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for your business we create opportunities

# 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       |
| 4 <sup>th</sup> cover page                                     | 199 000 CZK |
| 3 <sup>rd</sup> cover page                                     | 133 000 CZK |
| 2 <sup>nd</sup> cover page                                     | 159 000 CZK |
| 1 <sup>st</sup> 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         |
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| 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     |



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**FORMATS (in mm)**

|                     |              |                     |              |                     |              |              |              |            |  |
|---------------------|--------------|---------------------|--------------|---------------------|--------------|--------------|--------------|------------|--|
|                     |              |                     |              |                     |              |              |              |            |  |
| <b>1/1</b>          |              | <b>1/2</b>          |              | <b>1/3</b>          |              | <b>1/4</b>   |              | <b>1/8</b> |  |
| 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      |            |  |
| <b>2/1</b>          |              |                     |              |                     |              |              |              |            |  |
| 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 ADOBE 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 interest on 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**

Published: since 1957

Circulation: 27 000 copies

Sold copies: 16 000 pieces

Number of pages: 80 or more

Way of printing: rotary offset

Periodicity: monthly

Publisher:

Business Media CZ, s. r. o.

Sale and distribution:

subscription, 15 000 sale

points in CS and SR