automobil

Monthly with long tradition for all interested in cars and car technology, published since 1957. The content of the journal is oriented on presentation of new cars, personal and utility ones, their testing, new trends in design and structure and on technology in motoring. A team of experts, headed by Tom Hyan, chief editor, the only man who represents the Czech Republic in the European commission for selection of the Car of the Year and the Engine of the Year cares for the title tradition. Automobil revue ranks among 4 most popular motoring titles at the Czech market according to official surveys.

ADVERTISEMENT PRICE LIST (prices are given in CZK without VAT)	
FORMAT	PRICE
4th cover page	199 000 CZK
3rd cover page	133 000 CZK
2nd cover page	159 000 CZK
1st two-page spread	129 000 CZK
1 page	115 000 CZK
1/2 page	65 000 CZK
1/3 page	49 000 CZK
1/4 page	35 000 CZK
1/8 page	19 000 CZK
2/1 page	210 000 CZK
Z Gate	240 000 CZK

DISCOUNT	
REPEAT	SLEVA V %
3–5x	6
6–8x	9
9–12x	15

PŘÍPLATKY	DISCOUNT IN %
For a specific position	10
Atypical format	10

EDITORIAL PLAN FOR 2016		DEADLINE FOR RECEIVING OF DOCUMENTATION	
ISSUE	DATE OF PUBLISHING	FOR PROCESING	ORDER DEADLINE
Automobil 1/16	4. 1. 16	30. 11. 15	4. 12. 15
Automobil 2/16	1. 2. 16	11. 1. 16	13. 1. 16
Automobil 3/16	1. 3. 16	9. 2. 16	11. 2. 16
Automobil 4/16	1. 4. 16	9. 3. 16	11. 3. 16
Automobil 5/16	3. 5. 16	11. 4. 16	14. 4. 16
Automobil 6/16	1. 6. 16	10. 5. 16	13. 5. 16
Automobil 7/16	1. 7. 16	8. 6. 16	10. 6. 16
Automobil 8/16	2. 8. 16	8. 7. 16	13. 7. 16
Automobil 9/16	1. 9. 16	9. 8. 16	12. 8. 16
Automobil 10/16	3. 10. 16	9. 9. 16	14. 9. 16
Automobil 11/16	1. 11. 16	10. 10. 16	12. 10. 16
Automobil 12/16	1. 12. 16	10. 11. 16	14. 11. 16
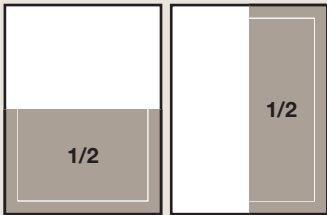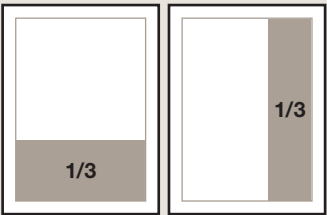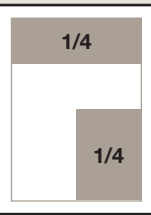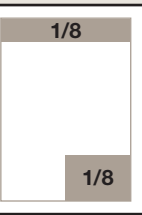
FORMATS (in mm)

1/1		1/2		1/3		1/4	1/8
size after cropping	frame format	size after cropping	frame format	size after cropping	frame format	frame format	frame format
210 x 297	185 x 276	210 x 145	185 x 135	210 x 99	185 x 88	185 x 65	185 x 30
		100 x 297	90 x 276	68 x 297	58 x 276	90 x 135	90 x 65

2/1	
size after cropping	frame format
420 x 297	400 x 276

TECHNICAL REQUIREMENTS FOR ADVERTISEMENTS

1   PDF ACCORDING TO THE PDF/X-1A STANDARD OR PDF VERSION 1.3. (COMPATIBILITY WITH ACROBAT 4.0)
The document must be created by converting a PostScript file to PDF using Adobe Distiller, by printing to PDF or by exporting (for example from Adobe InDesign, Illustrator), but it must adhere to the PDF/X-1a standard or version 1.3. If the advertisement is full sized then set bleeds of at least 5 mm and crop marks at least 4 mm from the actual page edges. The PDF file must not contain objects in the RGB colour space and direct colours, inserted ICC profiles or OPI information.
2.   TIFF, JPEG, PSD AND EPS BITMAP FORMATS
The data must be in the CMYK colour space and in the case of TIFF and PSD file formats, merged into a single layer. If the advertisement is full sized, it must contain bleeds of at least 5 mm and crop marks at least 4 mm from the actual edges. Recommended resolution of 300 dpi (at least 200 dpi) at 100% size.
3.   EPS VECTOR FORMATS AND INDESIGN DOCUMENTS
The data must be in the CMYK colour space, the text must be converted to curves or the font used must be supplied (if licensing agreements allow). If the advertisement is full sized, set bleeds of at least 5 mm and crop marks at least 4 mm from the actual page edges. The data must not contain any objects in the RGB colour space, direct colours or links to external files (unless they are supplied with the document).
4.   OTHER FORMATS BY ARRANGEMENT

It is advisable to supply a colour sample created according to the ISO 12647-2:2013 (FOGRA51) standard for colour checking. We accept no liability for the required colouring, if the ISO 12647-2:2013 standard has not been adhered to. We accept no liability for the required colouring or for any errors which may occur when processing the advertisement, if no colour sample has been supplied.
We recommend the use of print profiles according to the ISO 12647-2:2013 (PSO Coated v3 FOGRA51) for the colour transfer of the used bitmap files from various colour spaces into the CMYK space. This standard is used when creating the periodical's content and for the creation of the certified proof and the print. We accept no liability for the required colouring when using other ICC profiles or other methods of transferring into CMYK.
Adobe Creative Suite 5 and 6 are used to process the data.
The data can be supplied on a CD or DVD, on portable USB and FireWire (IEEE 1394) disks, by electronic mail, via a FTP server (access upon request), via www.uschovna.cz or using another transfer option by agreement.

The basis for an article presentation in Word format:
1 printed A4 page = 7,000 characters, 1/2 a printed page = 3,500 characters
It is necessary to deduct approx. 1000 characters from the text for every picture inserted into the article.

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PAYMENT, CANCELLATION CHARGES

Maturity of tax documents is 14 days from the date of their issue; in the event of exceeding the term of maturity the publishing house will charge intereston late payment amounting to 0,3 % of the price for every day of default. In case of advertisement cancellation before the deadline of advertising the client pays no cancellation fee, after the deadline he will pay 100 % of the price. Cancellation has to be effected in writing. Complaints of defects in published ads, if any, have to be filed in writing not later than 10 days after the advertisement expedition.

ORDER AND INFORMATION

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TECHNICAL INFORMATION

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