

# 2019 MEDIA GUIDE



# AFTERMARKET INTERNATIONAL



## MARKETING PARTNERS

**AAPEX**  
**Aftermarket Auto Parts Alliance**  
**Aisin**  
**Arnott**  
**AT Kits and Parts**  
**Authomechanika Shanghai**  
**Auto Value**  
**Automann**  
**Automechanika Frankfurt**  
**Automechanika Chicago**  
**Automechanika Dubai**  
**Autopromotec**  
**AxleTech**  
**Better Brake Parts**  
**B&B**  
**B&B Mfg**  
**Big R/ReMaTec**  
**B'laster**  
**BPI/Raybestos**  
**Cardone Industries**  
**Cloyes**  
**Cyclo**

**Duramount**  
**Edelmann**  
**EMG International**  
**Equip Auto**  
**FortPro**  
**G-Tec**  
**GFX**  
**Greentune Automotive**  
**HDAW '18**  
**Intraco**  
**Automechanika Istanbul**  
**JDS Worldwide**  
**Latin Auto Parts Expo**  
**Mass Truck Parts**  
**Melling World Trade**  
**Midwest Truck**  
**MIMS Automechanika Moscow**  
**Mineral Circles Bearings**  
**MS Motorservice**  
**NACE Automechanika**  
**OAC**  
**PAACE**

**Petro Florida**  
**Porter International**  
**Precision International**  
**RAMCOA**  
**Raybestos Powertrain**  
**Regitar**  
**ReMaTec**  
**Seal Aftermarket**  
**SEMA**  
**Spectronics**  
**Standard Motor Products**  
**Taipei AMPA**  
**Textronic**  
**The Parts House**  
**Tire Cologne**  
**Toledo Driveline**  
**Transtar Industries**  
**TSI Supercool**  
**WAI Global**  
**Walker Products**  
**Worldwide Trading**

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





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

Closing: February 15, 2019      Materials Due: February 22, 2019

- **Battery Technology & Testing**  
Modern designs, failure factors, and accurate diagnosis.
- **Brake Pedal Problems**  
From low or spongy to pulsation from DTV or ABS malfunctions.
- **Bonus Distribution**  
Automechanika Istanbul, April 4-7  
Autopromotec, May 22-26  
Automechanika Dubai, June 10-12  
ReMaTech Netherlands, June 23-24  
INA PAACE, July 10-12  
Latin Auto Parts Expo, July 17-19



## August/September **English**

Closing: July 10, 2019      Materials Due: July 17, 2019

- **Steering Wander & Pull**  
These conditions can make an otherwise fine vehicle very unpleasant to drive. What's wrong?
- **Supplying Gasoline to the Injectors**  
Pump types, failure modes, forecasting life, returnless systems, and the big differences with direct injection.
- **Bonus Distribution**  
Automechanika Moscow, August 27-30  
Equip Auto, October 15-19



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

Closing: Sept. 6, 2019      Materials Due: Sept. 13, 2019

- **Today's Charging Systems**  
Failures, wear, noise, ripple, and troubleshooting. Also, what's controlling field voltage?
- **Water Pump Concerns**  
What causes leaks and low-flow? Diagnosis, replacement subtleties, and electric pumps.
- **Bonus Distribution**  
Big R/ATRA 2019 Powertrain Expo, October 30 - November 2  
Automechanika Shanghai  
AAPEX, November 5-7  
SEMA, November 5-8  
HDAW '20
- **Special Double Issue: English and Spanish**

## 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

8,807 in our Spanish and 12,117 in our English editions as shown below: • Importers • Car/Truck • Dealers • Distributors • Repair Outlets • Fleets • Agents • Rebuilders

## Trade Show Distribution

AAPEX	Autopromotec
Automechanika Atlanta	Big R
Automechanika Dubai	Equip Auto
Automechahinka Frankfurt	Expo Partes
Automechahinka Mexico (INA PAACE)	HDAW
Automechahinka Moscow	Latin Auto Parts Expo
Automechahinka Shanghai	ReMaTec

