

auto TECHNIKA

2019

MEDIA OFFERING



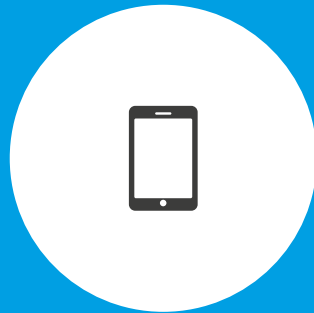
XMEDITOR



MAGAZINE



ONLINE



DIGITAL



FACEBOOK



MAGAZINE

1991

Founded

4000

Sampling

12 / year

Issues

76 pages

Length

Reader group: **subscribers**

Share: **3000 subscribers, 1000 others**

Distribution: **to subscribers based on contact list**

Delivery: **via post**





MAGAZINE - AD SIZES AND PLACEMENTS

Cover
205x232 mm
Bleed: 215x237 mm

**225 000 HUF + VAT
+30 % helyfelár**

Verso
205x293 mm
Bleed: 215x303 mm

**225 000 HUF + VAT
+15 % helyfelár**

1/1
180x252 mm
Bleed: 215x303 mm

225 000 HUF + VAT

1/2 horizontal
Horizontal: 180x124 mm
Bleed: 215x158 mm

124 000 HUF + VAT

1/2 vertical
Vertical: 88x252 mm
Bleed: 108,5x303 mm

124 000 HUF + VAT

1/3 vertical
Vertical: 57x252 mm
Bleed: 78x303 mm

95 000 HUF + VAT

1/4 vertical
Vertical: 88x124 mm

76 000 HUF + VAT

Please contact us for more details about bleeds.

PRODUCT INFORMATION, COMPANY INTRODUCTION

Page size A4	In color	Mirror size (mm)
1/1 oldal	180 000 HUF + VAT	180 x 252
1/2 oldal horizontal	124 000 HUF + VAT	180 x 124

Copy: 50 000 HUF + VAT. On-site coverage, travel cost: 20 000 HUF + VAT.

DISCOUNTS

3 ads / year	-10%
6 ads / year	-15%
12 ads / year	-20%

Agency fee: 15%.
Max discount available: 30%.

POSITION

Cover	extra charge: 30%
Verso	extra charge: 15%

The Cover and the Verso build a significant part in the print's layout design therefore any advertisement creative to be placed there shall be consulted with the editorial staff.

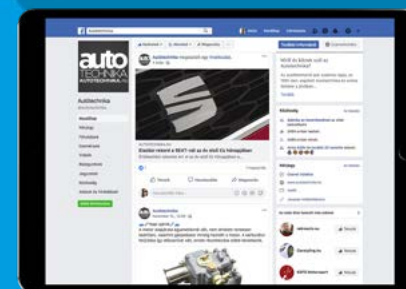




EDITORIAL CALENDAR - ANNUAL TIMING

AUTOTECHNIKA			
2019	Closing date	Publication	Thematic annex
January	11	29	Emission control of diesel and gasoline engines, gas analyzers
February	8	28	Air Condition, service and diagnostics
March	8	29	Brake system, suspension and tires
April	5	26	Technical inspection, garage equipment and diagnostics
May	11	27	Filters, lubrication and cooling system
June	7	28	Engine service, -repair and -remanufacturing
July	8	26	Driveline systems and components
August	9	27	Car body, surface treatment, refinishing
September	6	27	New car technologies
October	7	28	See and being seen - Lighting, wiper blades, windscreen
November	8	26	Electric system, electric car and batteries
December	November 29	13	Engine components, auxiliary drive

ONLINE



PR ARTICLE ONLINE PACKAGE

PACKAGE	PACKAGE CONTENT	PRICE
PR ARTICLE ONLINE PACKAGE	Accessible for every visitor at Autotechnika.hu portal.	150 000 HUF + VAT / WEEK
	Article featured and highlighted on main page for one week. (Refer to the figure on page 10.)	
	Article featured in Autotechnika newsletter (for one newsletter edition).	
	Article shared in Autotechnika.hu's Facebook wall.	

VIDEO CONTENT

PACKAGE	PACKAGE CONTENT	PRICE
VIDEO CONTENT PACKAGE	Highlight of article with video on main page.	22 000 HUF + VAT / WEEK (MAX 2 WEEKS)
Video production: unique pricing.		



