

AFTER SALES

TRUCK Heavy duty & commercial vehicles
WWW.AFTERSALESTRUCK.NL

ADVERTISEMENT RATES 2021

| | Number of placements: 1x | 4x | 6x |
|-------------|--------------------------|-----------|-----------|
| 1/4 page fc | € 2.200,- | € 2.100,- | € 2.000,- |
| 1/2 page fc | € 1.350,- | € 1.300,- | € 1.250,- |
| 1/3 page fc | € 1.300,- | € 1.250,- | € 1.200,- |
| 1/4 page fc | € 700,- | € 675,- | € 650,- |

Coverpositions: Cover 2 and 3: 25% surcharge
Cover 4: 40% surcharge

Inserts: from € 1.500,-

Notices sent: from € 3,00/mm

Online advertising: Banners and e-mail sponsoring, rates on request

(All prices excluding VAT and layout costs, changes reserved)

PUBLICATIONS 2020

DIMENSIONS

| Ed. | feature | | Width x Height |
|-----|-------------|--|---|
| 1 | February 23 | <i>Exhibition Transport Hardenberg / Oil</i> | 1/4 page 210 x 280 mm |
| | | | 1/4 page bleeding edges 230 x 300 mm |
| 2 | April 20 | <i>Spareparts / Diagnostics</i> | 1/3 page bleeding edges 80 x 300 mm |
| | | | 1/2 page portrait 100 x 280 mm |
| 3 | June 15 | <i>Tyres / Equipment / Tools</i> | 1/2 page landscape 210 x 135 mm |
| | | | 1/4 page portrait 100 x 135 mm |
| 4 | August 31 | <i>Workshop</i> | 1/4 page landscape 210 x 67 mm |
| 5 | October 26 | <i>Spareparts / Telematics</i> | |
| 6 | December 14 | <i>Bodyrepair / Education</i> | |

(Bleed: 5 mm)

GENERAL INFORMATION

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Terms of deliveries: According to the rules for the advertising industry 1990 supplemented by the general provisions of the Publisher

TARGET READERSHIP

- Independent truck workshops
- Truck dealers
- Body shops
- Body builders
- Wholesalers of parts and tyres
- Tyre specialists
- Overhaul
- Carwash
- Transporters
- Leasing companies
- Suppliers

EDITORIAL FORMULA

Aftersales Truck is an independent business to business aftermarket publication that is made by specialists with decades of experience. The magazine focuses on fleetowners with a workshop. The workshop is a profit center for the dealer, so developments of the aftersales area are of great interest to both managers and technicians. In the independent channel the garages, wholesalers and repairers are an important part of our readers. Repair, service and maintenance, but also parts (logistics), engineering, product news, marketing and body repair are the key elements in each edition. Aftersales Truck is readable and well designed, that is why it is appreciated at all job levels.