

AFTER SALES

TRUCK Heavy duty & commercial vehicles
WWW.AFTERSALESTRUCK.NL

ADVERTISEMENT RATES 2024

	Number of placements: 1x	4x	6x
½ pagina fc	€ 2.300,-	€ 2.200,-	€ 2.100,-
½ pagina fc	€ 1.420,-	€ 1.360,-	€ 1.310,-
⅓ pagina fc	€ 1.360,-	€ 1.310,-	€ 1.260,-
¼ pagina fc	€ 730,-	€ 710,-	€ 690,-
⅛ pagina fc	€ 420,-	€ 400,-	€ 380,-

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 2024

DIMENSIONS

Ed.	feature		Width x Height	
1	February 20	<i>Diagnostics / Oil / Fuels</i>	⅓ page	210 × 280 mm
			⅓ page bleeding edges	230 × 300 mm
2	April 16	<i>Spare parts / Equipment</i>	⅓ page bleeding edges	80 × 300 mm
3	June 11	<i>Tyres / Tools</i>	½ page portrait	100 × 280 mm
			½ page landscape	210 × 135 mm
4	August 27	<i>Workshop</i>	¼ page portrait	100 × 135 mm
			¼ page landscape	210 × 67 mm
5	October 22	<i>Spare parts / Trailers</i>	⅓ page landscape	100 × 67 mm
6	December 10	<i>Body repair / Automation / Body construction</i>		

(Bleed: 5 mm)

GENERAL INFORMATION



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Editorial staff: Barend Luiting, Tim de Jong (*redactie@aftersalestruck.nl*)
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Advertising material: No later than 14 days before publication date
Cancellation deadline: No later than 3 weeks before publication date
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.