



Auto Industry

M A G A Z I N E F O R A U T O E X P E R T S

YES,

**we can start
your business
in Russia!**



Auto Industry

M A G A Z I N E F O R A U T O E X P E R T S

«Auto Industry» — All-Russian advertising informational B2B magazine, which oriented on experts and specialists in automotive components and consumables fields.

Format **A4, full color**

Periodicity **monthly**

Print circulation **55 000 copies**

E-version **300 000 copies**

Mobile version



Placing advertise and information materials in our magazine, you have not only opportunity to promote your product on Russian market, find your potential customer, wide dealer net, increase sales level, but and form stable positive image of your company.

Our readers are executives of automotive business, namely they make a decision with what product and with which company make a business

100%

of target audience:

Directors of distribution companies, automotive components manufacturing enterprises, wholesale companies from regions, huge sales nets and automotive stores, official dealers and service stations

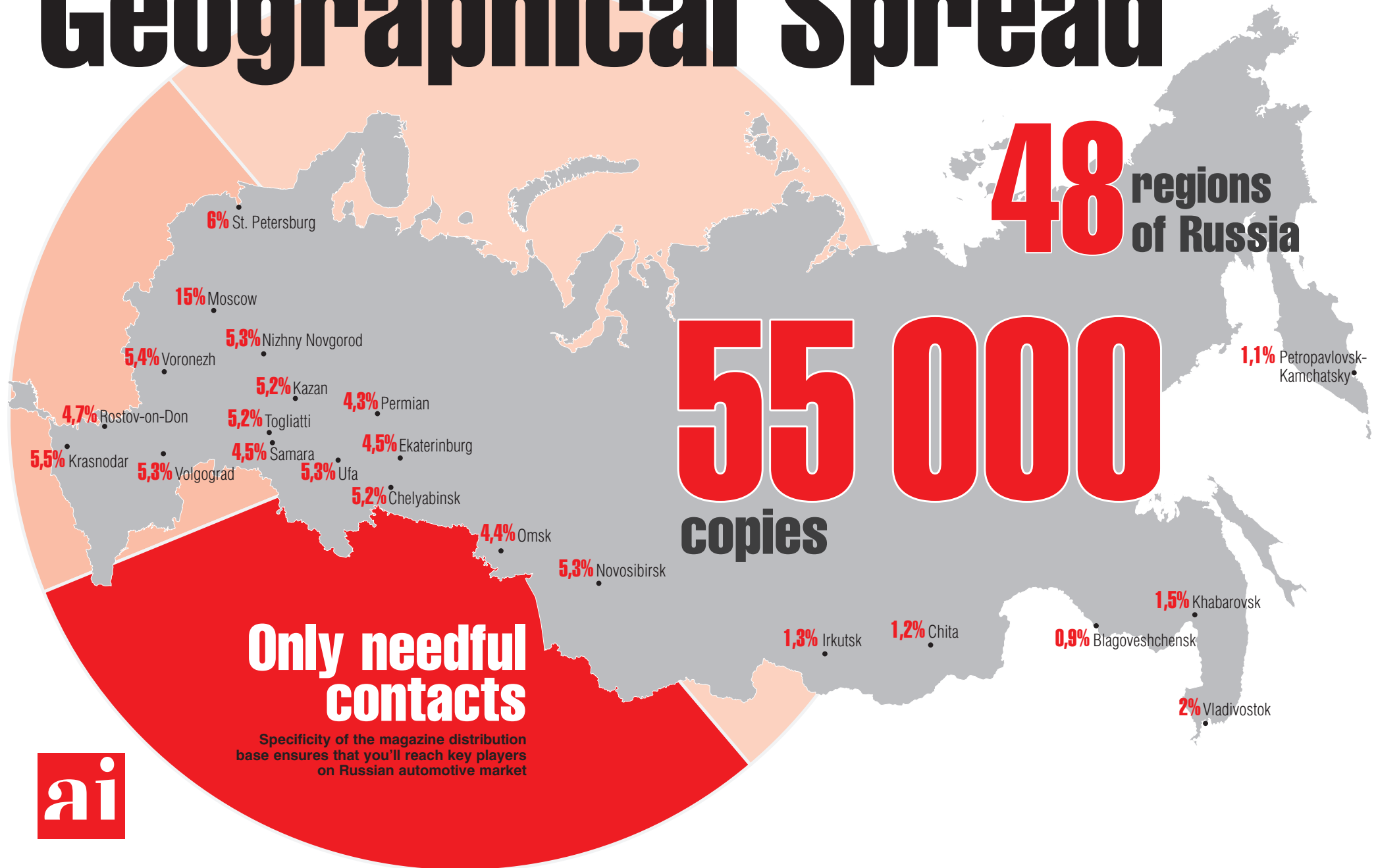
Geographical Spread

48 regions of Russia

55 000
copies

Only needful contacts

Specificity of the magazine distribution base ensures that you'll reach key players on Russian automotive market



