

2023

MEDIA OFFERING



autotechnika



MAGAZIN



ONLINE



DIGITAL



FACEBOOK



1991
Founded

4000
Sampling

12 szám/év
Issues

72 oldal
Length

Reader group: subscribers

Share: 3500 subscribers, 500 others

Distribution: to subscribers based on contact list

Delivery: via post





MAGAZINE - AD SIZES AND PLACEMENTS

POSITION

Cover	extracharge 30%
Verso	extracharge 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.

DISCOUNTS

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

Agency fee: 15%

Max discount available: 30%

PRODUCT INFORMATION, COMPANY INTRODUCTION

Page size A4	In color
1/1 page	600 Euro
1/2 page horizontal	400 Euro

Article writing: 125 Euro. On-site drop-off, travel costs 75 Euro.

Cover
205x232 mm
Bleed: 215x237 mm

890 Euro

Verso
205x293 mm
Bleed: 215x303 mm

790 Euro

1/1
180x252 mm
Bleed: 215x303 mm

700 Euro

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

390 Euro

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

295 Euro

1/4 vertical
Vertical: 88x124 mm

225 Euro

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

390 Euro



PACKAGE OFFER

1/1 page ad

1/1 page colorful PR article

Article featured and highlighted on the autotechnika.hu main page for one week.

Package offer:
840 Euro

1/1 page ad

1/1 page colorful PR article

Article featured and highlighted on autotechnika.hu main page for one week.

Leaderboard banner placed on autotechnika.hu for one week.

Package offer:
900 Euro

1/1 page ad

1/1 page colorful PR article

Article featured and highlighted on autotechnika.hu main page for one week.

Leaderboard banner placed on autotechnika.hu for one week.

Article shared in Autotechnika.hu's Facebook page.

Package offer:
970 Euro





EDITORIAL CALENDAR – TOPICS FOR THE YEAR

2023.	Deadline	Publication day	Topic
January	16.	30.	Environmental contamination by motor vehicles <ul style="list-style-type: none">· Environmental contamination by motor vehicles· Emission technology – pollution-reducing systems and parts therefor, transponders (lambda probes, thermometers, NOX probes, pressure sensors),· EGR valves, tubes, replacement catalysts, soot filters,· AdBlue, PSA Eolys commerce, storage, refuelling· Parts of exhaust system, exhaust silencers· Gas analysers· Opacimeters· DPF and catalyst cleaning (technology, service providers, substances)· Hazardous waste (collection, handling)
February	13.	27.	Engine Technology <ul style="list-style-type: none">· Engine parts· Turbo chargers and coolers· Engine cooling, coolers, thermostats, water pumps· Filters (engine oil, air, fuel, AdBlue)· Assembly technology, special tools Air Conditioning Technology <ul style="list-style-type: none">· Air conditioning equipment and service accessories· Air conditioning gases, air conditioning oils· Repair of parts of air conditioning system· Parts (compressors, heat exchangers etc.)· Air conditioning repair services - training sessions in air conditioning
March	13.	27.	Wheels of a motor vehicle – tyre, rim <ul style="list-style-type: none">· Wheel mounting and alignment devices· Repair of tyre and rim (technology, devices)· Tyre washing and storage devices· TPMS diagnostics, spare parts· Modern tyre diagnostics Engine diagnostics <ul style="list-style-type: none">· System testers (scanners), read-out devices· New services of scanners· Control unit diagnostics

2023.	Deadline	Publication day	Topic
April	10.	28.	Steering <ul style="list-style-type: none">· Steering systems, parts, refurbishment Suspensions <ul style="list-style-type: none">· Diagnostics – suspension testing devices and their service accessories· Moving benches· Device system of suspension maintenance, tools HV battery testing <ul style="list-style-type: none">· Instruments· Testing equipment· Assembly
May	12.	29.	Braking devices <ul style="list-style-type: none">· Brake parts (comprehensive)· Electric parking brakes· ABS/ESP units and their repair· Service equipment (brake flushing devices, brake fluid boiling point meters, specialist tools, brake line shapers, mechanical measuring equipment, cleaning devices)· Rolling road test benches· Brake test devices (decelarometer, auxiliary devices for testing trailers)· Technologies for brake testing - New regulatory provisions
June	12.	29.	Lubrication technology <ul style="list-style-type: none">· Lubricants· Lubricant service· Lubrication systems for motor vehicle engines· Filters, filter technology· Waste management ADAS systems <ul style="list-style-type: none">· Driver assistance systems· Diagnostics, recalibration· Parts



