

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

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.

01

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



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

Free and direct distribution of 10,000 copies to thousands of companies every month

(also available online - 7.500 downloads per edition)

🎯 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

MAGAZINES



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 available online - 2.500 downloads per edition)

🎯 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

DIGITAL



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.

18.000+ contacts with a **~20% open rate**

(daily, weekly and monthly newsletters)

AFTERMARKET GUIDE

GUIA DO AFTERMARKET

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

15,000+ copies distributed in December directly to companies in the repair and maintenance sector

05

CHECK LATEST EDITION

SOCIAL MEDIA

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



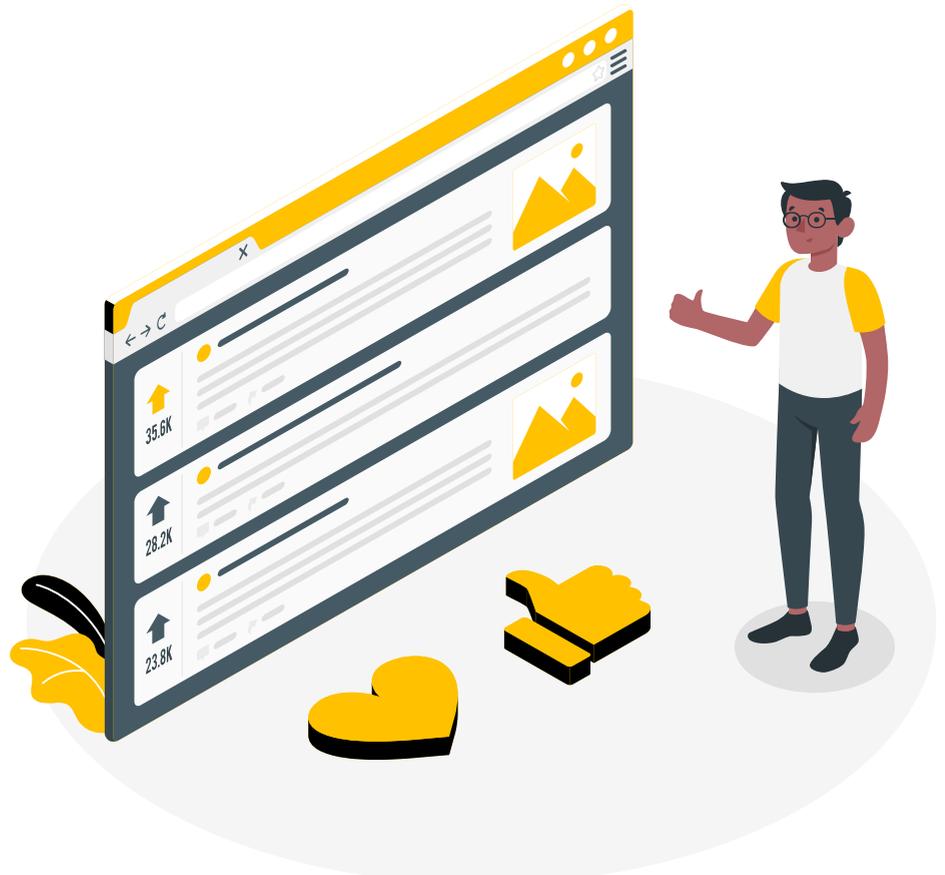
FACEBOOK

11.000+
followers



LINKEDIN

4.000+
followers



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