

**AFTERMARKET  
INTERNATIONAL**



**AFTERMARKET  
INTERNATIONAL**  
*en ESPAÑOL*

**[www.aftermarketinternational.com](http://www.aftermarketinternational.com)**



**DID YOU KNOW...**

All advertisers of \$5,000 net or more receive free 500 subscriber list rental, by country, with email addresses; all of \$10,000 net or more receive 1,000 subscriber list.

**DID YOU KNOW...**

All new advertisers, ¼ page or larger, receive a free ½ page Supplier Profile, to tell their company story, that runs with their first ad.

**DID YOU KNOW...** that of our 38,000 circulation, one-half are international buyers who have attended:



## HOW WE SERVE YOU

### AFTERMARKET INTERNATIONAL and AFTERMARKET INTERNATIONAL en ESPAÑOL

enable you to efficiently reach the automotive aftermarket outside of the U.S. and Canada. We are unique in providing access to specific buyers in over 100 countries. Circulation within each market is determined after a review of each country's current growth, import potential and outlook for aftermarket sales.

## CIRCULATION

### BY INDUSTRY:

20,000 in our Spanish and 18,000 in our English editions as shown below:

- Importers • Car/Truck • Dealers
- Distributors • Repair Outlets
- Fleets • Agents • Rebuilders

### TRADE SHOWS:

We are now distributed at more trade shows than ever before including:

- AAPEX
- Automechanika
- Automechanika Mexico - PAACE
- Automechanika Middle East Dubai
- Automechanika Canada
- Autopromotec • EquipAuto
- NACE • SEMA

### GEOGRAPHIC DISTRIBUTION:

#### English Edition

Australia . . . . .	2,000
UAE . . . . .	1,400
Japan . . . . .	1,400
Saudi Arabia . . . . .	1,200
China . . . . .	700

117 other countries  
11,300

**TOTAL**  
**122 countries**  
**18,000**

#### Spanish Edition

Mexico . . . . .	6,300
Argentina . . . . .	2,600
Venezuela . . . . .	1,900
Colombia . . . . .	1,700
Peru . . . . .	1,600

36 other countries  
5,900

**TOTAL**  
**41 countries**  
**20,000**

*all numbers rounded to nearest hundred*

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

## DIGITAL (ONLINE) EDITIONS

All issues of both our English and Spanish editions are available online via our website.

No registration or cost required to download and read.

The Print and Digital editions are identical.

This expands our reach dramatically for advertisers, and there is no additional charge to be part of our Digital Editions. We will track all page views and "click-throughs" to advertisers' websites via the live links in their ads.

### SPONSORSHIPS ARE AVAILABLE OF THE DIGITAL EDITIONS.

Your 4 color ad page will appear online facing the front cover of that issue. Contact your sales representative for details.

#### LEADERBOARD & WIDE SKYSCRAPER

One Year . . . . .	\$1500
Three Months . . . . .	\$750
One Month . . . . .	\$500

#### FULL BANNER

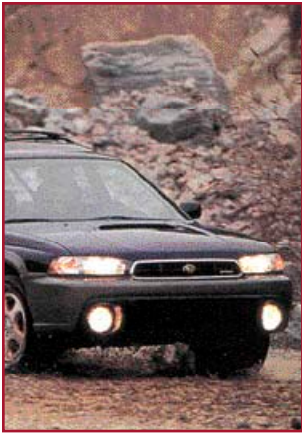
One Year . . . . .	\$1250
Three Months . . . . .	\$600
One Month . . . . .	\$350

#### AD SIZES

Leaderboard Banner . . . . .	728x90px
Wide Skyscraper . . . . .	160x600px
Full Banner . . . . .	468x60px

The screenshot shows the homepage of Aftermarket International. At the top, there is a yellow Leaderboard Banner. Below it is the main content area with a 'Welcome' message and a navigation menu. A yellow Full Banner is placed below the main content. On the right side, there is a yellow Wide Skyscraper. The website features a 'Welcome' message, a navigation menu with 'Media Kit', 'Magazine', 'Comments', 'Subscribe', and 'Service', and a footer with contact information.

## EDITORIAL/ADVERTISING PLANNING GUIDE



### APRIL *English edition*

#### TECHNICAL FEATURE:

#### LEAK DETECTION HAS EVOLVED!

- BONUS DISTRIBUTION AT AUTOMECHANIKA MIDDLE EAST

*CLOSING: March 12, 2012*



### JUNE *Spanish edition*

#### TECHNICAL FEATURE:

#### LEAK DETECTION HAS EVOLVED!

- BONUS DISTRIBUTION AT PAACE AUTOMECHANIKA MEXICO

*CLOSING: May 14, 2012*



### AUGUST *English & Spanish editions*

#### TECHNICAL FEATURE:

#### THE FINE POINTS OF MODERN AUTOMATIC TRANSMISSION SERVICE

- BONUS DISTRIBUTION AT AUTOMECHANIKA (FRANKFURT)
  - BONUS DISTRIBUTION AT NACE
- #### ENGLISH & SPANISH EDITIONS

*CLOSING: July 9, 2012*



### OCTOBER *English & Spanish editions*

#### TECHNICAL FEATURE:

#### THE FINE POINTS OF MODERN AUTOMATIC TRANSMISSION SERVICE TROUBLESHOOTING STEERING & SUSPENSION PROBLEMS

- BONUS DISTRIBUTION AT AAPEX/SEMA
- BONUS DISTRIBUTION AT BIG R / ATRA

#### ENGLISH & SPANISH EDITIONS

*CLOSING: September 10, 2012*

## SUPPLIER PROFILE

Free 1/2 page Supplier Profile given with first ad,  
1/4 page or larger, to new advertisers.

