

АВТО запчасти И ЦЕНЫ

информационно-рекламное издание | www.autozap.biz

Magazine «Autoparts and Prices» - is a federal advertising and informational publication for professionals and customers of the automobile components market.

The publication provides information to support the promotion of goods on the automobile market throughout the whole distribution network: manufacturer - distributor - wholesale companies - retail shops - autoservice stations - and ending with the consumer, on both national and regional levels. Our editorial office has several regional offices.

Content-wise our magazine is beneficial on a practical level to both small/medium-size businesses, work in the auto parts industry, and to the consumers. The magazine:

- highlights innovations on the global and domestic market of automobile components and accessories, oils, chemical goods, tires, disks, electronics, multimedia and navigational equipment; covers two main areas: passenger cars and commercial vehicles;
- regularly tests and reviews various car parts, components and units;
- publishes analytical and marketing research of different segments and product groups on the market of automobile parts;
- announces major events and exhibitions of the automobile industry in Russia.

Magazine audience, by its nature, represents a high concentration of companies - sellers and consumers of automobile parts, and is more finely targeted than audience of any other automobile periodical.

Advertising opportunities of the magazine allow achieving individual advertising goals, and can be used as a part of marketing strategy for:

- stimulating sales;
- announcement of new products;
- searching for dealers and representatives;
- increasing of consumer loyalty.

Media Kit 2021



The magazine is published:	since 1998
Periodicity:	1 every 3 months
Circulation:	50 000 copies
Format:	A4
Volume:	starting at 64 pages
Color:	full color
Distribution:	free of charge



«Autoparts and Prices» Magazine
 tel.: +7 (499) 350 36 21
 info@autozap.biz

www.autozap.biz



Award «Autopart of the year»
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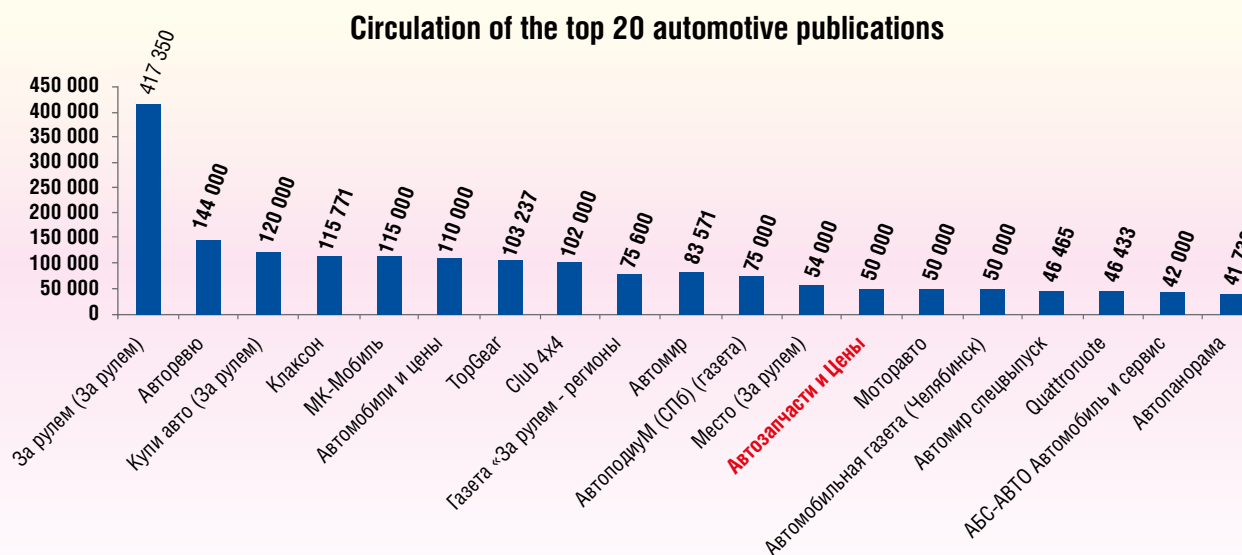
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Distribution

According to the analytical research of the National Circulation Service of the Automobile Press, magazine «Autoparts and Prices» is in the top-20 of leading automobile publications in Russia, and has the 13th position in terms of circulation volume.

