



JORNAL das OFICINAS

PRESENTS



REUSE
AFTERMARKET

CAMPAIGN
2022

more details at www.reuseaftermarket.com

Presentation

What will it take to transform our disposable economy into an economy where waste is eliminated, resources circulated and nature is regenerated? The answer lies in the Circular Economy, the main theme of the Campaign **REUSE AFTERMARKET**, launched by Jornal das Oficinas in 2022

There is a world of opportunity to rethink the way we do things. We can redesign the way our economy works, designing products that can be produced to be used again, feeding the system with renewable energy. Preventing the creation of waste is the only realistic strategy. A circular economy challenges us to consider waste and pollution as design flaws.

The aftermarket in general and the workshops in particular have a fundamental role in this transformation process, both in the use of more sustainable materials and in the positive message they can convey to their customers, encouraging them to be more conscientious in choosing the components that install in their vehicles.

Themes

Over the 11 editions of the JO in 2022, the **REUSE AFTERMARKET** Campaign will address a specific theme per edition:

- 01 Vehicle repair
- 02 End of Life Vehicles
- 03 Reused Parts
- 04 Rebuilt Parts
- 04 Recycling
- 05 Tire retreading
- 06 Workshop waste
- 07 Electronics
- 08 Lubricants
- 08 EV batteries
- 09 Legislation
- 10 Energy efficiency
- 11 New business models



CAMPAIGN
2022

ANNUAL CAMPAIGN REUSE AFTERMARKET

BE A SPONSOR
JANUARY TO DECEMBER 2022



11 articles from **REUSE AFTERMARKET** published on the website journaldaoficinas.com



11 articles from **REUSE AFTERMARKET** published monthly in the printed *Jornal da Oficinas*



Multimedia dynamization of **REUSE AFTERMARKET** published on digital platforms



11 articles from **REUSE AFTERMARKET** published in the *Jornal das Oficinas* newsletter



Opinion articles **REUSE AFTERMARKET** of sponsors and experts



Blog **REUSE AFTERMARKET** with published articles



Official website **REUSE AFTERMARKET** at www.reuseaftermarket.com

ANNUAL SPONSORSHIP 2022

2500 €
Prompt payment

280€
Monthly payment
x 10

LAYOUT OF SPONSORSHIP FORMATS REUSE AFTERMARKET

JORNAL DAS OFICINAS PRINTED "CAMPAIGN"
REUSE AFTERMARKET

website JO – section
REUSE AFTERMARKET

E-News JO
REUSE AFTERMARKET

Intro videos
REUSE AFTERMARKET

Official web
REUSE AFTERMARKET

Blog
REUSE AFTERMARKET

Interviews panel sponsor
REUSE AFTERMARKET





REUSE
AFTERMARKET

INFO

01

WHY SPONSOR REUSE?

Nowadays, companies that do not present a sustainability policy, based on the circular economy, are at a disadvantage compared to those that already have a planned strategy in this area. It is therefore important to show the market how your company values and gives importance to this new economy based on more sustainable products and services.

02

WHAT IS THE REUSE RETURN?

Sponsoring the REUSE AFTERMARKET means following the trends of a dynamic and changing economy. The brands and companies associated with this Campaign convey an image of vanguard, innovation and confidence in the future of the aftermarket. In this way, they increase awareness among their target audience and assert themselves as responsible companies concerned with the future of the planet.

03

WHAT IS THE REACH OF REUSE?

The publication of the REUSE AFTERMARKET, in paper and digital format, allows a wide range of views. There are 10,000 copies of the printed Jornal das Oficinas and 77,000 monthly views of the site, in addition to 22,000 e-news dedicated to the various topics covered in this Campaign dedicated to the Circular Economy.

110.000

PRINTING EDITION
CIRCULATION
2021 annual data*

440.000

DIGITAL EDITION
VIEWS
2021 annual data*

182.000

SITE JO
PAGE VIEWS
2021 annual data*

22.000

NEWSLETTER JO
EMAIL
By submission*

150.000

VIDEOS JOTV
VIEWS
2021 annual data*

683.000

FACEBOOK JO
RANGE
2021 annual data*

134.000

INSTAGRAM JO
RANGE
2021 annual data*

56.100

TWITTER JO
RANGE
2021 annual data*

*Official data from APCT (Association of Printed Circulation Control), yumpu, google analytics, e-go!, Facebook, Instagram, Twitter



AFTERMARKET REUSE SHARING ON SOCIAL MEDIA

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