

**motor  
presse  
hrvatska**



Advertising  
**2018.**

## Regular issues in short



**auto motor i sport** Not without reason is an authority among automobile magazines, and opinion leader for more decades. Particularly impressive is the broad topical spectrum that is unique in its journalistic quality. Auto motor i sport is an edition that gives up-to date market summary every month. The magazine takes a topical, contemporary approach, as it portrays and comments the whole bandwidth of the automotive world. This is supported by critical analyses of the latest cars, manufacturer's secret plans, the latest trends in automotive construction and motor sport in general

**Frequency**  
Monthly

**Print run**  
15.000



**MOTOREVIJA** is Croatian edition of Europe's largest motorcycle magazine, MOTORRAD. It contains in-depth testing, up-to-date reporting, infotainment, lively travel reports, advices and national and international racing action. Magazine has 'high response' target group of user with above-average level of income, high orientation for discovering new directions and generally portrayed as opinion setters among industry

**Frequency**  
Monthly

**Print run**  
10.000



**Lastauto omnibus** is European oldest and the most popular special interest magazine, which is delivering latest news and professional journalist opinion on fascinating world of commercial vehicles for almost 100 years. By 'door to door' distribution, this critical expertise and unique guide is placed in a hand of decision makers within 8.000 small and large companies around country; who are using all kinds of commercial vehicles in their day to day business

**Frequency**  
Bimonthly

**Print run**  
10.000  
(7000 door to door distribution)

## Special issues In short



**Auto katalog** Offers a comprehensive overview of the current model range as well as newcomers in the upcoming model year, packed with detailed information on more than 2000 production and exotic cars from all around the world. Technical data and price indexes round off this standard reference work, making it a valuable guide in the decisive orientation phase prior to buying a car

**Frequency**  
Annually

**Print run**  
12.000

# Terms of buying advertising space

## GENERAL TERMS

- ▶ All prices are given **without VAT**
- ▶ Prices of advertising space, inside **special** thematic supplements of magazines (e.g. automobili i satovi, automobili i novac, F1 specijal...), will be given as a separate offer in a timely manner - prior to order and ad delivery date for any given Motor Presse magazine edition
- ▶ **Due date for order/ reservation** of advertising space is 7 days before publishing date of magazine. In exclusive cases, possibility of **High speed order** after due date, not later than 3 days prior to publishing date
- ▶ **Deadline** for ad delivery is at the latest 2 days prior to publishing date
- ▶ Discount for **advance payment** is 5% of price after agency and volume discounts
- ▶ **Special requests** (insertions, wrapping) or placement of ad different than standard Motor Presse formats are matter of apart offer, following each offer to be considered separately

## BUYING CONDITIONS & TERMS

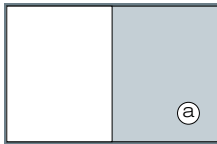
- ▶ Agency discount for all Motor Presse editions is **15%**
- ▶ Additional volume discount could be accomplished by contracting for buying defined number of pages in all editions of publishing house Motor Presse Hrvatska, within one business year; or inside 12 months period after ratifying the contract - according to given discount scale. Additional volume discount is added to standard agency discount

## TECHNICAL DATA

- ▶ **Printing** All editions are printed on offset rotational machine with help of CTP technology
- ▶ **Ad delivery** Ads are delivered on CD or via e-mail address: **marketing@motorpresse.hr**
- ▶ **Formats** All ads must be recorded in CMYK, with resolution of 300dpi. Following formats are accepted: TIF, JPEG maximal quality, EPS (text in curves), non separated PDF 1.3. Sustained compressions: .bin, .sit, or .zip
- ▶ **Bleed** Bleed equals 3mm on all sides. It is important that text or any other element is at least 10mm away from the edges/page cut

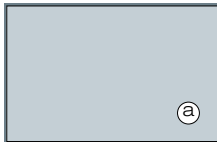
# Formats & prices

**auto  
motor  
i sport**



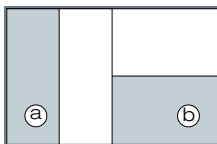
**1/1 page**  
(a) 215 x 280 + 3 mm

**2527 euro** inside  
**2717 euro** 2<sup>nd</sup> cover (C2)  
**2649 euro** 3<sup>rd</sup> cover (C3)  
**3095 euro** 4<sup>th</sup> cover (C4)



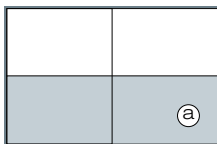
**2/1 page**  
(a) 430 x 280 + 3 mm

**4595 euro** inside  
**4825 euro** first (C2 + first right side page)



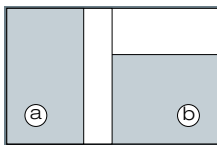
**1/2 page**  
(a) 108 x 280 + 3 mm  
(b) 215 x 140 + 3 mm

**1473 euro**



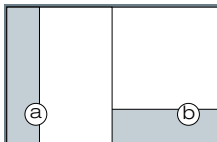
**2 x 1/2 page**  
(a) 430 x 140 + 3 mm

**2870 euro**



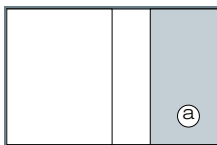
**3/4 page**  
(a) 155 x 280 + 3 mm  
(b) 215 x 205 + 3 mm