ONLINE - FORMATS AND PRICES

NAME	SIZE	PLACEMENT	PRICE
LEADERBOARD BANNER	728 x 90 px	Main page, after the news block with images.	80 000 Ft / week
ROADBLOCK BANNER	640 x 360 px	Main page: above the columns. Category page: above the first article. Article page: after the article lead.	150 000 Ft / week
WIDE SKYSCRAPER BANNER	160 x 600 px	In every page, on the right-hand side.	80 000 Ft / week
PARTNERBANNER I.	160 x 160 px	You can choose from the following categories: <ul style="list-style-type: none"> • Diagnostics • Air-conditioning • Engine and Powertrain • Running Gear • Body • Practical steps for Services • Filtration Technology • Brake Technology • Lubrication Technology • Lighting Technology • Old-timer 	by category 15 000 Ft /month
PARTNERBANNER II.	160 x 160 px	You can choose from the following categories: <ul style="list-style-type: none"> • Actual • Exclusive • Laws • MOT test • Vocational training • Fresh news • Event • This+That • Etc. 	by category 10 000 Ft /month
PARTNER PACKAGE I.	160 x 160 px	On the article pages of the following categories:	120 000 Ft /month
PARTNER PACKAGE II.	160 x 160 px	On every article pages within categories	165 000 Ft /month

** Prices are net prices, do not include Value Added Tax (VAT).

We reserve the right to change prices!



ONLINE

MAIN PAGE



1 LEADERBOARD BANNER
 · Dimensions: 728 × 90 px
 · Size limit: maximum 300 KB

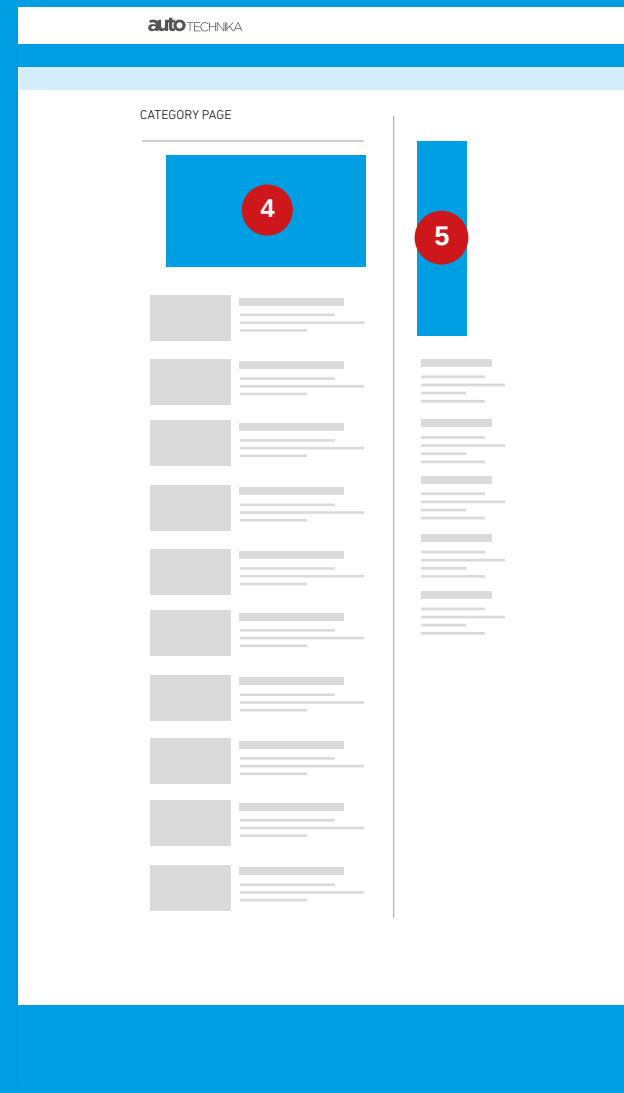
2 ROADBLOCK
 · Dimensions: 640 × 360 px
 · Size limit: maximum 300 KB