<http://pressaudit.ru/analiticheskij-obzor-avtomobilnoj-pressy/>



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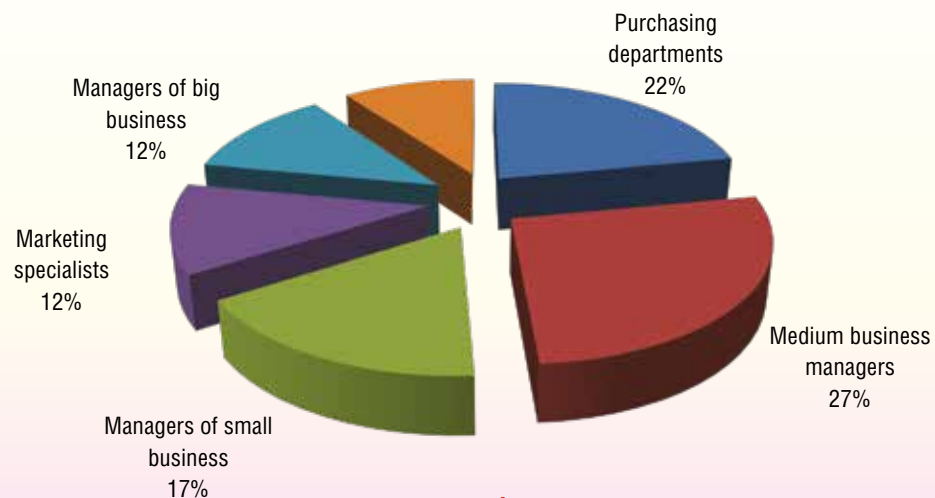


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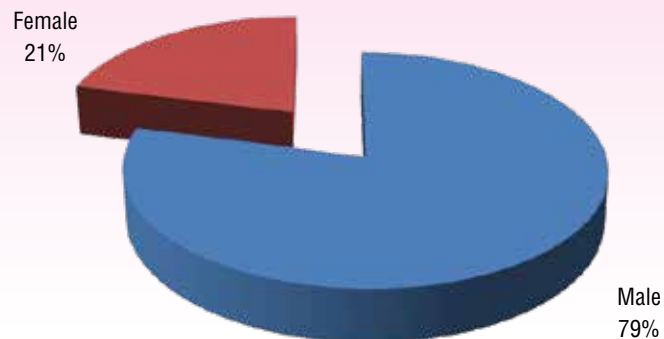
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Structure of an audience

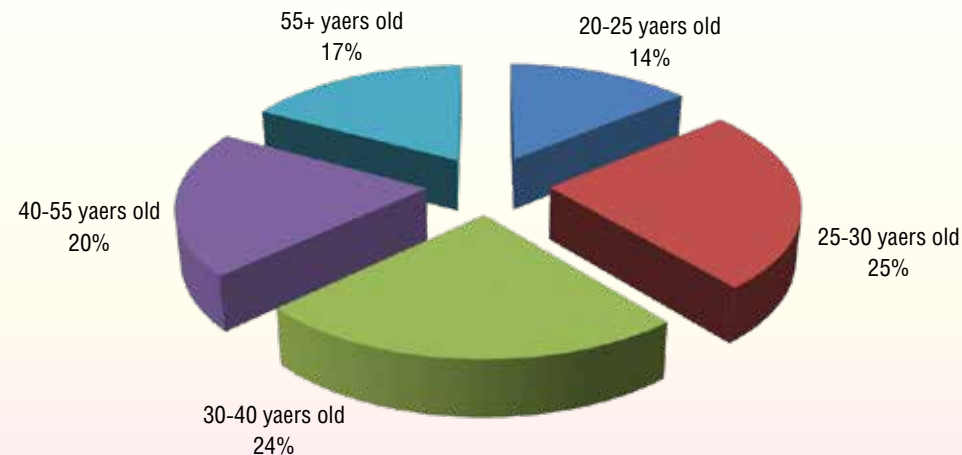
The proportion of the target audience in the B2B segment



