



Advantage Automotive Group Launches Print Campaign for Parts-World.com

Advantage Automotive Group launched its print advertising campaign today on the newsstands for Parts-World.com. The campaign currently consists of ten magazines from Primedia that will be phased in monthly during 2004. By November, all ten will be running simultaneously.

Ft. Wayne, IN ([PRWEB](#)) April 11, 2004 --Advantage Automotive Group launched its print advertising campaign today on the newsstands for Parts-World.com. The campaign currently consists of ten magazines from Primedia that will be phased in monthly during 2004. By November, all ten will be running simultaneously.

The focus of the magazine advertising is to support the specific markets addressed within the current Parts-World.com family of eleven websites. The selected magazines target markets with products for street trucks, sport trucks, work trucks, jeeps, sport utility vehicles, off road vehicles, sport compact cars, and performance cars. The print campaign will continue to expand and compliment the growth of Parts-World.com.

The print campaign along with its Internet strategy are the underpinnings to the expected sales growth of the upcoming redesign of Parts-World.com and its family of websites.

Parts-World.com, a division of Advantage Automotive Group, is an aftermarket products website, focused on delivering online information and selection assistance along with competitive shopping to meet the demands from today's marketplace.

To showcase your product or find out more about Parts-World.com please contact Ken LeBlanc.



Contact Information

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ADVANTAGEAUTOMOTIVE GROUP

<http://www.advantageautomotivegroup.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).