3 WIDE SKYSCRAPER BANNER
 · Dimensions: 160 × 600 px
 · Size limit: maximum 300 KB

4 ROADBLOCK
 · Dimensions: 640 × 360 px
 · Size limit: maximum 300 KB

5 WIDE SKYSCRAPER BANNER
 · Dimensions: 160 × 600 px
 · Size limit: maximum 300 KB

CATEGORY PAGE

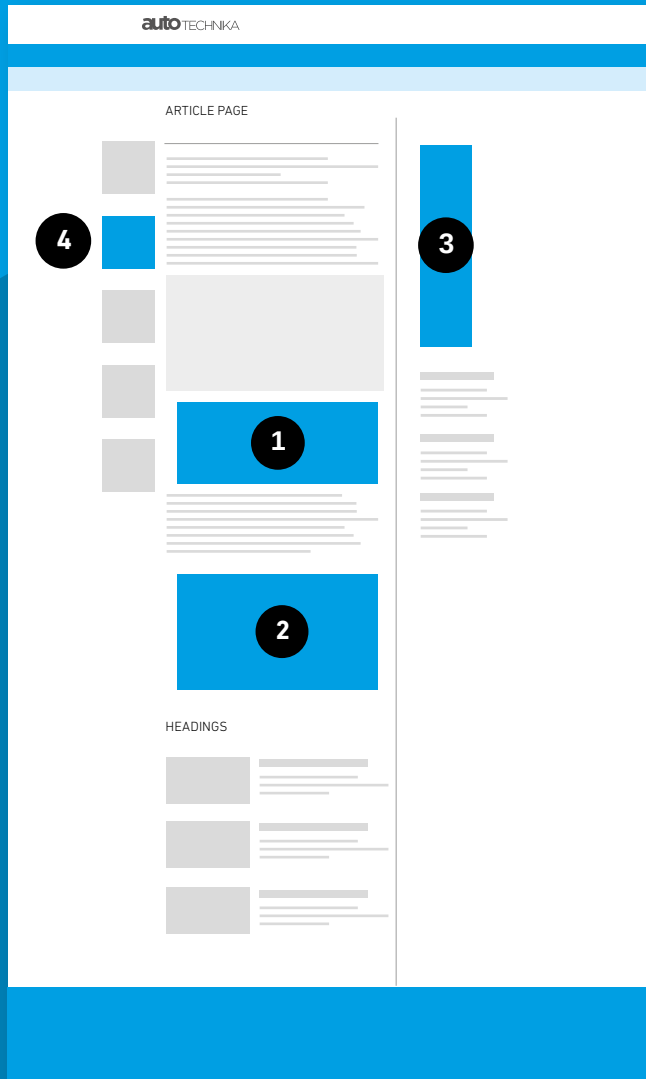


FORMAT: HTML5 (BACKUP: .JPG, .GIF) or .JPG



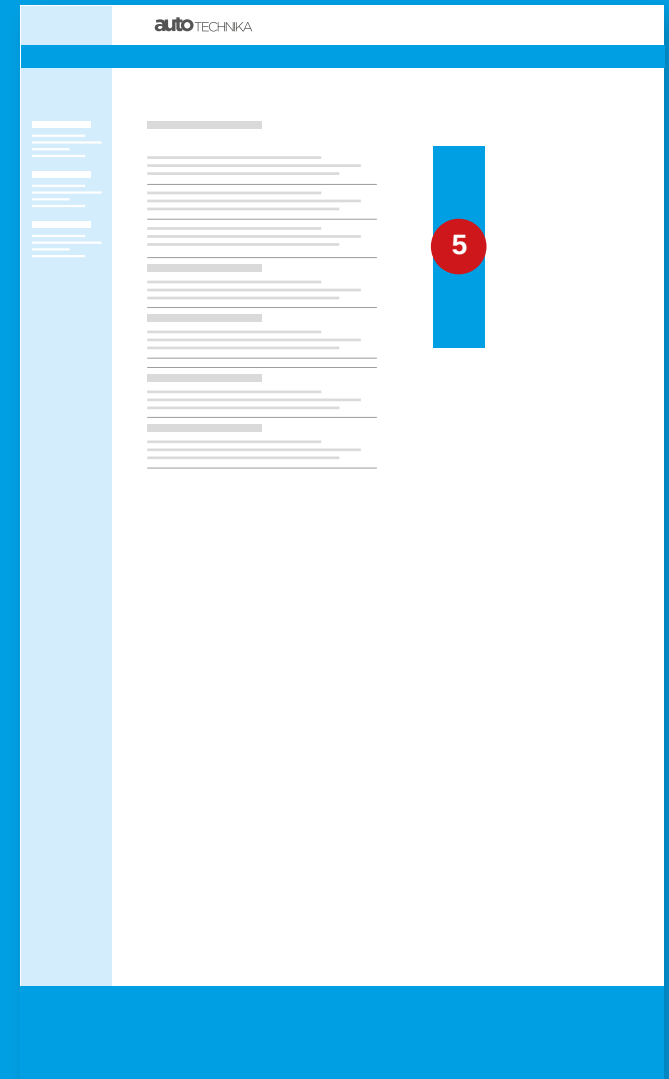
ONLINE

ARTICLE PAGE



- 1 LEADERBOARD BANNER**
 - Dimensions: 728 × 90 px
 - Size limit: maximum 300 KB
- 2 ROADBLOCK**
 - Dimensions: 640 × 360 px
 - Size limit: maximum 300 KB
- 3 WIDE SKYSCRAPER BANNER**
 - Dimensions: 160 × 600 px
 - Size limit: maximum 300 KB
- 4 PARTNER BANNER**
 - Dimensions: 160 × 160 px
 - Size limit: maximum 300 KB
- 5 WIDE SKYSCRAPER BANNER**
 - Dimensions: 160 × 600 px
 - Size limit: maximum 100 KB

PROFESSIONAL SEARCH / HIT PAGE



