

AUTO BILD

SCHEDULE AND AD SIZES 2023



Premium bi-monthly car magazine:

- **Comparative and special tests**, market trends, new models and exclusive cars
- Europe's market leading car magazine
- **High level professional competence** – international background, 70% of the materials have been taken over

| MARKET INFORMATION | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Sold copies | 11.893 |
| Target group | ABC1 status, 18-49 year-old, city-dweller men |
| Reader's profile | Quality-oriented, brand-loyal, high-scale consumers, who are interested in comparative tests and prefer the presence of premium car brands |
| Market price | 1295 HUF |

Source: Ringier own data

| FORMAT | SIZE | | | RATE CARD PRICE (HUF) |
|-----------------------|-------------|-----------|------------|-----------------------|
| | MIRROR (mm) | TRIM (mm) | BLEED (mm) | |
| B4 | 207x263 | 225x290 | 235x300 | 1 490 000 |
| B3 | 207x263 | 225x290 | 235x300 | 1 180 000 |
| B2 | 207x263 | 225x290 | 235x300 | 1 280 000 |
| 1/1 | 207x263 | 225x290 | 235x300 | 1 130 000 |
| 2/1 (Folded Cover) | 426x263 | 450x290 | 460x300 | 4 450 000 |
| 2/1 (Cover + 3. page) | 426x263 | 450x290 | 460x300 | 2 410 000 |
| 2/1 | 426x263 | 450x290 | 460x300 | 1 900 000 |
| Junior page | 145x213 | | | 915 000 |
| 1/2 vertical | 101x263 | 110x290 | 120x300 | 610 000 |
| 1/2 horizontal | 207x129 | 225x142 | 235x152 | 610 000 |
| 1/3 vertical | 55,5x263 | 69,5x290 | 79,5x300 | 430 000 |
| 1/3 horizontal | 207x84,5 | 225x97 | 235x107 | 430 000 |
| 1/4 vertical | 101x129 | 110x142 | 120x152 | 360 000 |
| 1/4 horizontal | 207x62 | 225x75 | 235x85 | 360 000 |
| 1/8 vertical | 48x129 | | | 210 000 |
| 1/8 horizontal | 101x62 | | | 210 000 |

Magazines extra charges: Text page: 50%; Right hand page: 50%; Right hand text page/opposite text: 100%; Extra charge for 3rd party product (maximum for 3 extra products): 30%; In the first part of the magazines: 25%; Special placement extra 30%; Special cover and exclusive placement: 100%. All prices are in HUF and without VAT.

We inform.
entertain.
connect.

Blikk **GLAMOUR**
Nők **GEO**

Kisbányász
tv-rét

Sportal **NOZZ**
ügyes

EGÉSZSÉGGALAUZ
KÖNYVHÁJA

Kisbányász **Otthona**

Ringier
Reach
your goals

| ISSUE | ON SALE DATE | MATERIAL DEADLINE | |
|-------|--------------|-------------------|-------------|
| | | READY TO PRINT | PR MATERIAL |
| 1. | 2023.01.11. | 2022.12.28. | 2022.12.21. |
| 2. | 2023.03.14. | 2023.02.28. | 2023.02.21. |
| 3. | 2023.05.10. | 2023.04.26. | 2023.04.19. |
| 4. | 2023.07.12. | 2023.06.28. | 2023.06.21. |
| 5. | 2023.09.13. | 2023.08.30. | 2023.08.23. |
| 6. | 2023.11.08. | 2023.10.25. | 2023.10.18. |

TECHNICAL PARAMETERS

- Trim size: 225x290 mm
- Spread: 48-80 pages + 4 pages cover
- Material Delivery: digital
- Nyomás: inside 4+4 color offset
- Paper: inside 60g SC++, cover 130g MWC

MATERIAL SUBMISSION

- e-mail: asbhirdetes@ringier.hu
- In the e-mail and in the name of the materials please give the name and size of the advertisement, the name of the title in which it should appear and the date of the appearance.
- FTP: server: ftp.axels.hu / user name: asmhirdetes / password: annamaria
- In case of loading to the FTP, please give the name of the advertisement loaded, the title and the issue of the title to which the advertisement was sent, the appearance date of the advertisement and the name of the folder, in which the material has been placed, per e-mail on asbhirdetes@ringier.hu.

TECHNICAL INFORMATION

We can accept the ready materials in Photoshop (eps, tif, pdf), Illustrator formats in 300 dpi resolution, with CMYK colour resolution.

(Total Area Coverage: max. 300%).

When planning, you should by all means pay attention to the following points: Please provide the text in the file in a curved form (outline, curve). Please pay attention to the correctness of the overprint and knock-out settings. In case of advertisements prepared in the program InDesign, the text layer should be on top. As for Photoshop eps/tif/jpg formats, we can accept in every case flattened, CMYK materials with at least 300 dpi resolution. In case of a JPG-compression, please use the setting Maximum Quality in order to minimize the distortion and fragmentation of smaller letters and thin lines. The technological limitations of the applied printing process (different paper qualities, deviations in folding, cutting and colour fitting, thin graphical elements turned into negative, letter size, black texts should be only on black plate, and avoid, in any case, the application of direct colours). Materials prepared in CorelDraw cannot be accepted.

Further expectations in case of overrunning advertisements: Do not design useful information within 5 mm from the cutting line.

Cutting and registration signs as well as colour scales should be minimum 5 mm from the cutting line, however outside the advertisement in any case.

In case of materials with an overrunning size please leave 5 mm overrun around.

For advertisements to be prepared: Please send the photos and logos for the advertisement to be published in a 300 dpi resolution and the texts saved as word document.

INSERT

Material deadline: 10 days before on sale date.

Name of the advertiser, exact number of the items, title of the magazine, issue date of the magazine.

Address: Napilap Bt. 1097 Budapest, Kén u. 6., Dubinyi Rudolf: +36 20 953 940, info@napilapbt.hu

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