

АВТО запчасти И ЦЕНЫ В РОССИИ

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 2023

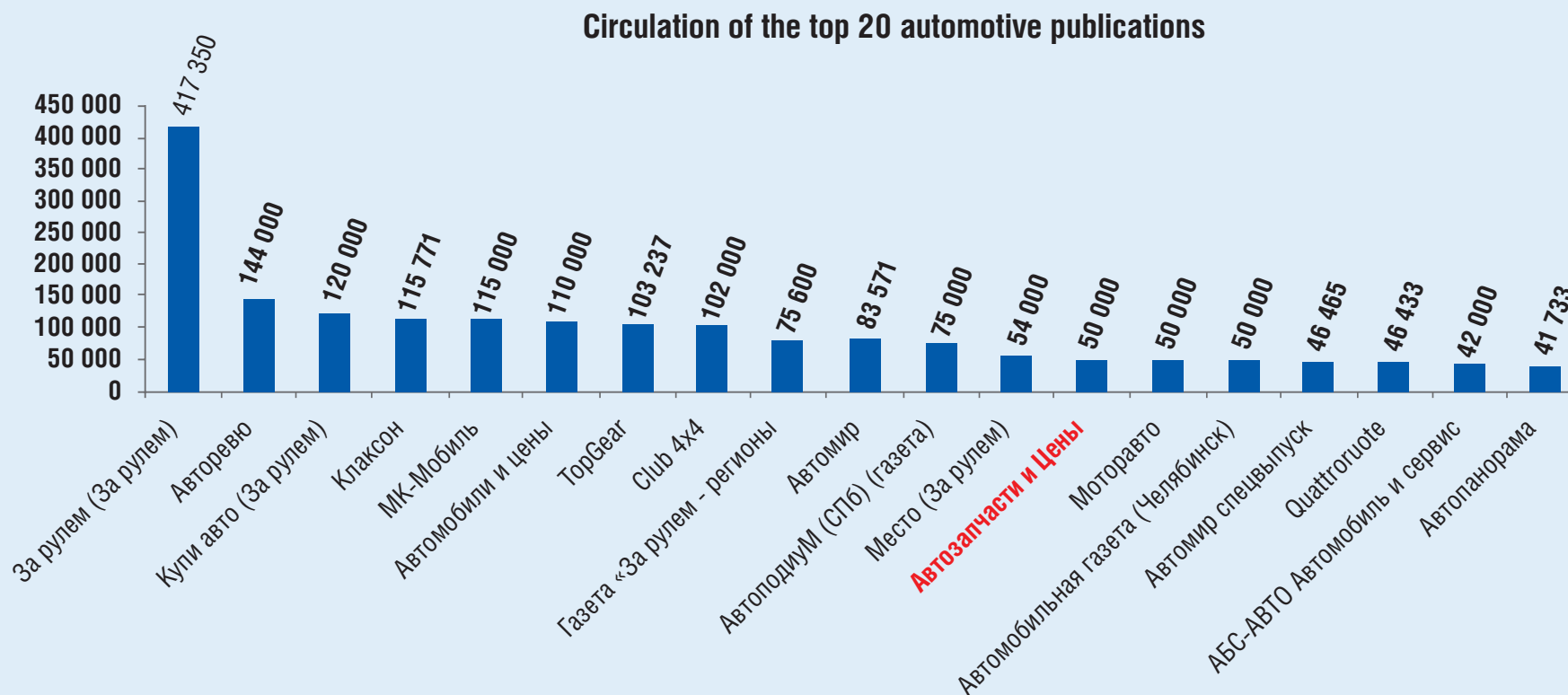


The magazine is published: since 1998
Periodicity: 1 every 3 months
Circulation: 50 000 copies
Format: A4
Volume: starting at 40 pages
Color: full color
Distribution: free of charge

Distribution

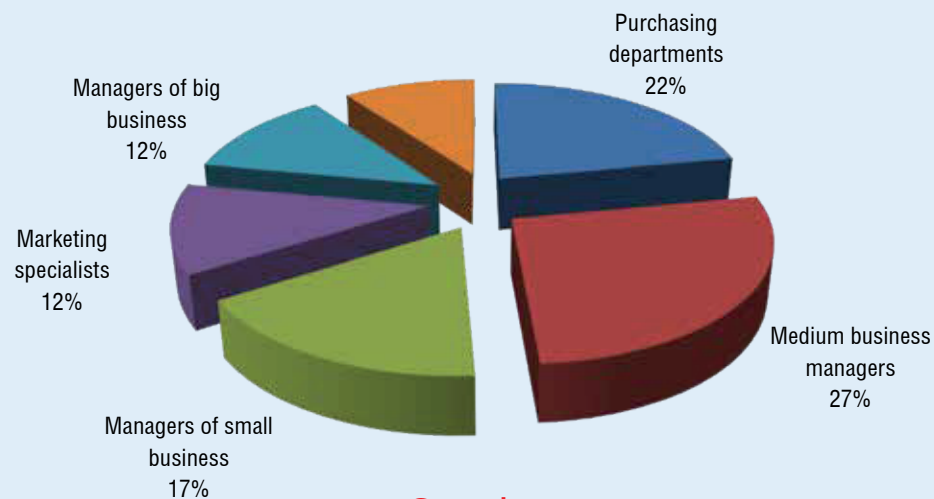
According to the analytical research of the National Circulation Service of the Automobile Press, magazine «Autoparts and Prices» is in the top-20 of leading automobile publications in Russia, and has the 13th position in terms of circulation volume.

