

2 0 0 8 M E D I A G U I D E

**AFTERMARKET INTERNATIONAL**      **AFTERMARKET INTERNATIONAL**  
*en ESPAÑOL*

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

*Your link to the*

**GLOBAL AUTOMOTIVE AFTERMARKET**



## 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 150 countries. Circulation within each market is determined after a review of each country's current growth, import potential and outlook for aftermarket sales. Qualified readers include importing distributors and representatives, vehicle dealers, multi-bay repair shops, fleet operators, mass merchandisers, rebuilders and vehicle assemblers. Potential readers are qualified by location, industry and title.



## 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**

### GEOGRAPHIC DISTRIBUTION:

English Edition	Spanish Edition
UAE .....1,900	Mexico .....5,900
Saudi Arabia .....1,500	Venezuela .....2,700
Japan .....1,400	Argentina .....2,600
Australia .....1,400	Colombia .....1,700
UK .....1,100	Puerto Rico .....1,700
Others .....10,700	Others .....5,400
<b>TOTAL .....18,000</b>	<b>TOTAL .....20,000</b>

*all numbers rounded to nearest hundred*

### TRADE SHOWS:

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

- PAACE**
- EquipAuto**
- AAPEX**
- Automechanika Middle East**
- Automechanika Canada**
- SEMA**
- Automechanika**
- Autopromotec**
- NACE**
- Expopartes**
- Automechanika Istanbul**

**[www.aftermarketinternational.com](http://www.aftermarketinternational.com)  
and DIGITAL (ONLINE) EDITIONS:**

All issues of both are 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 addition 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.

## EDITORIAL/ADVERTISING PLANNING GUIDE



### APRIL *English edition*

- TRANSMISSION PARTS** • AUTOMECHANIKA Canada  
**BRAKE ROTORS:** • AUTOPROMOTEC  
**REPLACE OR MACHINE** • AUTOMECHANIKA Middle East

*CLOSING: March 7, 2008*

### COMPANY PROFILE SECTION

Advertisers in this issue will have additional FREE advertising space to promote their organization.

*CLOSING: March 7, 2008*



### JUNE *Spanish edition*

- TRANSMISSION PARTS** • PAACE SHOW  
**BRAKE ROTORS:**  
**REPLACE OR MACHINE**

*CLOSING: May 9, 2008*



### AUGUST *English & Spanish editions*

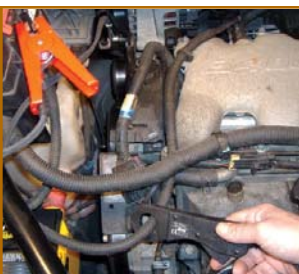
- VALVE TRAIN SERVICE** • AUTOMECHANIKA  
**MOTOR VEHICLE LIFTS**

*CLOSING: July 11, 2008*

### AUTOMECHANIKA Directory of USA Exhibitors

Directory is inserted into European issues of AUGUST English issue. 5,000 copies are also distributed individually in the USA pavilions at Automechanika in Frankfurt.

*CLOSING: July 11, 2008*



### OCTOBER *English & Spanish editions*

- 2009 BUYERS' GUIDE** • AAPEX • AUTOMECHANIKA  
**ABS SERVICE** • SEMA Istanbul  
**PISTON RING SERVICE** • NACE

*CLOSING: September 10, 2008*

## ADVERTISING RATES

	1X	2X	3X	4X	5X	6X
Full Page	\$5100	\$4790	\$4640	\$4440	\$4290	\$4190
2/3 page	\$4000	\$3840	\$3740	\$3540	\$3390	\$3290
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
1/6 page	\$1315	\$1255	\$1195	\$1155	\$1120	\$1080

### FRONT COVER ADVERTISING Available!

Contact your representative for details!

### 4 COLOR

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

### COVER POSITIONS

Back cover	20% addl.
Inside Front Cover	15% addl.
Back Cover	25% addl.



## PRODUCTION REQUIREMENTS & GENERAL INFORMATION

### PRINTING

Printed offset on coated stock.

### MATERIALS

We ONLY accept hi-res (300 dpi) PDF files with all images in CMYK mode. If JABS Media, LLC is to do any translating and conversion into Spanish, HIGH RESOLUTION layered Photoshop document needed. Original production materials discarded one year after publication date. Color proof must be provided for all color advertisements. All ad materials are to be sent to Brad Glazer at: bsgrep@aol.com.

### PRODUCTION CHARGES

There will be charges for all production work performed by JABS Media, LLC. This includes typesetting, proofreading, proofs and any other work necessary to produce a final advertisement.

### AGENCY COMMISSION

15% on gross if paid within 30 days. Production costs billed at net.

### JABS Media, LLC

Tel: 216 233-6943 • Fax: 216 831-8070

E-mail: bsgrep@aol.com or info@aftermarketinternational.com  
www.aftermarketinternational.com

### DIMENSIONS

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

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

### 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.

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

### MIDWEST, SOUTHWEST, FLORIDA, CANADA LATIN AMERICA, OTHER INTERNATIONAL

25224 Brucefield Rd., Cleveland, OH 44122

Tel: 216-233-6943 • Fax: 216-831-8070

Brad Glazer, President & Publisher

E-mail: bsgrep@aol.com

### EAST AND SOUTHEAST (EXCEPT FL), WEST

2315 Gysin Ct., Bay City, MI 48708

Tel: 989 893-0855 • Fax: 989 414-6676

Jim Gillespie

E-mail: jgillespie@chartermi.net

### THE NETHERLANDS

Schutterweg 29, 1033 XV Amsterdam

Tel: 31-20-6334277 • Fax: 31-20-6312669

Carel Letschert

E-mail: letschert@lma-amsterdam.demon.nl

### FRANCE & ITALY

2264 Chemin Sainte Colombe 06140 Vence, France

Tel: 33-4-93-587743/33-4-93-586205

Fax: 33-4-93-240072

Eric Jund

E-mail: eric.jund@wanadoo.fr

### GERMANY

InterMediaPartners, GmbH

In der Fleute 46, 42389 Wuppertal, Germany

Tel: +49 202 27169 12 • Fax: +49 202 27169 20

Sven Anacker

E-mail: sanacker@intermediapartners.de

### CHINA

Newsteel Media

Tel: +86-10-8857-9899 • Fax: +86-10-8216-0061

Arlen LUO

E-mail: nsmchina@126.com

Visit our website: [www.aftermarketinternational.com](http://www.aftermarketinternational.com)