

autotechnika

media offering



MAGAZINE



NEWS PORTAL



NEWSLETTER



SOCIAL



The Autotechnika in numbers

3.850

COPIES SOLD
PER MONTH

4.700

SUBSCRIBERS

50.000+

ONLINE UNIQUE
VISITORS
PER MONTH

25+

ADVERTISING
PARTNERS

72

PAGES
PER MONTH



Target audience

42
AVERAGE
AGE

39%
WITH HIGHER
EDUCATION

18%
INSTRUCTOR



The 33 years' secret

- Monthly issue publication
(In 2024, 11 issues, 1 combined for November-December)
- Extra online subscriber content
- Nationally recognized team of specialized writers
- Stable advertising partner community
- Broad content strategy
- Coverage of professional events
- Tracking market trends
- Continuous professional know-how and communication
- Reports on significant domestic and international trade shows
- Tools, first-hand information on garage equipment
- Advice and expert product reviews





magazine



ADVERTISEMENT SPACES

PRICES AND PARAMETERS



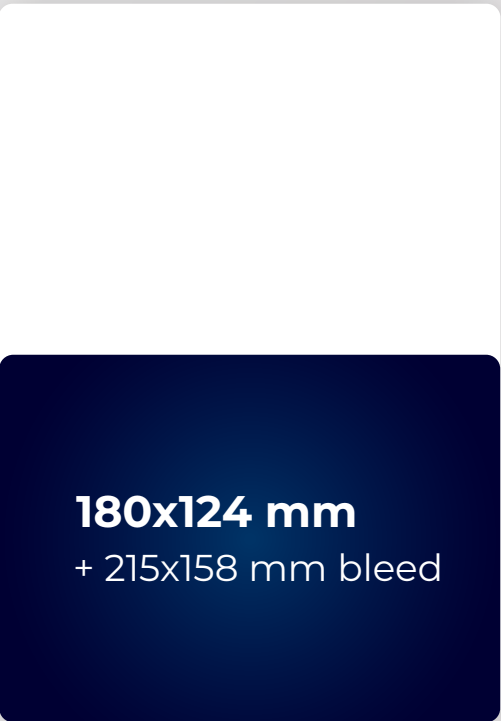
Cover
920 €



Verso
820 €



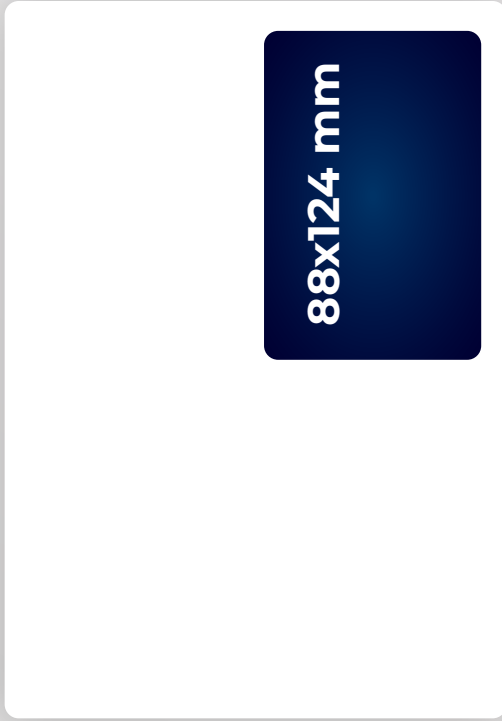
1/1
720 €



1/2 horizontal
420 €



1/3
325 €



1/4 vertical
255 €



1/2 vertical
420 €

DISCOUNTS

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

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



PACKAGE OFFERS

PRICE AND PARAMETERS

-
- 1/1 page ad
 - 1/1 page colorful PR article
 - Article – featured and highlighted on the autotechnika.hu main page for a week

Package offer:
870 €

-
- 1/1 page ad
 - 1/1 page colorful PR article
 - Article – featured and highlighted on the autotechnika.hu main page for a week
 - LeaderBoard banner – Leaderboard banner placed on autotechnika.hu for one week.

Package offer:
930 €

-
- 1/1 oldal hirdetés
 - 1/1 oldal színes PR cikk
 - Article – featured and highlighted on the autotechnika.hu main page for a week
 - LeaderBoard banner – Leaderboard banner placed on autotechnika.hu for one week.
 - Article – shared in autotechnika.hu's Facebook page.

Package offer:
1 000 €



EDITORIAL CALENDAR – ANNUAL THEMATIC PLAN

PRICES AND PARAMETERS

2024.	Deadline	Publication day	Topic
January	16	31.	• Environmental contamination by motor vehicles
February	12.	28.	• Engine Technology • Air Conditioning Technology
March	13.	28.	• Wheels of a motor vehicle – tyre, rim • Engine diagnostics
April	15.	29.	• Steering • Suspensions • HV battery testing
May	13.	29.	• Braking devices
June	14.	28.	• Lubrication technology • ADAS systems
July	15.	29.	• Power transmission – drive chain