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

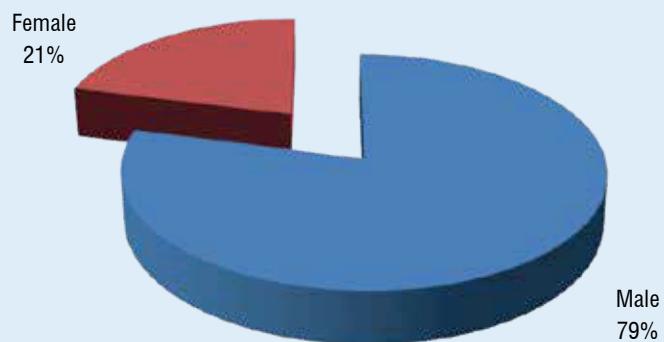


Structure of an audience

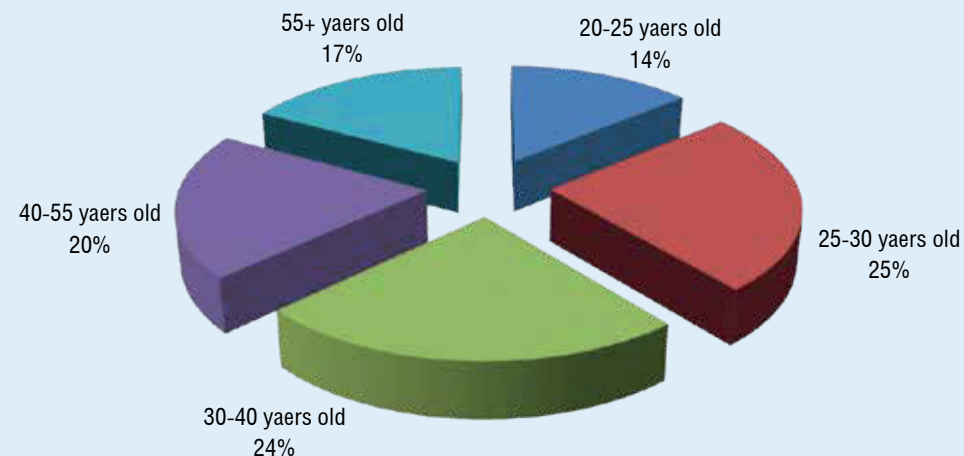
The proportion of the target audience in the B2B segment



