

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

 **BusinessMedia**
CZECH REPUBLIC



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.



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

Circulation: 16 000 copies
 Sold copies: 11 000 pieces
 Periodicity: monthly

Sale and distribution:
 subscription, 15 000 sale
 points in CS and SR

FORMATS (in mm)							
1/1		1/2		1/3		1/4	
size after cropping		size after cropping		size after cropping		size after cropping	
frame format		frame format		frame format		frame format	
210 x 297		210 x 145		210 x 99		185 x 65	
185 x 276		185 x 135		185 x 88		185 x 30	
		100 x 297		68 x 297		90 x 135	
		90 x 276		58 x 276		90 x 65	
2/1							
size after cropping		size after cropping		size after cropping		size after cropping	
frame format		frame format		frame format		frame format	
420 x 297		400 x 276					

EDITORIAL PLAN FOR 2024		CLOSING DATE FOR THE SUBMISSION OF ADVERTISING MATERIALS	
Číslo	Uzávěrka inzerce	Digitální podklady	Datum vydání
Automobil 1/24	8. 12. 2023	15. 12. 2023	2. 1. 2024
Automobil 2/24	12. 1. 2024	19. 1. 2024	1. 2. 2024
Automobil 3/24	9. 2. 2024	16. 2. 2024	1. 3. 2024
Automobil 4/24	8. 3. 2024	15. 3. 2024	2. 4. 2024
Automobil 5/24	12. 4. 2024	19. 4. 2024	2. 5. 2024
Automobil 6/24	10. 5. 2024	17. 5. 2024	3. 6. 2024
Automobil 7/24	7. 6. 2024	14. 6. 2024	1. 7. 2024
Automobil 8/24	12. 7. 2024	19. 7. 2024	1. 8. 2024
Automobil 9/24	9. 8. 2024	16. 8. 2024	2. 9. 2024
Automobil 10/24	13. 9. 2024	20. 9. 2024	2. 10. 2024
Automobil 11/24	11. 10. 2024	18. 10. 2024	1. 11. 2024
Automobil 12/24	8. 11. 2024	16. 11. 2024	2. 12. 2024
Automobil 1/25	6. 12. 2024	13. 12. 2024	1. 1. 2025

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WWW.AUTOMOBILREVUE.CZ

Motoring portal, offering:

- the latest motoring information
- 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)



ON-LINE

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 9,200

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](http://www.automobilrevue.cz)

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 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

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.

KONTAKTY

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