

For readers we create issues,
for your business we create
opportunities



automobil



The monthly Automobil magazine has been published since 1957. It focuses on technology and presenting new cars, their tests, new trends in design, as well as automotive sports technology. The history section also forms an important part of the content of each issue. The magazine is put together by a team of experienced professionals, including the only Czech representative in the prestigious European Car of the Year (COTY) competition.

WWW.AUTOMOBILREVUE.CZ

Motoring portal, offering:

- the latest information from the world of motoring
- company reports
- vehicle tests
- archive of magazines
- expert advice

Target group:

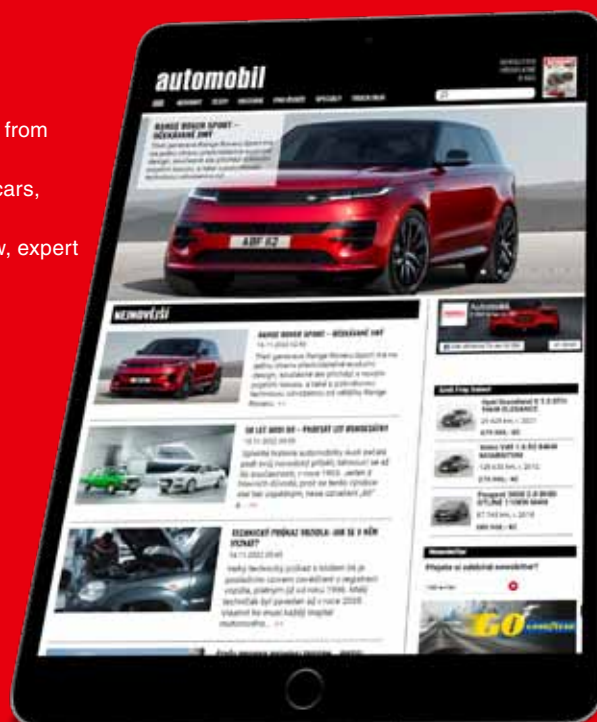
- Gender: 95% men
- Age: 70% aged 20–40
- Education: 80% university and full secondary
- Users: 43 000, 59 000 visits a month

The portal content is created by the editors of the magazines:

- Automobil Revue
- Trucker
- Doprava a silnice

Sections of the portal:

- news from the industry and from companies
- tests and presentations of cars, trucks
- information: economics, law, expert advice
- archive of Automobil revue, Trucker, Doprava a silnice
- discussion forum
- galleries
- wallpapers
- reader blogs
- e-mail service (news from the portal via e-mail)



Advertisement price list (prices are given in CZK without VAT)	
formAt	price
4 th cover page	209 000 CZK
3 rd cover page	139 000 CZK
2 nd cover page	169 000 CZK
1 st two-page spread	135 000 CZK
1 page	120 000 CZK
1/2 page	69 000 CZK
1/3 page	52 000 CZK
1/4 page	39 000 CZK
1/8 page	21 000 CZK
2/1 page	220 000 CZK
Z Gate	250 000 CZK

Discount	
repeat	%
3–5x	6
6–8x	9
9–12x	15

SURCHARGES (v %)	
For a specific position	10
Atypical format	10

SPECIAL CUSTOM PROJECTS

VIDEO (TOPIC PROPOSALS, PRODUCTION, PREPARATION OF COMMUNICATION STRATEGY)

- custom automotive videos
- paid video tests
- video spots for social media
- communication on our online channels with guaranteed viewing figures and reach supplemented by clearly visible QR codes. These QR codes redirect readers to a separate website, hosting more photos, possibly a video and further information.
- the project will be actively supported on our Automobil and Miluju řízení Facebook channels (total of approx. 250,000 followers).

SPECIAL PROJECTS/SUPPLEMENTS

- embedded supplements on a specific topic prepared by the editors
- separate print-outs for your own use
- special supplements to promote a specific model or technology covering 8 to 32 pages
- supplement content distributed via online channels

TECHNICAL INFORMATION

Published:	since 1957	Way of printing:	rotary offset
Circulation:	16 000 copies	Periodicity:	monthly
Sold copies	11 000 pieces	Publisher:	Business Media CZ s. r. o.
Number of pages	80	Sale and distribution:	subscription, 15 000 sale points in CS and SR