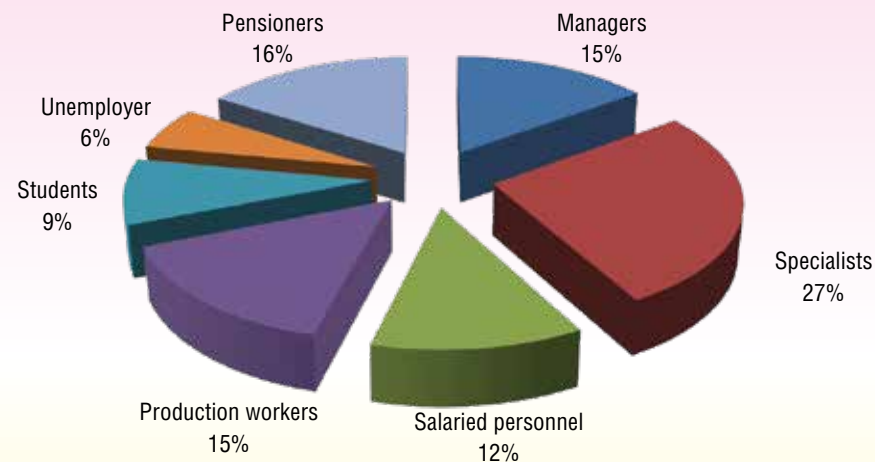
Gender



Years



Social status



According to the survey by ROMIR - poll of the readers of automobile press



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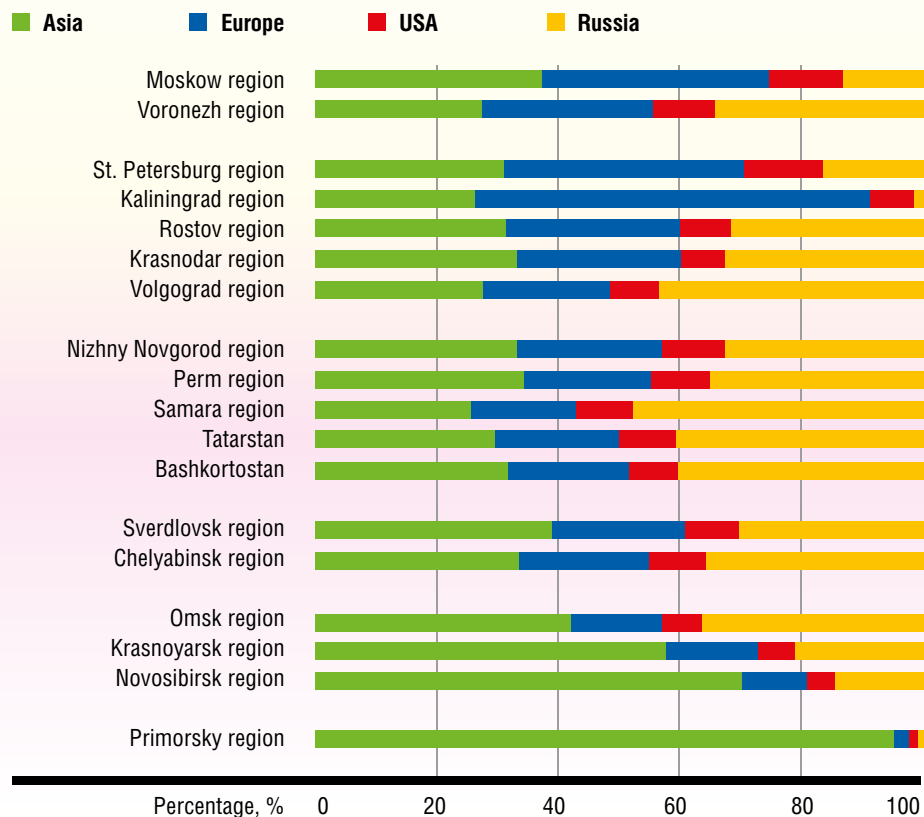


