

# 2017 MEDIA GUIDE

English and Spanish

# AFTERMARKET INTERNATIONAL

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April English and Spanish • August English and Spanish • October English and Spanish





## April/May Issue **English and Spanish**

Closing: February 15, 2017      Materials Due: February 22, 2017

- **A/C Operation & Diagnosis**

The thermodynamics of how heat is moved through the system is interesting, and here's how to find out what's wrong when it doesn't.

- **Troubleshooting No-Code Engine Performance Problems**

When on-board diagnostics don't point you in the right direction, enlist common sense and some traditional tests.

- **Bonus Distribution**

Automechanika Istanbul, April 6-9  
Automechanika Dubai, May 5-7  
Autopromotec, May 24-28  
Expo Partes, June 7-9  
INA PAACE, June 14-16  
ReMaTec2017, June 18-20  
Latin Auto Parts Expo, July 19-21  
Automechanika Chicago, July 26-28



## August/September Issue **English and Spanish**

Closing: July 10, 2017      Materials Due: July 17, 2017

- **Understanding Modern Brake Hydraulics**

With the addition of ABS, stability control, etc., the system is no longer just lines, hoses, and cylinders, but you can and should continue to service it.

- **How Sensors Work**

In engine, transmission, and HVAC management troubleshooting, you really need to know about what's providing information to control modules.

- **Bonus Distribution**

Automechanika Moscow, August 21-24  
Equip Auto 2017, October 17-21



## October/November Issue **English and Spanish**

Closing: Sept. 6, 2017      Materials Due: Sept. 13, 2017

- **Variable Valve Timing: Operation & Service**

VVT systems enhance performance and efficiency, but they are a weak link, and are especially vulnerable to poor maintenance.

- **How Fuel Trim Can Help You in Diagnosis**

The engine management computer will actually tell you if it's adding or subtracting fuel. Your job is to find out why.

- **Bonus Distribution**

Automechanika Shanghai, November 29 - December 2  
Big R/ReMaTecUSA/ATRA, Oct. 27-30  
AAPEX, October 31 - November 2  
SEMA, October 31 - November 3

## 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 more than 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

11,532 in our Spanish and 11,849 in our English editions as shown below: • Importers • Car/Truck • Dealers • Distributors • Repair Outlets • Fleets • Agents • Rebuilders

### CIRCULATION BY TRADE SHOWS

English Edition		Spanish Edition	
AAPEX/SEMA	1,000	AAPEX/SEMA	1,000
Automechanika Chicago	500	Big R/ReMaTecUSA/ATRA	500
Automechanika Dubai	500	Expo Partes	500
Automechahinka Frankfurt	500	Latin Auto Parts Expo	500
Automechahinka Istanbul	500	PAACE Mexico City	500
Automechahinka Moscow	500		
Automechahinka Shanghai	500		
Autopromotec	500		
Big R/ReMaTecUSA/ATRA	500		
Equip Auto	500		
ReMaTec (Netherlands)	500		

### CIRCULATION BY GEOGRAPHIC DISTRIBUTION

English Edition		Spanish Edition	
Australia	2,080	Mexico	3,876
Japan	1,059	Venezuela	1,153
China	617	Brazil	1,079
United Kingdom	589	Colombia	927
Saudi Arabia	497	Equador	523
Other	7,007	Other	3,974
<b>TOTAL</b>	<b>11,849</b>	<b>TOTAL</b>	<b>11,532</b>

all numbers rounded to nearest hundred

### Sales Representative Contacts

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Please send print ad materials as high-resolution PDFs with all images in CMYK to  
**Jeff.Greene1116@gmail.com**

## PRINT ADVERTISING RATES

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

## FRONT COVER ADVERTISING AVAILABLE!

Contact your representative for details!

## PRINT ADVERTISING SPECIFICATIONS

DIMENSIONS	Inches Wide/Deep	CMS Wide/Deep
<b>Standard Page</b>	7 x 10	17.8 x 25.4
<b>Bleed Page*</b>	8-1/4 x 11-1/8	20.6 x 28.2
<b>Trim Size</b>	8 x 10-7/8	20.3 x 27.6
<b>1/2-Page (Isl.)</b>	4-1/2 x 7-1/2	11.4 x 19.1
<b>1/2-Page (Hor.)</b>	7 x 4-7/8	17.8 x 12.4
<b>1/2-Page (Vert.)</b>	3-3/8 x 10	8.6 x 25.4
<b>1/3-Page (Sq.)</b>	4-1/2 x 4-7/8	11.4 x 12.4
<b>1/3-Page (Vert.)</b>	2-3/16 x 10	5.7 x 25
<b>1/4-Page (Vert.)</b>	3-3/8 x 4-7/8	8.6 x 12.4
<b>1/4-Page (Horz)</b>	4-3/8 x 3-7/8	11.1 x 9.8

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

## DIGITAL ADVERTISING RATES & SIZES

	1 Year	3 Months	1 Month	Ad Size
<b>Leaderboard</b>	\$1500	\$750	\$500	728 x 90 pixels
<b>Wide Skyscraper</b>	\$1500	\$750	\$500	160 x 600 pixels
<b>Full Banner</b>	\$1250	\$600	\$350	468 x 60 pixels

## Breaking News

Reach more than 15,000 subscribers in both English and Spanish with your 728 x 90 pixel ad on our Aftermarket International website. Includes **Lead Generation\***. **One language \$3,000 for three (3) months** or **\$4,500 for both languages**.

\* Includes full contact information on those who click on your link: person and company name, address, phone, fax and email address

Translation Services Available. Call your sales representative for details!



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