PAYMENT, CANCELLATION CHARGES

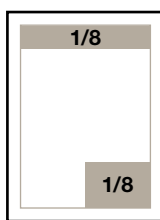
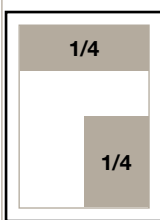
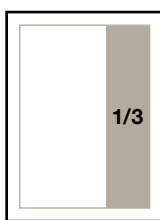
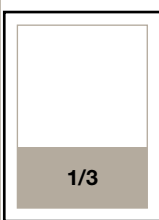
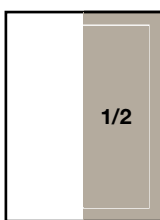
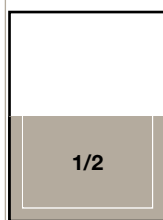
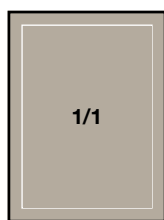
Maturity of tax documents is 14 days from the date of their issue; in the event of exceeding the term of maturity the publishing house will charge interest on late payment amounting to 0,3 % of the price for every day of default. In case of advertisement cancellation before the deadline of advertising 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.

i Other ad formats by arrangement. The technical requirements and deadlines for the submission of ad materials can also be found at www.bmczech.cz in the section SERVICE – ADVERTISEMENTS.

i The general trading terms of the publishers Business Media CZ s. r. o. are available full at www.bmczech.cz in the section OFFER – MEDIADATA (NABÍDKA – MEDIADATA).

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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

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.

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.

DTP studio, Business Media CZ, e-mail: dtp@bmczech.cz

EDITORIAL PLAN FOR 2023

CLOSING DATE FOR THE SUBMISSION OF ADVERTISING MATERIALS

Issue	Ad closing date	Digital materials	Issue date
Automobil 1/23	9. 12. 2022	16. 12. 2022	3. 1. 2023
Automobil 2/23	13. 1. 2023	20. 1. 2023	1. 2. 2023
Automobil 3/23	10. 2. 2023	17. 2. 2023	1. 3. 2023
Automobil 4/23	10. 3. 2023	17. 3. 2023	3. 4. 2023
Automobil 5/23	14. 4. 2023	21. 4. 2023	3. 5. 2023
Automobil 6/23	12. 5. 2023	19. 5. 2023	1. 6. 2023
Automobil 7/23	9. 6. 2023	16. 6. 2023	3. 7. 2023
Automobil 8/23	14. 7. 2023	21. 7. 2023	2. 8. 2023
Automobil 9/23	11. 8. 2023	18. 8. 2023	1. 9. 2023
Automobil 10/23	8. 9. 2023	15. 9. 2023	2. 10. 2023
Automobil 11/23	13. 10. 2023	20. 10. 2023	1. 11. 2023
Automobil 12/23	10. 11. 2023	18. 11. 2023	1. 12. 2023
Automobil 1/24	8. 12. 2023	15. 12. 2023	2. 1. 2024

BANNERS:

Banner type	price per week
Leaderboard 990 x 90	CZK 12,000
Skyscraper 120 x 600	CZK 10,000
Square 300 x 300	CZK 5,000
Source materials: JPG, GIF, HTML5 External: HTML code Max. size: 250 kB	

VIDEO:

Price per week	CZK 6,000
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PR ARTICLES:

Min. 1 week, max. 4 weeks (then continuously in archive)
Unlimited scope, including images, logo, hypertext links and contact data
Text: WORD, photo, logos: JPG, GIF
x1/CZK 5,000, more CZK 3,000

NEWSLETTER:

Weekly selection of up-to-date motoring news, electronic distribution every Monday to 25,000 addresses.
Unlimited scope, including images, logo, hypertext links and contact data
Text: WORD, photo, logos: JPG, GIF
Price per report CZK 8,000

FACEBOOK PROFILES:

MILUJU ŘÍZENÍ – 255,000 FOLLOWERS

- active fanbase (95 % from CR + Slovakia) enables targeted distribution of motoring content. Serves partly as access aggregator
- high organic reach of individual posts, numbering tens of thousands
- guaranteed high number of views of videos and other contributions

AUTOMOBIL – 1,500 FOLLOWERS

- launched at the turn of 2014/2015
- direct feedback from both website visitors and magazine readers (readers appreciate this system)
- content processed by AMR editorial staff: Petr Hanke, Jiří Duchoň (COTY)
- targeted promotion of articles from website and magazine

CONTENT

- fast information from tests abroad
- information on vehicles tested, driving characteristics, consumption, etc.
- interesting facts from around the world focusing on technology
- information about the magazine and news on the website automobilrevue.cz

ORDERS AND INFORMATION

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