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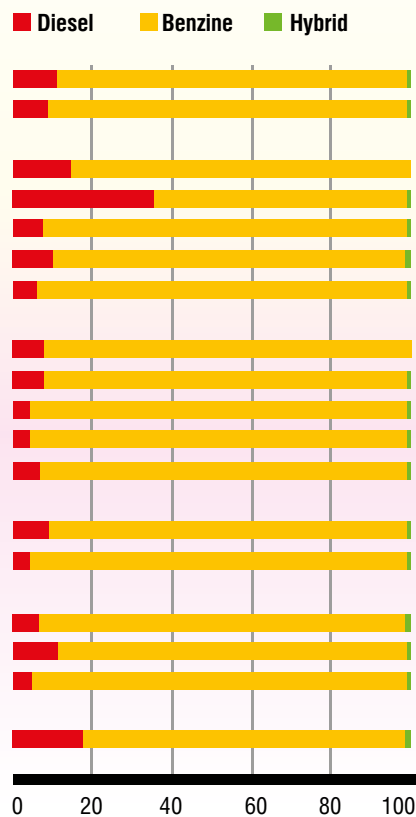
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Magazine audience that owns a vehicle

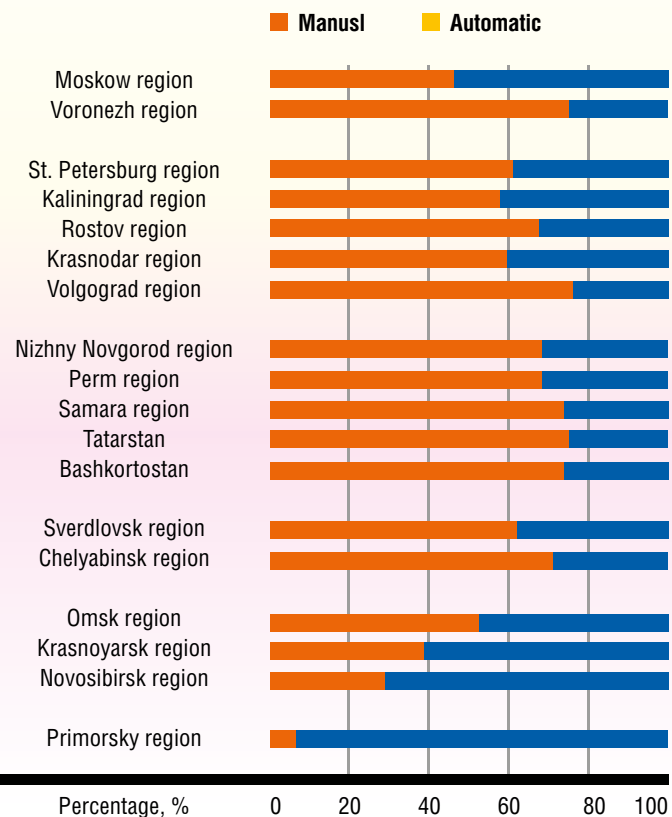
THE ORIGIN OF BRANDS OF SOLD CARS



ENGINE



TRANSMISSION TYPE



According Yandex.Auto, Fall 2012



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Advertising opportunities

Format	Price
Slipcover 409x287	120 000 rubles
1st cover 205x148	140 000 rubles
2nd cover or cover page 212x287	85 000 rubles
3st cover 212x287	70 000 rubles
4st cover 215x287	95 000 rubles
Information box on the contents + 1/1	70 000 rubles
Information box on the contents + 1/2	55 000 rubles
Information box on the contents + 1/4	35 000 rubles
Information box on the contents	20 000 rubles
Logo in the distribution section	15 000 rubles
Autonews (logo/photo, text)	25 000 rubles
Distribution of leaflets or attachments	5 rubles - 1 piece

Format	Size (mm)	Price
Page spread 2/1	430 x 287	110 000 rubles
Module 1/1	192 x 260	70 000 rubles
Module 1/2	192x 128	50 000 rubles
Module 1/3	70 x 260	40 000 rubles
Module 1/4	94 x 128	30 000 rubles
Module 1/8	94 x 62	20 000 rubles
Module 1/16	45x62	10 000 rubles
Public relations article 1/1 (without writing)	192x260	60 000 rubles
Line (10 words without name and address)		2 000 rubles
Highlighting the line with red or frame		+ 20%
Line with the company logo		3 000 rubles
Price for positioning – 10%		
discount for 3 publications – 7%; discount for 6 publications – 15%		
Prices do not include design works		



