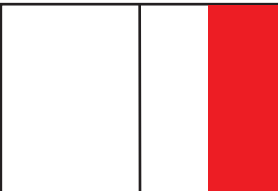
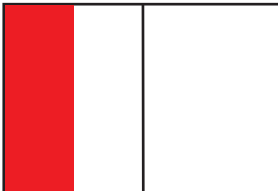
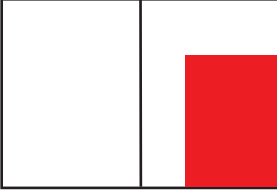
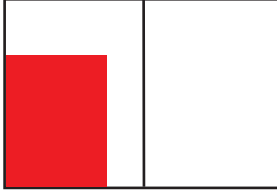
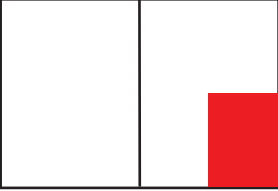
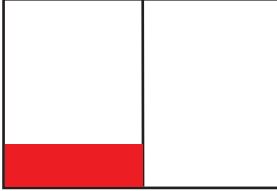
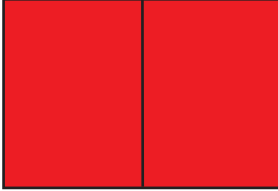
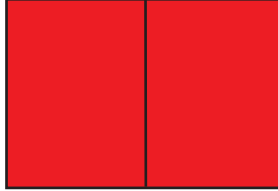
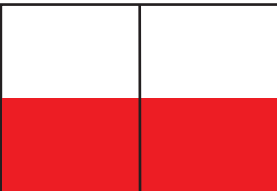
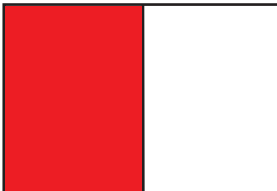
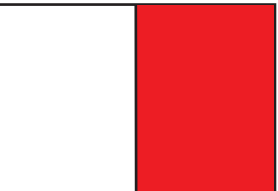
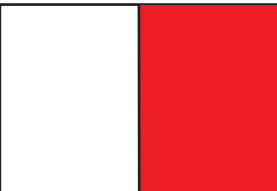
**REQUIRED LOCATION:** + 25% on the rate card price

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



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# ADVERTISING PRICES 2022 – PRINTING EDITION

<p><b>FULL PAGE RIGHT</b></p>  <p>Size 235 x 300 mm Bleed 3 mm <b>1420 €</b></p>	<p><b>FULL PAGE LEFT</b></p>  <p>Size 235 x 300 mm Bleed 3 mm <b>1275 €</b></p>	<p><b>1/2 PAGE RIGHT</b></p>  <p>Size 235 x 140 mm Bleed 3 mm <b>890 €</b></p>	<p><b>1/2 PAGE LEFT</b></p>  <p>Size 235 x 140 mm Bleed 3 mm <b>800 €</b></p>	<p><b>1/2 PAGE RIGHT</b></p>  <p>Size 115 x 300 mm Bleed 3 mm <b>890 €</b></p>	<p><b>1/2 PAGE LEFT</b></p>  <p>Size 115 x 300 mm Bleed 3 mm <b>800 €</b></p>
<p><b>JUNIOR PAGE RIGHT</b></p>  <p>Size 145 x 245 mm Bleed 3 mm <b>950 €</b></p>	<p><b>JUNIOR PAGE LEFT</b></p>  <p>Size 145 x 245 mm Bleed 3 mm <b>855 €</b></p>	<p><b>1/4 PAGE</b></p>  <p>Size 115 x 145 mm Bleed 3 mm <b>575 €</b></p>	<p><b>PAGE FOOTER</b></p>  <p>Size 235 x 65 mm Bleed 3 mm <b>580 €</b></p>	<p><b>DOUBLE PAGE 2/3</b></p>  <p>Size 470 x 300 mm Bleed 3 mm <b>2700 €</b></p>	<p><b>DOUBLE PAGE</b></p>  <p>Size 470 x 300 mm Bleed 3 mm <b>2465 €</b></p>
<p><b>1/2 DOUBLE PAGE</b></p>  <p>Size 470 x 140 mm Bleed 3 mm <b>1420 €</b></p>	<p><b>INSIDE FRONT COVER</b></p>  <p>Size 235 x 300 mm Bleed 3 mm <b>1665 €</b></p>	<p><b>INSIDE BACK COVER</b></p>  <p>Size 235 x 300 mm Bleed 3 mm <b>1460 €</b></p>	<p><b>BACK COVER</b></p>  <p>Size 235 x 300 mm Bleed 3 mm <b>1800 €</b></p>	<p><b>10K</b> MONTHLY</p>	<p><b>60K</b> MONTHLY PRINTING AUDIENCE</p>
				<p><b>77K</b> MONTHLY DIGITAL AUDIENCE</p>	

# ADVERTISING PRICES 2022 – PRINTING EDITION

## TOP BANNER COVER



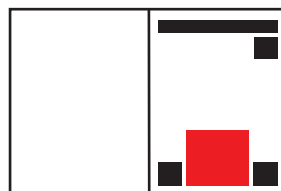
Size 210 x 25 mm  
Bleed 3 mm  
**740 €**