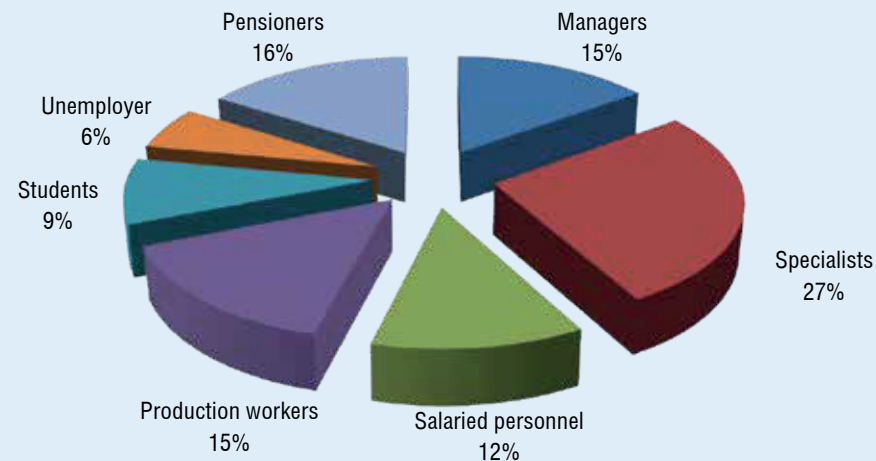
Gender



Years



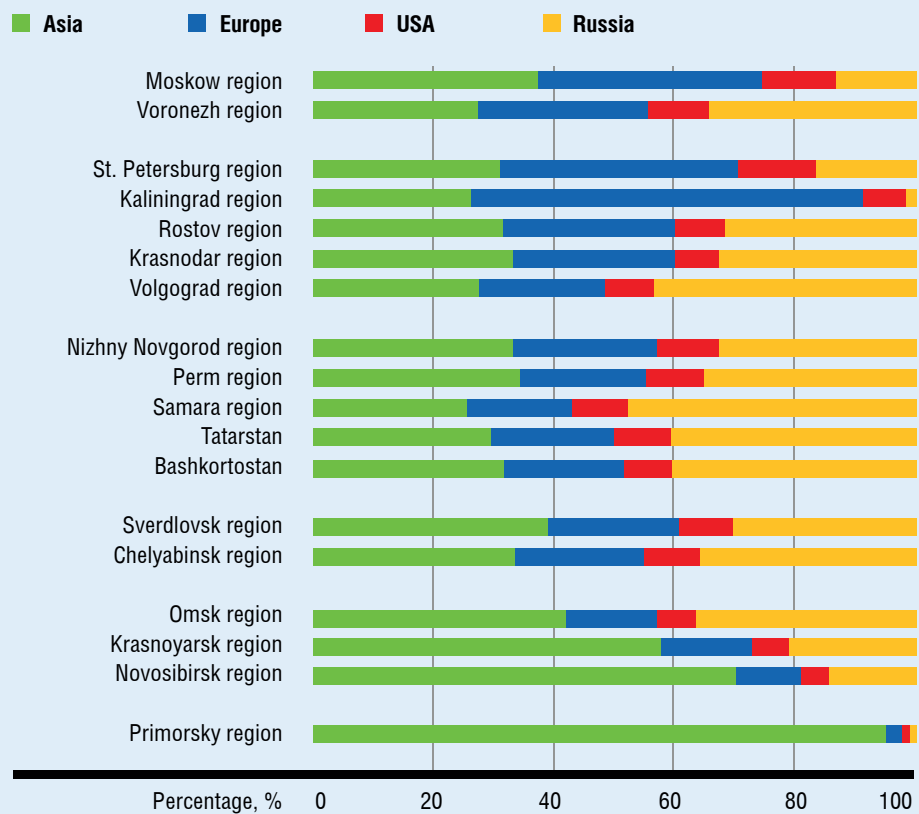
Social status



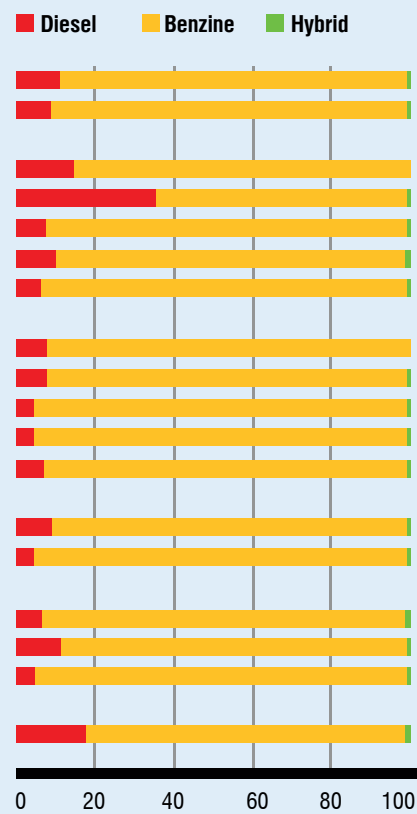
According to the survey by ROMIR - poll of the readers of automobile press