Send us your logo, contact info  
and 50-100 words and we will  
create it for you and send back  
for your approval

### MARKETPLACE SECTION

Receive your logo,  
contact info, 25 words of product  
information, reader service number  
and link to your website through our  
digital edition. Price \$325 net.

### SAMPLE MARKETPLACE AD



Your Transmission Controls Specialists

**TOLEDO DRIVELINE, LLC**

1110 Napoleon St., Fremont, OH 43420

Tel: 419-355-1200 • Fax: 419-355-1230

Toll Free: 888-604-9811

info@toledodriveline.com

Controles electrónicos de transmisiones, nacionales  
e importadas, que incluyen solenoides, sensores  
y EPC (códigos electrónicos de productos)

## EXHIBITOR LISTINGS

AFTERMARKET INTERNATIONAL and  
AFTERMARKET INTERNATIONAL en ESPANOL  
will offer exhibitors listing for various trade shows they  
exhibit at. The listing will include the company name,  
physical address, phone, fax, website, 25 words of product  
description, email and cell phone of show contact(s)  
Price is \$100, or free to advertisers in that issue.

### SAMPLE EXHIBITOR LISTING

**Affinia Global Sales**

**Booth: 2638**

10505 N.W. 112th Avenue, Suite 22, Miami, FL 33178, USA.

Tel: 1-305-499-5100 Fax: 1-305-499-4495 Email: AGS.Sales@affiniagroup.com

Website: www.affiniagroup.com

Products on display: Products include: Brake systems wheel hubs, chassis steering,  
suspension, strut assemblies, automotive

and HD filters, hydraulic filters and heavy duty brake blocks.

Personnel on hand: Robert Beltran, Director Int. Sales, John Brunke, Director Int. Sales

## ADVERTISING RATES

	1X	2X	3X	4X	5X	6X
Full Page	\$5100	\$4790	\$4640	\$4440	\$4290	\$4190
1/2 page	\$3290	\$3160	\$3040	\$2890	\$2790	\$2700
1/3 page	\$2350	\$2240	\$2140	\$2090	\$1990	\$1890
1/4 page	\$1750	\$1670	\$1590	\$1540	\$1490	\$1440

### FRONT COVER ADVERTISING Available!

Contact your representative for details!

### 4 COLOR

4/C process \$1,490 • 2/C process \$590

### COVER POSITIONS

Inside Back cover 20% addl.

Inside Front Cover 15% addl.

Back Cover 25% addl.

**FREE list rental of subscriber list  
of international buyers.  
Specified by country,  
at top decision maker level  
(owners, CEOs, Presidents, etc.)**



## ADVERTISING SPECIFICATIONS

DIMENSIONS	Inches		CMS	
	Wide	Deep	Wide	Deep
Standard Pg.	7 x 10		17.8 x 25.4	
2/3-Pg.	4-1/2 x 10		11.4 x 25.4	
1/2-Pg. (Isl.)	4-1/2 x 7-1/2		11.4 x 19.1	
1/2-Pg. (Hor.)	7 x 4-7/8		17.8 x 12.4	
1/2-Pg. (Vert.)	3-3/8 x 10		8.6 x 25.4	
1/3-Pg. (Sq.)	4-1/2 x 4-7/8		11.4 x 12.4	
1/3-Pg. (Vert.)	2-3/16 x 10		5.7 x 25	
1/4-Pg.	3-3/8 x 4-7/8		8.6 x 12.4	
1/6-Pg.	3-1/2 x 2		8.9 x 5.1	
Bleed Pg. *	8-1/4 x 11-1/8		20.6 x 28.2	
Trim Size	8 x 10-7/8		20.3 x 27.6	
2 Pg. Spread	16-1/2 x 11-1/8		41.9 x 28.2	
2 Pg. Spread Trim	16 x 10-7/8		20.3 x 27.6	

\* Keep live matter 5/8" (1.6 cm) from all sides.

Please send ad materials as high-resolution PDF files with all images in CMYK mode via email to  
Jessica Whitebook at: jess\_w@optonline.net

### TRANSLATION:

We will translate your English ad materials into Spanish for an additional 2% of the earned rate of  
your Spanish ad. Email us the ad copy in English; we will email you back the translation in Spanish so  
you can create your Spanish ad.

## JABS Media, LLC

Tel: 216 233-6943 • Fax: 216 803-6151

E-mail: bsgrep@aol.com

www.aftermarketinternational.com

Brad Glazer, President & Publisher  
2175 Kerwin Rd, Suite #606,  
Cleveland, OH 44118  
Tel: 216-233-6943  
Fax: 216 803-6151  
E-mail: bsgrep@aol.com

Jim Gillespie  
2315 Gysin Ct.,  
Bay City, MI 48708  
Tel: 989 893-0855  
Fax: 989 414-6676  
E-mail: jgillespie@chartermi.net

Carel Letschert  
**EUROPEAN OFFICE**  
Schutterweg 29, 1033 XV Amsterdam  
Tel: 31-20-6334277 • Fax: 31-20-6312669  
E-mail: letschert@lma-amsterdam.demon.nl

Eric Jund  
**FRANCE & ITALY**  
2264 Chemin Sainte Colombe, 06140 Vence, France  
Tel: +33 (0) 493 58 77 43 • Fax: +33 (0) 493 24 00 72  
E-mail: eric.jund@wanadoo.fr

To learn more about Aftermarket International log on to: [www.aftermarketinternational.com](http://www.aftermarketinternational.com)