## TOP BOX COVER



Size 45 x 45 mm  
Bleed 3 mm  
**610 €**

## HIGHLIGHT COVER



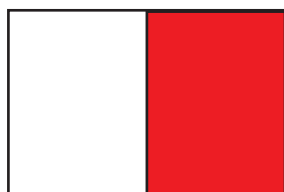
Size 100 x 110 mm  
Bleed 3 mm  
**1025 €**

## DOWN BOX COVER



Size 45 x 45 mm  
Bleed 3 mm  
**450 € (1 selo)**

## ADVERTORIAL

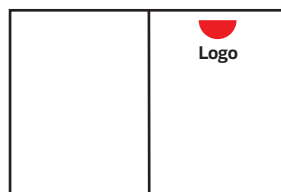


**1 PAGE – 1400 €**



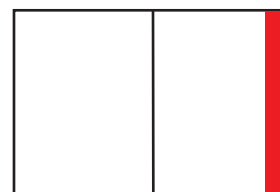
**2 PAGES – 1800 €**

## SECTION SPONSORSHIP



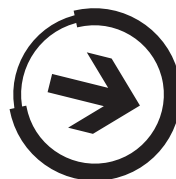
**300 € – LOGO**

## 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:** 10.000 copies

**1670 €**

## COMMERCIAL CONTACTS

**ADVERTISING DIRECTOR:** Mário Carmo – mario.carmo@apcomunicacao.com – +351966 434 616

**ACCOUNT:** Paulo Franco – paulo.franco@apcomunicacao.com – +351968 654 949

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# ADVERTISING PRICES 2022 – ANNUAL PLANNING 2022

PLANNING JO											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BOX 01	BOX 02	BOX 03	BOX 04	BOX 05	BOX 06	BOX 07	BOX 08	BOX 09	BOX 10		

## Specs

Jornal das Oficinas ANNUAL PLANNING is in all workshops in the national market.

It's sent as a pre-printed insert and offered annually in the January issue of the JO.

## PRINTING EDITION

**SIZE:** 1000X700mm  
**BOX SIZE:** 90X80mm  
**PRINTING:** 4 colors Offset

**ANNUAL CIRCULATION:** 10.000 Copies



## 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

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



31,000 users  
monthly average  
(google analytics)



1 minute  
average time  
(google analytics)



33,000 sessions  
monthly average  
(google analytics)



44,000 page views  
monthly average  
(google analytics)

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



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



30% Rate opening  
of E-news  
monthly average  
(google analytics)