Magazine audience that owns a vehicle

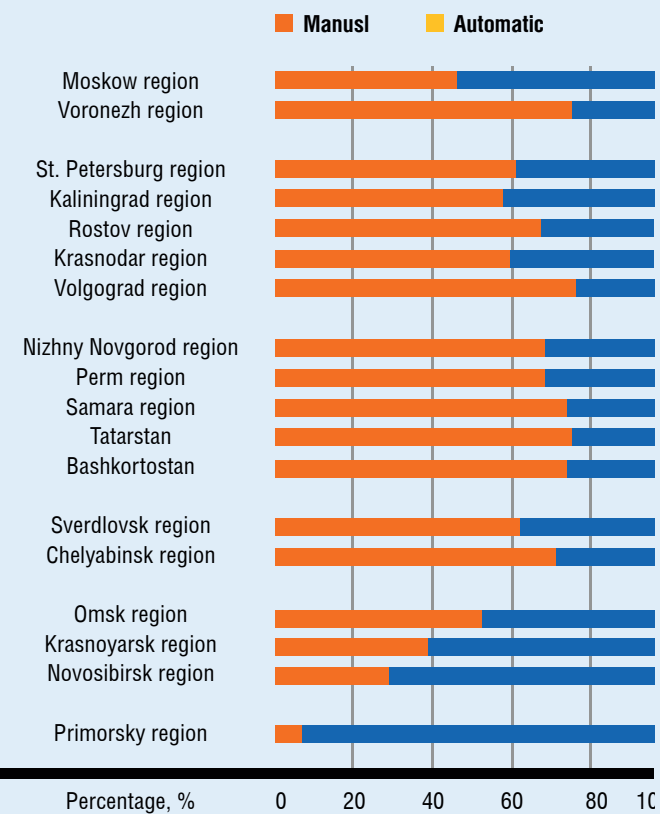
THE ORIGIN OF BRANDS OF SOLD CARS



ENGINE



TRANSMISSION TYPE

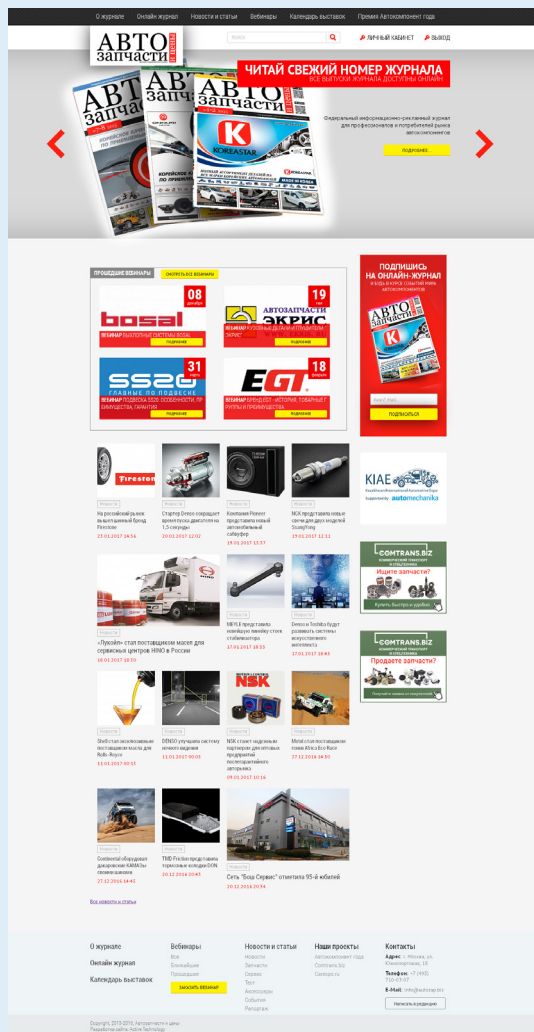


Advertising opportunities

Format	Price
Slipcover 409x287	135 000 rubles
1st cover 205x148	155 000 rubles
2nd cover or cover page 212x287	95 000 rubles
3st cover 212x287	80 000 rubles
4st cover 215x287	110 000 rubles
Information box on the contents + 1/1	80 000 rubles
Information box on the contents + 1/2	65 000 rubles
Information box on the contents + 1/4	50 000 rubles
Information box on the contents	30 000 rubles
Logo in the distribution section	25 000 rubles
Autonews (logo/photo, text)	30 000 rubles
Distribution of leaflets or attachments	20 rubles - 1 piece

Format	Size (mm)	Price
Page spread 2/1	430 x 287	125 000 rubles
Module 1/1	192 x 260	80 000 rubles
Module 1/2	192x 128	60 000 rubles
Module 1/3	70 x 260	50 000 rubles
Module 1/4	94 x 128	40 000 rubles
Module 1/8	94 x 62	28 000 rubles
Module 1/16	45x62	22 000 rubles
Public relations article 1/1 (without writing)	192x260	70 000 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		

Advertising on a site www.avtozap.biz



Price on month		
Banners	240x200	5 000 rubles



Among our clients



Our projects



Autoparts and prices in Russia

Общероссийское издание для профессионалов рынка автокомпонентов. Издаётся с 1998 года. Журнал содержит оперативную информацию о происходящем в автомобильном мире, об изменении цен, спроса и предложения на рынках запчастей, расходных материалов, шин, аккумуляторов и автоаксессуаров, предлагает актуальные аналитические и тематические обзоры, комментарии ведущих специалистов рынка.

200 тысяч человек — средняя ежемесячная аудитория журнала «Автозапчасти и Цены в России». On-line версия журнала на сайте.

www.avtozap.biz



Award “Autopart of the year”

Aims to promote development of production and distribution of car parts, improving quality of products and stimulating general development of the industry. This grand ceremony is the most important Russian professional awards ceremony to mark success of companies dealing with car parts. It will be held in August as part of the International Exhibition of car parts, components and equipment MIMS-Automomility.

First time the ceremony was held in August 2011 and received only positive feedback from participants on the Russian market of car parts. The number of award nominations since 2011 increased to 48 (in Russian and foreign segments).

All participants of the Award are guaranteed maximum objectivity in determining the winners, extensive coverage in specialized media and real economic effect.

www.autocomponentgoda.ru