Distribution Structure

Manufacturers and distributors of auto components and spare parts

Original spare parts Spare parts-analogues

Wholesale suppliers of auto components and spare parts

Central warehouses of distributors Big wholesale companies
Other companies — mediators

Retail sellers of auto components and spare parts

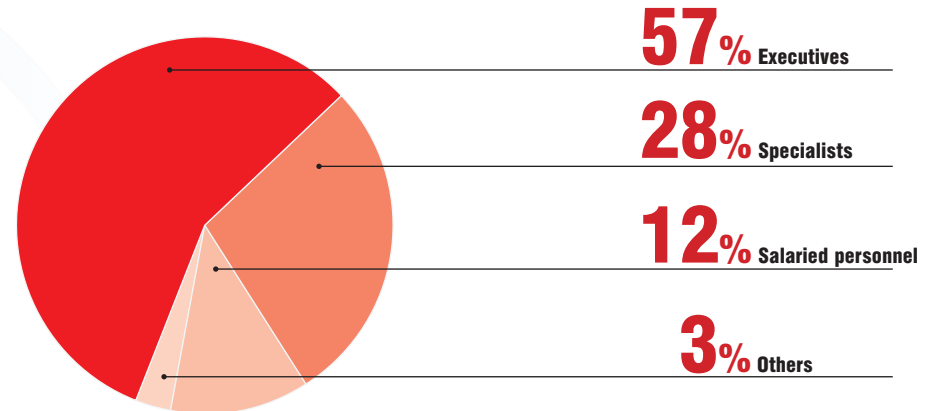
Official dealers and services Trade networks
and big shops Big service stations

Target audience

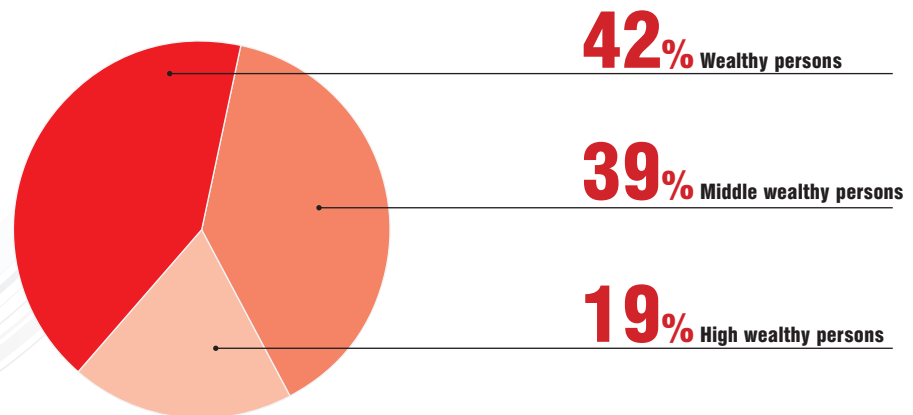
Our partners and permanent readers are executives and owners of:

- Large business (Automotive enterprises)
- Medium business (Distributors, dealers, wholesalers, small and medium manufacturers)
- Small business (Car stores and shops, service and fuel stations)
- Automotive shops managers and service stations specialists

Social status



Financial position



Advertising opportunities



Cover – 6 500 euro



Back cover – 5 500 euro

Internal page – 1 050 euro



U-turn – 2 100 euro



Web banner on our site with active link to your resource – 350 euro/1 month

15-20 seconds advertising **video clip** in App Store and Google Play version of magazine – 1 050 euro

**We are official agents of this exhibition
brands on Russia territory:**

Automechanika, IAA, Auto
Shanghai, AMR

**«Auto Industry» magazine — your personal
business-ticket to Russian automotive market!**

Let's work!

Our advertisers:

Philips, Bilstein, Al Dobowi group, Ferodo, Federal Mogul, General Electric, KYB, Bosch, Valeo, IdataLink, Monroe, Exide, Fenox, Luxe, Trialli, Mercedes, BMW, Pirelli, Mahle, Delphin group, Nippon paint, Abro, JBGermanoil, Bardahl, Isher Trading, Saint-Gobain Sekurit International, Schaeffler, Total, Continental, Castrol, Webasto, Osram, Furukawa Battery, Cromax, Magneti Marelli, Highway oil, Hola, Adolf Bucher, Federal Tyres, Beru, Scania, Koito, LYNXauto, Denso.



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