

# PÓS-VENDA

Portugal's #1 aftermarket news publisher  
And the preferred link between suppliers and workshops



GUIA DO  
AFTERMARKET



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# ABOUT US

# 01

**Welcome to the future of automotive repair communication.**

At Pós-Venda, we are pioneers in delivering specialized content tailored specifically for the automotive and truck repair sector in Portugal.

With over two decades of expertise in the Aftermarket industry, our team is dedicated to empowering repair professionals with invaluable insights and resources.



# TARGET AUDIENCE

**Our communication is exclusively designed for repair professionals**, ensuring that the content remains relevant, insightful, and tailored to their specific needs. Unlike general automotive publications, we focus solely on providing value to workshop professionals, enhancing their expertise and efficiency.

We maintain a proprietary and segmented database comprising professionals from various companies within the automotive repair ecosystem. This enables us to precisely target and deliver our content to the right audience, maximizing engagement and impact.

# MAGAZINES



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A flagship publication catering to the **automotive repair community**, providing in-depth analyses, industry trends, and expert insights.



**Free physical distribution to 10,000 companies from the automotive repair and maintenance sector every month**  
(also made available online)

## READERSHIP PROFILE

**58%** - independent workshops, workshop networks, tire shops, sheet and painting workshops, and automotive glass installers.

**25%** - direct distribution at the counters of retailers and wholesalers who interact directly with workshop professionals.

**7%** - representatives of workshop equipment, tools, lubricants, paints, and consumables

**7%** - service businesses (environment, training, insurance, software, technical data, etc)

**3%** - others

03

# MAGAZINES



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AFTERMARKET



Targeting the **heavy-duty truck sector**, offering specialized content tailored to the unique needs of professionals in this segment.

**Free physical distribution to 5,000 companies from the heavy vehicle sector every two months**  
(also made available online)



## READERSHIP PROFILE

**43%** - small, medium and large goods and passenger carriers.

**35%** - independent and fleet maintenance and repair workshops, official brand's network of workshops

**7%** - manufacturers of vehicles and parts for heavy vehicles

**5%** - parts, tires and accessories wholesalers

**5%** - manufacturers of bodyworks, semi-trailers and manufacturers

**2%** - retail of parts tires and accessories

**3%** - others

03

# DIGITAL



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AFTERMARKET



A dynamic **online platform** serving as a hub for the latest news, articles, and resources, accessible anytime, anywhere.

**50,000+** monthly pageviews

Multiple **newsletters delivering curated content directly to subscribers' inboxes**, ensuring they stay informed and engaged.

**14.000+** contacts with a **~20% open rate** (daily, weekly and monthly newsletters)

04

# AFTERMARKET GUIDE



GUÍA DO  
AFTERMARKET

## GUÍA DO AFTERMARKET

Guia do Aftermarket is the **go-to resource for all things automotive aftermarket and heavy trucks** in Portugal distributed annually with the Pós-Venda magazine and unique in the sector. It's not just a yearbook; it's a professional tool for forging valuable connections in the industry.

**10,000+ copies distributed in October directly to companies in the repair and maintenance sector**

05





# SOCIAL MEDIA



**FACEBOOK**

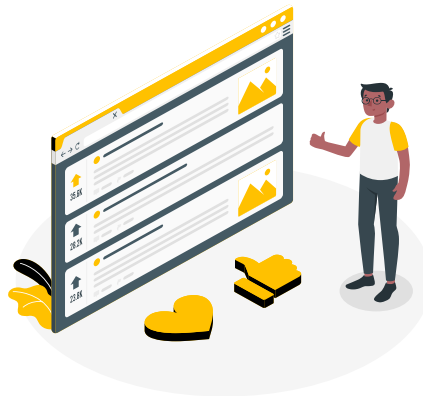
**11.000+**  
followers

We leverage our social media channels to share valuable content and facilitate discussions among repair professionals.



**LINKEDIN**

**4.000+**  
followers



# DOWNLOAD MEDIA KIT



## CONTACT US

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