

AUTO BILD

SCHEDULE AND AD SIZES 2022



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	13.216
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	795 HUF

Source: RAS 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
2 X 1/2	426x129	450x142	460x152	1 220 000
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
1/8 column	27x263			210 000
1/16 horizontal	101x28,5			125 000

Extra charges: Text page: 15%; Right hand page: 15%; Right hand text page/opposite text: 20%; Extra charge for 3rd party product (maximum for 3 extra products): 30%. Discounts: Discount for new clients: 10% (For those clients who have not advertise in the publisher's magazines – except in the GLAMOUR magazine).

All prices are in HUF and without VAT.

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
2.	2022.01.26	2022.01.12	2022.01.05
3.	2022.02.23	2022.02.09	2022.02.02
4.	2022.03.23	2022.03.09	2022.03.02
5-6.	2022.04.20	2022.04.06	2022.03.30
7-8.	2022.07.06	2022.06.22	2022.06.15
9-10.	2022.09.14	2022.08.31	2022.08.24
11-12.	2022.11.16	2022.11.02	2022.10.26

TECHNICAL PARAMETERS

- Trim size: 225x290 mm
- Spread: 48, 56, 64 pages + 4 pages cover
- Material Delivery: digital
- Nyomás: inside 4+4 color offset
- Paper: inside 70g corrected LWC, 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