## Circulation by Regions/Countries

### ENGLISH EDITION 12,117

Europe		Middle East		Other	
Germany	666	Saudi Arabia	500	Australia	2,086
United Kingdom	613	United Arab Emirates	276	Japan	1,059
Norway	410	Pakistan	157	Other	3,411
France	353	Kuwait	137	<b>Total</b>	<b>6,556</b>
Sweden	361	Israel	127		
Other	1,535	Other	426		
<b>Total</b>	<b>3,938</b>	<b>Total</b>	<b>1,623</b>		

### SPANISH EDITION 8,807

Mexico	2,920
Venezuela	870
Brazil	812
Colombia	733
Dominican Republic	402
Other	3,133

## Sales Representative Contacts

United States  
**Brad Glazer, Publisher**  
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China  
**Arlen Luo**  
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## 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 and 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



**¡Inyecte Más Ganancias en su Negocio!**

Las inyecciones de carreras de alto flujo están en stock y listas para enviar. Tenemos una amplia gama de tamaños y estilos. Las inyecciones personalizadas modificadas también están disponibles, así como muchos otros partes de gestión del motor.

**¡MÁS PODER! ¡NUESTROS PRODUCTOS!**

En World Wide Trading puedes esperar...

- Precisión Exacta
- Instalación Fácil
- Materiales Mayores
- Partes Correctas al Precio Correcto

**¡APRENDE MÁS ACERCA DE NOSOTROS!**

**¡El Distribuidor Solicita Invitaciones!**

**¡REGÍSTRATE Y REGÍSTRATE CORRECTAMENTE!**

**¡No te pierdas nuestras Ofertas Especiales!**

**WORLD WIDE TRADING**  
www.worldwidetrading.com  
248-542-5988

**BOSCH** **LEON** **SIEMENS** **DELCO** **MAGNETI MARELLI**

## Eblasts

Reach more than 15,000 subscribers in both English and Spanish with our Aftermarket International lead generating Emails.



**LEAK FINDER®**  
MÉTODOS Y SOLUCIONES PARA DETECCIÓN DE FUGAS

Leak Finder Products es la técnica superior en materia de diagnóstico para la detección de fugas de refrigerante en los sistemas de refrigeración de los vehículos. Una opción versátil para cualquier tipo de sistema, así como también en sistemas de calefacción, aire acondicionado y otros.

Leak Finder Products ofrece kits de detección de fugas para: Aire acondicionado, calefacción y otros sistemas de calefacción, así como para sistemas de refrigeración de los vehículos de tipo LRV, autos y vehículos.

**TRACER PRODUCTS**  
www.tracerproducts.com

## SUPPLIER SPOTLIGHT

**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.



**Toledo DRIVELINE**  
Your Transmission Controls Specialists  
**TOLEDO DRIVELINE, LLC**  
1110 Napoleon St., Fremont, OH 43420  
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info@toleodriveline.com  
Transmission electronic controls, foreign and domestic, including solenoids, sensors and EPC (Electronic Pressure Controls)

## MARKETPLACE

Receive your logo, contact info, 25 words of product information, reader service number and link to your website through our digital edition. Price **\$350 net**.



**TRANSTAR INDUSTRIES, INC.**

Transtar Industries, Inc. distributes a comprehensive line of Automatic and Manual Transmission Rebuilder Kits, Differential Rebuilder Kits, Torque Converters, Electrical Products, Hard Parts, Complete Transmissions and Transfer cases, Differentials and Driveshafts. Specialty Tools and service items, ATF and CVT fluids, protectants and lube, Power Steering Kits, and other driveline products.

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## MUST SEE

Send us your 4 color product image, 50 words of copy and contact information. We'll create a 1/6 page ad for print/digital editions, then blast it out for lead generation. Price **\$495 net**.



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