EDITORIAL CALENDAR – TOPICS FOR THE YEAR

2023.	Deadline	Publication day	Topic
July	10.	28.	Power transmission – drive chain <ul style="list-style-type: none">• Clutch and parts• Transmissions and parts• Automatic torque converters and parts• Service – oil change, devices for oil change, oil analysis• Repairing - Refurbishment Chemical tools – Chemical products of car repair shops <ul style="list-style-type: none">• Engine oil, water coolant, engine fuel additives• Internal cleaning substances for the engine Part cleaning, part washing
August	14.	30.	Repair of bodywork and repair polishing of motor vehicles <ul style="list-style-type: none">• Device system of body work repair• New technologies• Parts• Repair of plastic parts• Materials for repair polishing• Organisation, economy of paint shops
September	11.	29.	Upkeep of motor vehicles <ul style="list-style-type: none">• All service novelties that are required for the upkeep of motor vehicles (In the wake of IAA and Automechanika exhibition) Diesel dosing technology and petrol injection <ul style="list-style-type: none">• Parts• Filters, coolers• Testing equipment, special tools

2023.	Deadline	Publication day	Tematika
October	13.	27.	See and to be seen <ul style="list-style-type: none">• Lighting technology• Automotive glasses• Parts• Diagnostics - headlight alignment devices• Adjustment technologies AA München – car showroom. Novelties of mobility
November	13.	29.	Automotive electrics – automotive electronics <ul style="list-style-type: none">• Batteries, alternators, starter motors• Drive belts (toothed and V-ribbed)• Belt tensioners• Glow plugs, glow relays Electric cars <ul style="list-style-type: none">• Metering instruments• Chargers (wall-mounted and mobile)• Safety requirements
December	November 30.	15.	Comfort and communication electronics <ul style="list-style-type: none">• Systems and parts therefor (radio, navigation etc.)• Diagnostics• Repair Vintage technology <ul style="list-style-type: none">• World of vintage• Repair of vintage technology

ONLINE

PR article is on the main page and featured

290 Euro



PR ARTICLE ONLINE PACKAGE

PACKAGE	PACKAGE CONTENT	PRICE
PR ONLINE PACKAGE	Accessible for every visitor at Autotechnika.hu portal.	485 EURO / 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 page.	

VIDEOTARTALOM

PACKAGE	PACKAGE CONTENT	PRICE
VIDEOTARTALOM CSOMAG	Highlight of article with video on main page.	140 EURO / WEEK
Video production: unique pricing.		





ONLINE - FORMATS AND PRICES

NAME	SIZE	MOBILE SIZE	PLACEMENT	PRICE
LEADERBOARD BANNER	728 x 90 px	320 x 100 px	Top of every page-type	340 EURO / WEEK
ROADBLOCK BANNER	640 x 360 px	300 x 250 px	Middle of the main page, category pages, and article pages	320 EURO / WEEK
POPUNDER BANNER	720 x 300 px	336 x 280 px	Directly after the content of every page-type (excluding the Search page)	240 EURO / WEEK
LARGE SKYSCRAPER BANNER	160 x 600 px	no mobile size	Next to the content, on the right side on every page-type (excluding the Magazine page)	195 EURO / WEEK