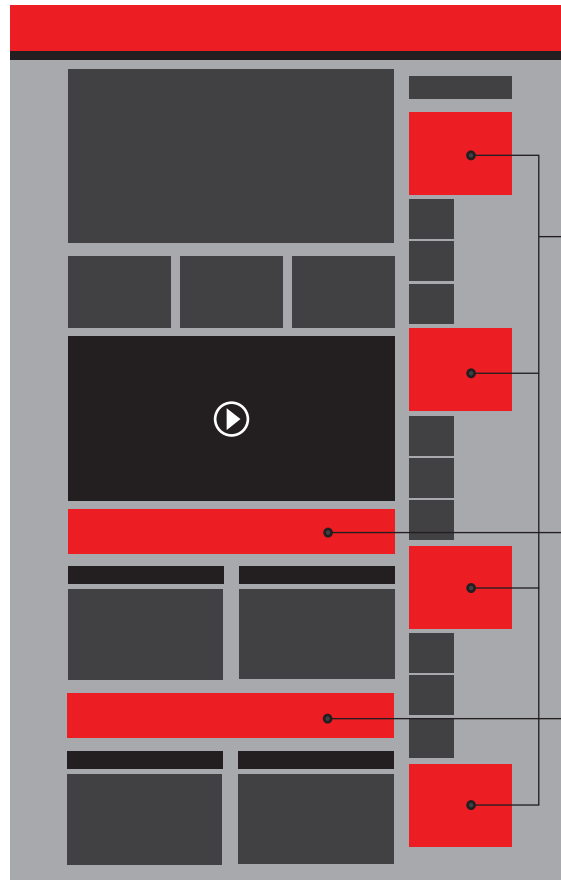


E-news  
sent weekly  
on Monday and  
Thursday



Digital certificate  
for emails

# ADVERTISING PRICES 2022 – WEBSITE **HOMEPAGE**

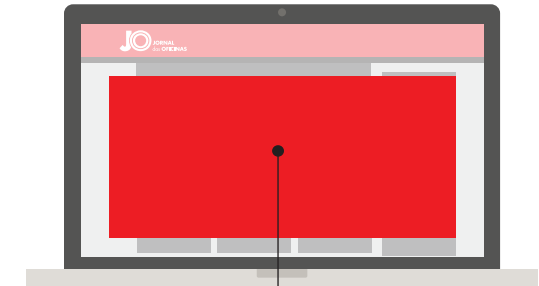


## MREC

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

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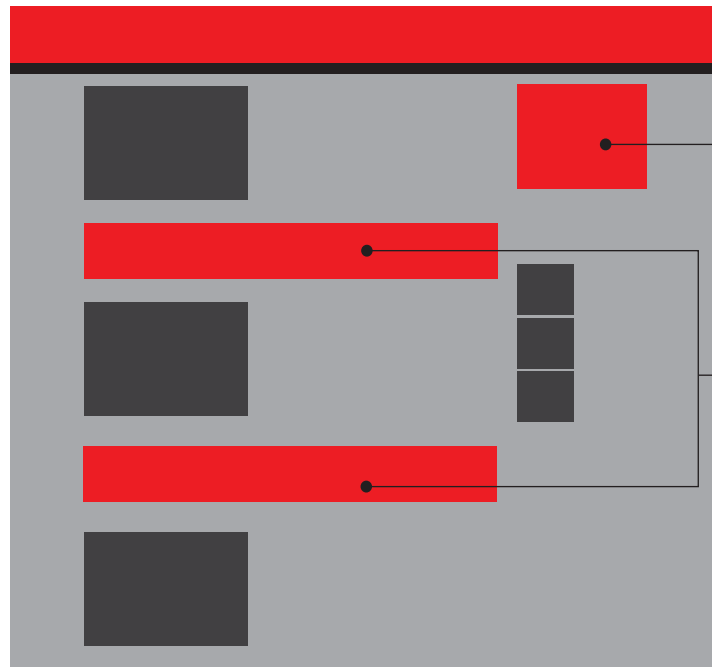
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# ADVERTISING PRICES 2022 – WEBSITE SECTIONS



## Sections

LIGHT  
HEAVY  
REPAINTING EQUIPMENT  
COMPANIES  
MARKETPLACE  
INTERVIEWS  
OPINION  
EVENTS  
TECHNIQUE



### 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



# ADVERTISING PRICES 2022 – MULTIMEDIA WEBSITE

**LEADERBOARD BANNER**  
Size  
Desktop: 743 x 87 px  
Mobile: 600 x 170 px  
Price  
Banner 01: €380  
Banner 02: €360  
Banner 03: €340  
Banner 04: €320

**MREC**  
Size: 300 x 250 px  
Price  
MREC 01: €430  
MREC 02: €430  
MREC 03: €430  
MREC 04: €430

**114.189**  
views in 2020  
at youtube  
( google analytics)

**195.390**  
minutes watching our  
videos in 2020  
( google analytics)

## COMMERCIAL CONTACTS

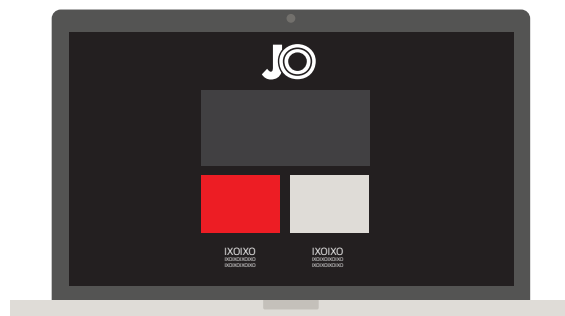
ADVERTISING DIRECTOR: Mário Carmo – mario.carmo@apcomunicacao.com – +351966 434 616  
ACCOUNT: Paulo Franco – paulo.franco@apcomunicacao.com – +351968 654 949

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# ADVERTISING PRICES 2022 – E-NEWS



## e-NEWS BANNER

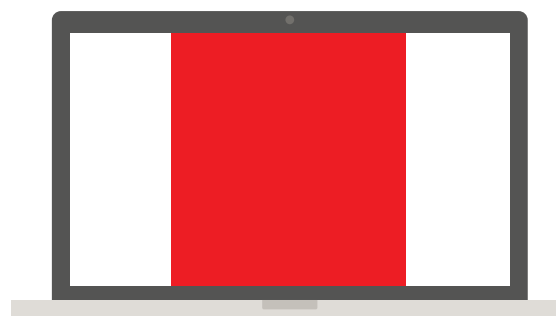
Size: 300 x 250 px

File format: jpg / png / gif

Price:

4 x per month €480

8 x per month €700

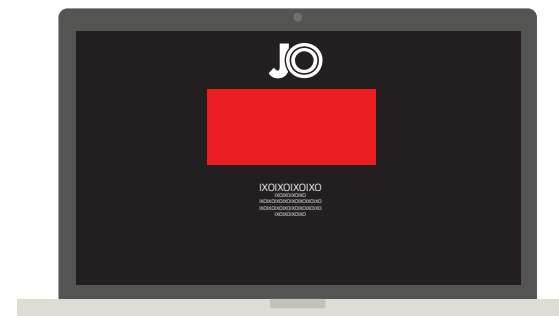


## e-NEWS TARGETED

Size: 600 x 800 px

File format: jpg / html

Price: €800



## e-NEWS Publi-news

Price:

1 x publication (Site/e-new) €350  
(photo + text)



## COMMERCIAL CONTACTS

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

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