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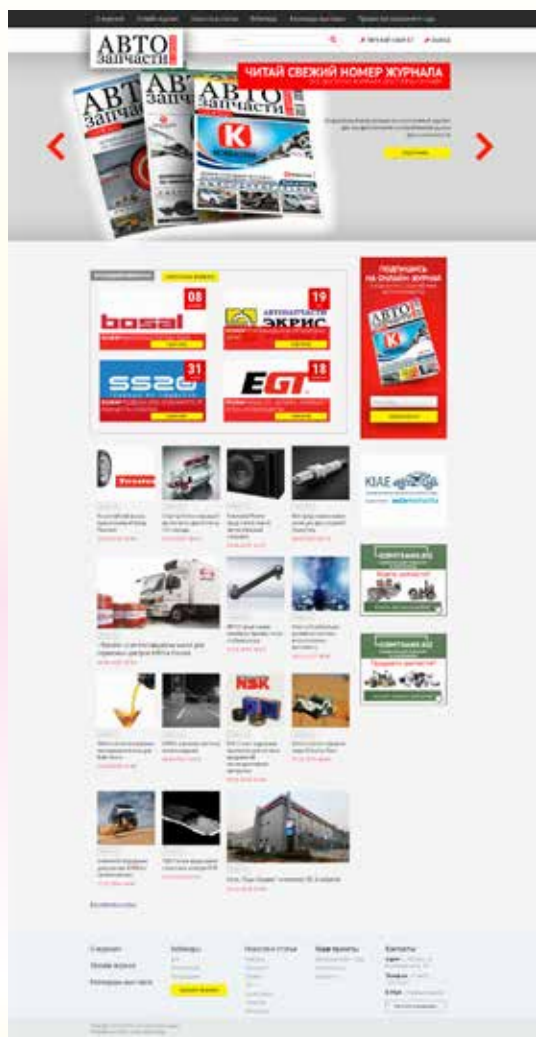
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Advertising on a site www.autozap.biz



Banner on main

Price on month		
Banners	240x200	5 000 rubles



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Among our clients



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Our projects



Magazine «Autoparts and Prices»

Russian publication for professionals in the market of automobile parts. Published since 1998.

The magazine contains the up-to-date information on what is happening in the automobile world, change in prices, supply and demand on the market of car parts, different materials, tyres, accumulators and car accessories, offers relevant analytical and thematic reviews, commentaries by the leading experts on the market.

200,000 people - average monthly audience of the journal «Autoparts and Prices».

Online version of the magazine is on its website.

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Special issue of the journal «Autoparts and Prices»

Special issue is dedicated to the international automobile exhibitions «Moscow International Motor Show» and «INTERAVTO». Special issue helps in the promotion of goods and services of the main advertisers of the magazine «Autoparts and Prices», and enhances the effect of their presence at the largest exhibitions in Russia.

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Web portal www.CarExpo.ru

This is an encyclopedia of the car world. This information resource is equally useful for beginners and professionals on the market.

Portal's content has more than 100,000 useful pages: information on the latest developments in the automobile market, ads for sale of new and used cars, information about auto service shops and showrooms, information about repair, sale of car parts, equipment for service stations and carwashes.

On average portal has 16 000 visitors a day and more than 450 000 visitors per month. Traffic sources - search engines (35%), thematic and informational portals (25%), loyal audience (40%).

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Car part of the year

Publishing House «Here and Now» - magazine «Autoparts and Prices», and Agency «AUTOMOBILE-MARKETING» - magazine «Autoparts Market» have announced the beginning of preparation for the independent National prize «CAR COMPONENT OF THE YEAR 2013».

Award Ceremony will be held at the exhibition «Interavto» in August 2013 at MEC «Crocus Expo».

The award aims to promote the development of production and distribution of carparts, the improvement of their quality and stimulation of the industry's development.

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