**1930 euro**



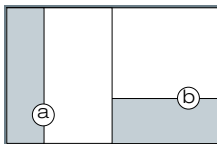
**1/4 page**  
(a) 60 x 280 + 3 mm  
(b) 215 x 70 + 3 mm

**878 euro**



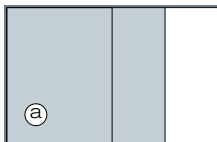
**2/3 page**  
(a) 140 x 280 + 3 mm  
(b) 215 x 90 + 3 mm

**1680 euro**



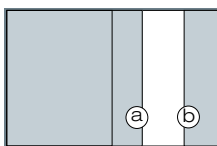
**1/3 page**  
(a) 75 x 280 + 3 mm  
(b) 215 x 90 + 3 mm

**1090 euro**



**1/1 + 1/2 page**  
(a) 316 x 280 + 3 mm

**3770 euro**

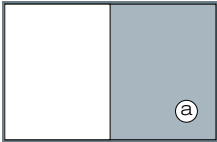


**1/1 + 1/4 page**  
(a) 270 x 280 + 3 mm  
(b) **1/1** + 60 x 280 + 3 mm

**3230 euro**

# Formats & prices

# MOTOREVIJA



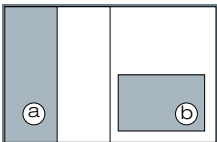
**1/1 page**  
(a) 215 x 280 + 3 mm

**1290 EURO** inside  
**1400 EURO** 2<sup>nd</sup> cover (C2)  
**1304 EURO** 3<sup>rd</sup> cover (C3)  
**1600 EURO** 4<sup>th</sup> cover (C4)



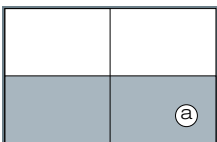
**2/1 page**  
(a) 430 x 280 + 3 mm

**2270 EURO**



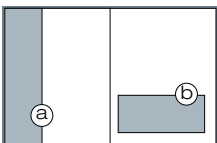
**1/2 page**  
(a) 108 x 280 + 3 mm  
(b) 190 x 125 + 3 mm

**730 EURO**



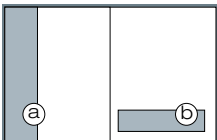
**2 x 1/2 page**  
(a) 430 x 140 + 3 mm

**1380 EURO**



**1/3 page**  
(a) 75 x 280 + 3 mm  
(b) 190 x 82 mm

**620 EURO**

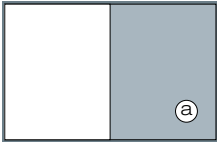


**1/4 page**  
(a) 60 x 280 + 3 mm  
(b) 190 x 60 mm

**390 EURO**

# Formats & prices

## lastauto omnibus



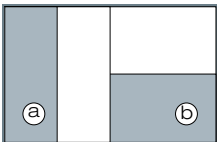
**1/1 page**  
(a) 220 x 298 +3 mm

**1450 EURO** inside  
**1740 EURO** 2<sup>nd</sup> cover (C2)  
**1620 EURO** 3<sup>rd</sup> cover (C3)  
**1900 EURO** 4<sup>th</sup> cover (C4)



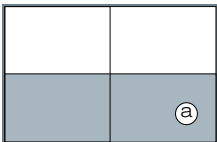
**2/1 page**  
(a) 440 x 298 +3 mm

**2600 EURO**



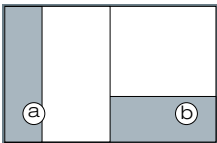
**1/2 page**  
(a) 110 x 298 +3 mm  
(b) 220 x 150 +3 mm

**910 EURO**



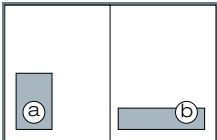
**2 x 1/2 page**  
(a) 460 x 150 +3 mm

**1770 EURO**



**1/3 page**  
(a) 70 x 298 +3 mm  
(b) 220 x 108 +3 mm

**630 EURO**

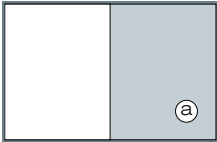


**1/4 page**  
(a) 90 x 125 mm  
(b) 186 x 62 mm

**500 EURO**

# Formats & prices

# AUTOKATALOG



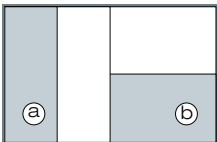
**1/1 page**  
(a) 215 x 280 + 3 mm

**2527 euro** inside  
**2717 euro** 2<sup>nd</sup> cover (C2)  
**2649 euro** 3<sup>rd</sup> cover (C3)  
**3095 euro** 4<sup>th</sup> cover (C4)



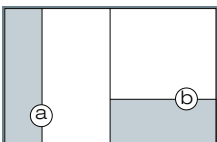
**2/1 page**  
(a) 430 x 280 + 3 mm

**4595 euro** inside  
**4825 euro** first (C2 + first right side page)



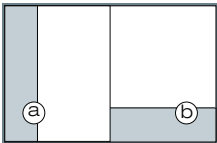
**1/2 page**  
(a) 108 x 280 + 3 mm  
(b) 215 x 140 + 3 mm

**1473 euro**



**1/3 page**  
(a) 75 x 280 + 3 mm  
(b) 215 x 90 + 3 mm

**1090 euro**



**1/4 page**  
(a) 60 x 280 + 3 mm  
(b) 215 x 70 + 3 mm

**3230 euro**



# motor presse hrvatska

## Contacts

### Address

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