FORMAT: HTML5 (BACKUP: .JPG, .GIF) or .JPG

DIGITAL

NEWSLETTER

The fresh articles collected by editors. Sent 2 times a week (Tuesday nad thursday) for 3900 subscribers

POSSIBILITIES OF APPEARANCE IN OUR NEWSLETTER

ARTICLE

In our newsletter - main news, fresh news, thematic news	Max. 500 character text + image + link	20 000 Ft + VAT / occasion
Individual newsletter	Max. 500 character text + image + link	42 000 Ft + VAT / occasion

BANNER

Roadblock in the newsletter	640 x 360 px	40 000 Ft + VAT / occasion
Extended leaderboard	728x180 px	40 000 Ft + VAT / occa- sion





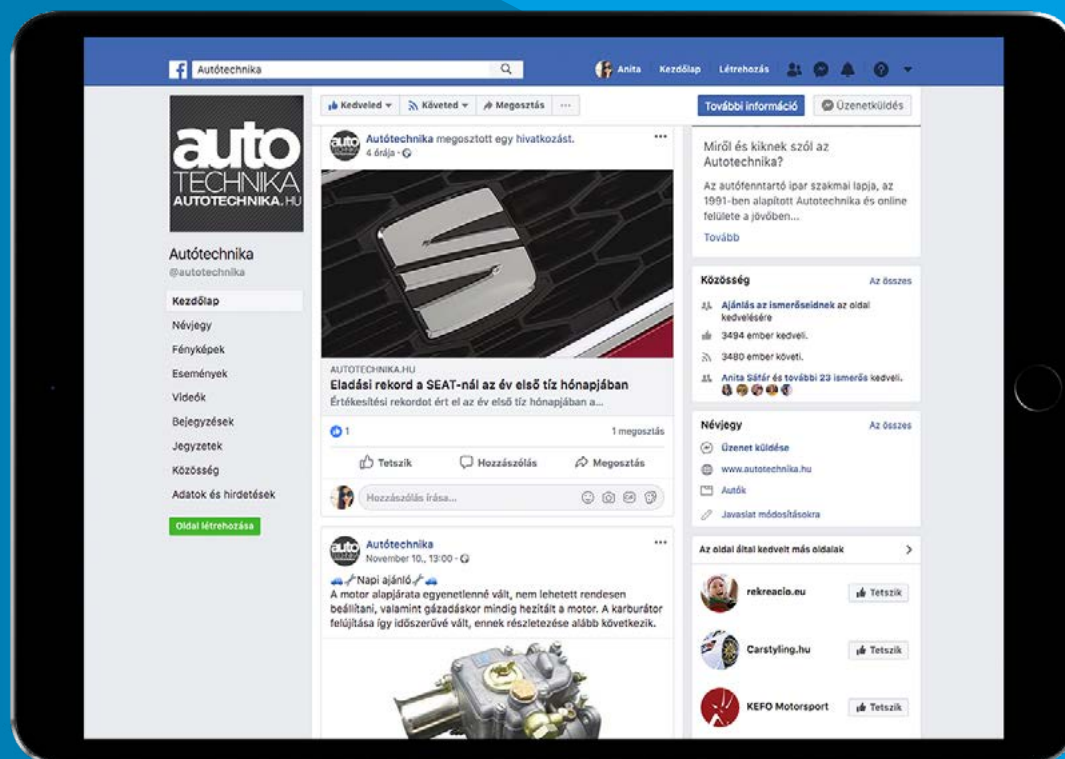
FACEBOOK

Posting content on Autótechnika Facebook Page news feed

3500 Page likes from technicians

2 article post/day

100 euro + VAT / Post



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X M E D I T O R