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

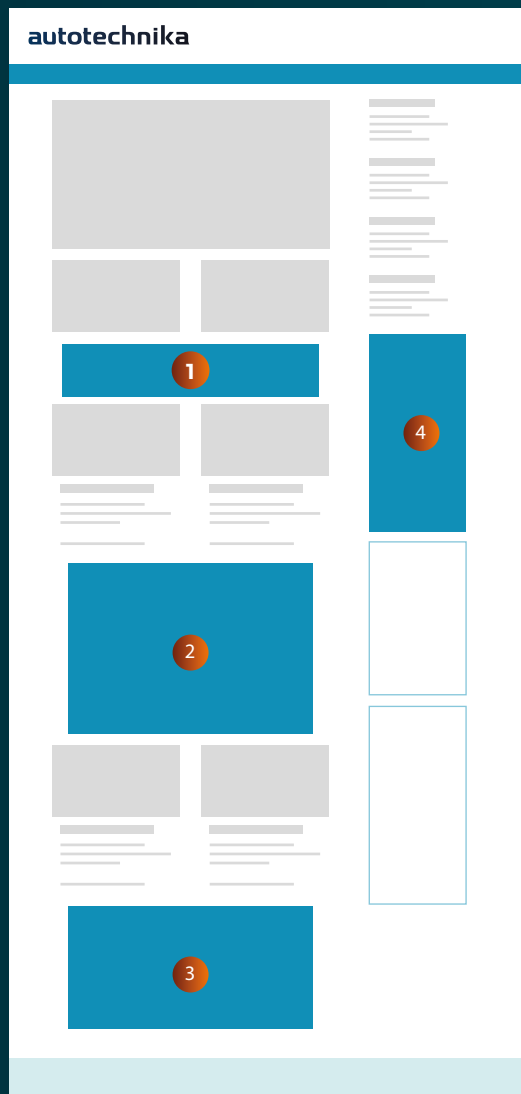
We reserve the right to change prices!





ONLINE

HOMEPAGE



1

LEADERBOARD BANNER

Desktop size: 728 x 90 px

Mobil size: 320 x 100 px

2

ROADBLOCK BANNER

Desktop size: 640 x 360 px

Mobil size: 300 x 250 px

3

POPUNDER BANNER

Desktop size: 720 x 300 px

Mobil size: 336 x 280 px

4

LARGE SKYSCRAPER BANNER

Size: 300 x 600 px

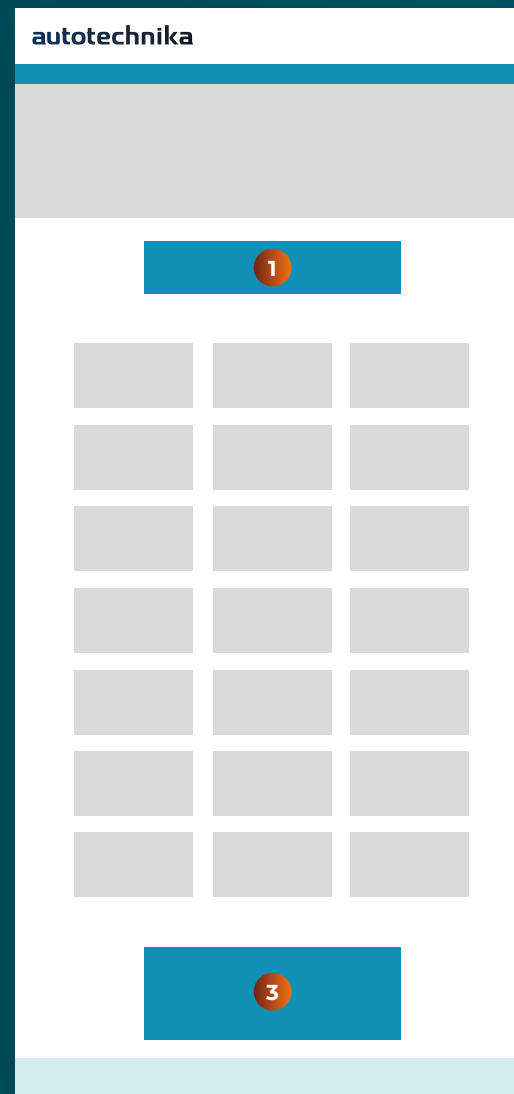
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HTML5 (BACKUP: .JPG, .GIF) VAGY .JPG

SIZE:

300 KB

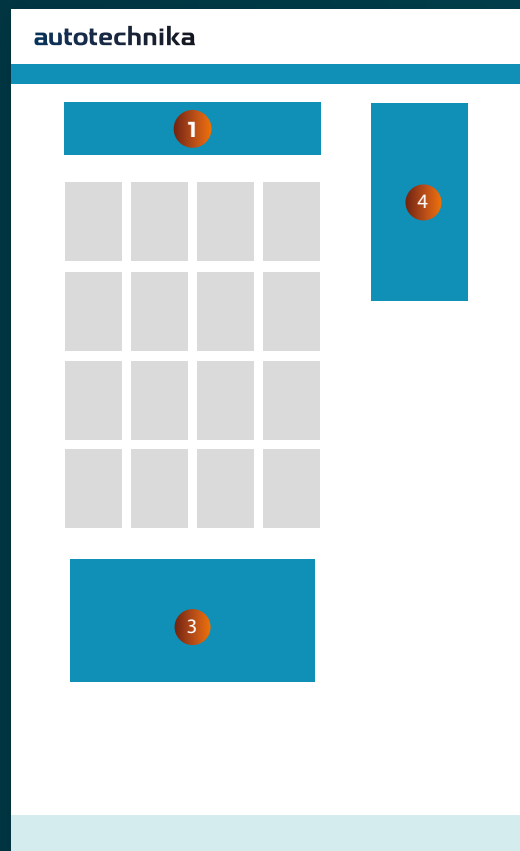
MAGAZIN PAGE



1

3

ARCHIVE



1 LEADERBOARD BANNER
Desktop size: 728 x 90 px
Mobil size: 320 x 100 px

2 ROADBLOCK BANNER
Desktop size: 640 x 360 px
Mobil size: 300 x 250 px

3 POPUNDER BANNER
Desktop size: 720 x 300 px
Mobil size: 336 x 280 px

4 LARGE SKYSCRAPER BANNER
Size: 300 x 600 px

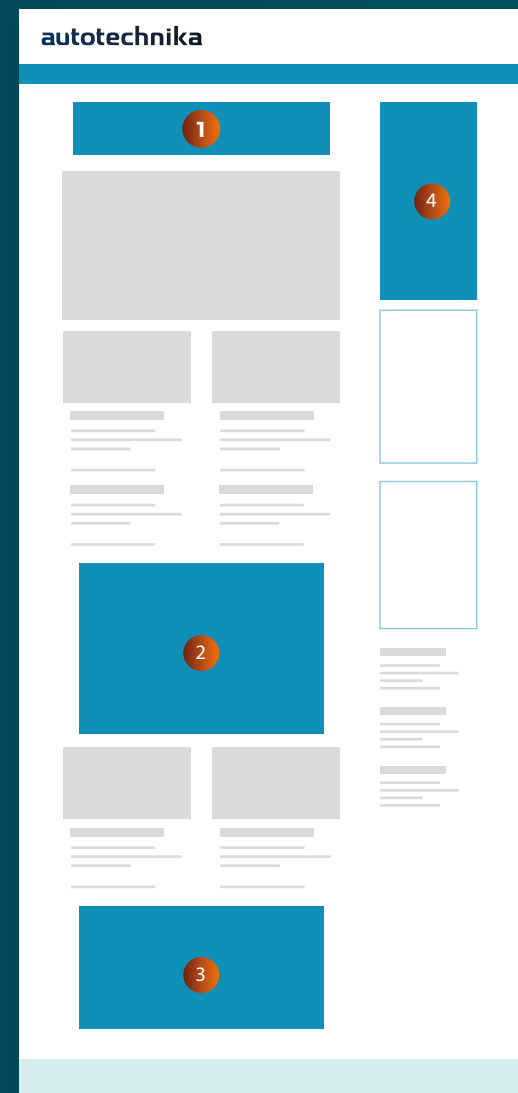
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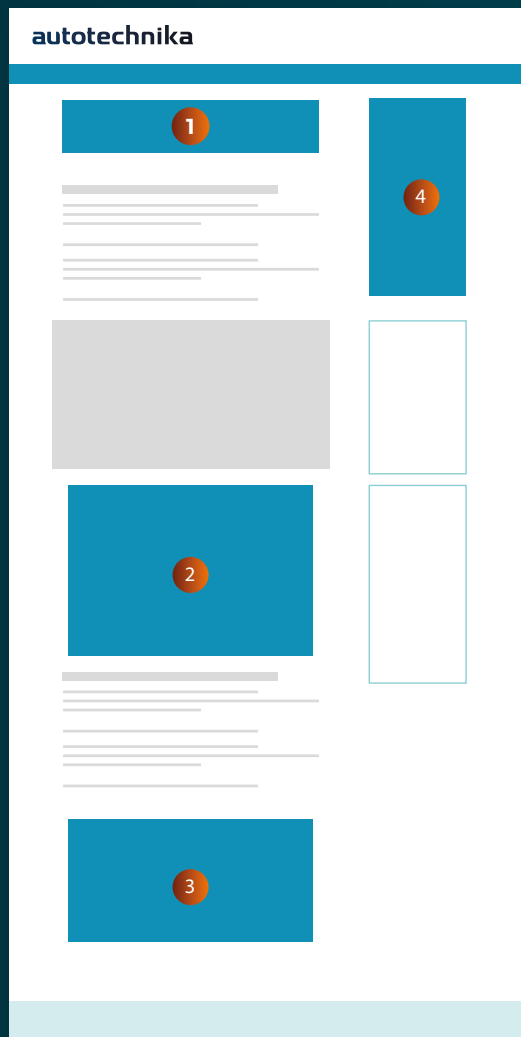
SIZE:

300 KB

SECTION PAGE



ARTICLE PAGE



1 LEADERBOARD BANNER
 Desktop size: 728 x 90 px
 Mobil size: 320 x 100 px

2 ROADBLOCK BANNER
 Desktop size: 640 x 360 px
 Mobil size: 300 x 250 px

3 POPUNDER BANNER
 Desktop size: 720 x 300 px
 Mobil size: 336 x 280 px

4 LARGE SKYSCRAPER BANNER
 Size: 300 x 600 px

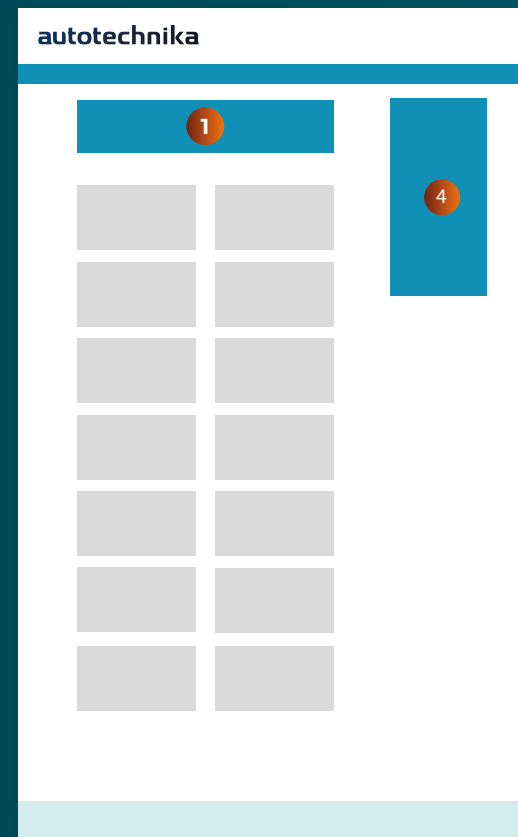
FORMAT:

HTML5 (BACKUP: .JPG, .GIF) VAGY .JPG

SIZE:

300 KB

SEARCH PAGE



NEWSLETTER

The fresh articles collected by editors.
Sent once a week (Thursday) for 4200
subscribers.



POSSIBILITIES OF APPEARANCE IN OUR NEWSLETTER

ARTICLE

In our newsletter ■ main news, fresh news, thematic news	Max. 500 character text + image + link	75 Euro / occasion
Individual newsletter	Max. 500 character text + image + link to full article	145 Euro / occasion

BANNER

Roadblock in newsletter	640 x 360 px	140 Euro / occasion
Extended leaderboard	728x180 px	145 Euro / occasion

FACEBOOK

Posting content on Autótechnika Facebook Page news feed	115 Euro / occasion
<ul style="list-style-type: none"> 5000 professional followers on page 1 article post/day 	



auto tech nika



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