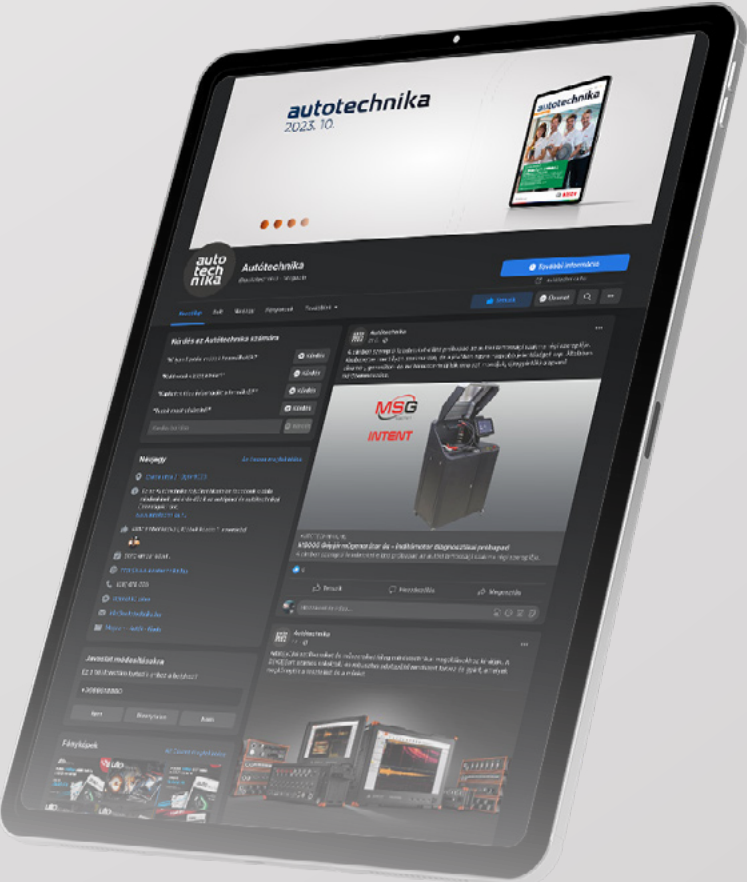
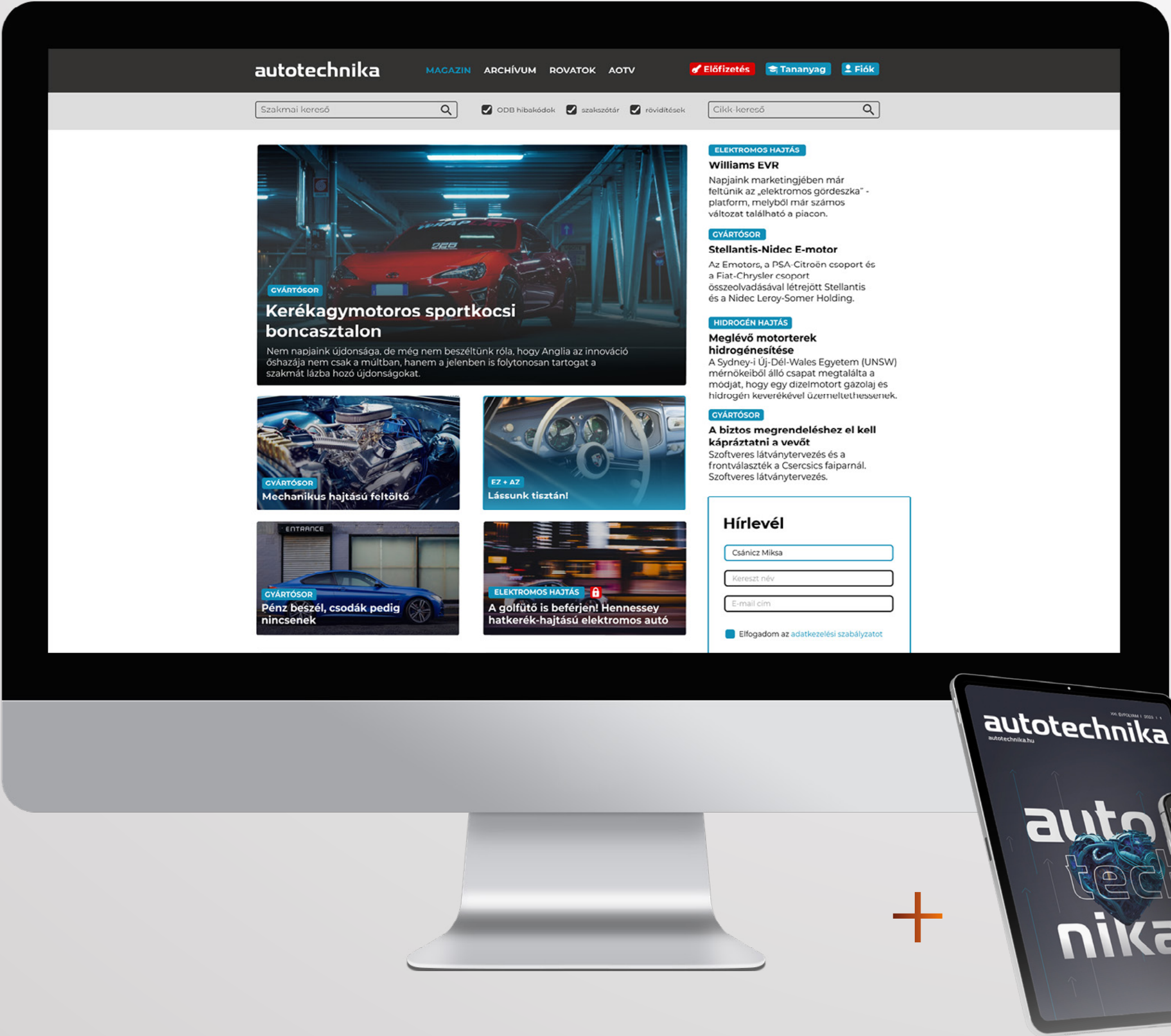
2024.	Deadline	Publication day	Topic
August	14.	29.	• Steering
September	13.	27.	• Upkeep of motor vehicles • Diesel dosing technology and petrol injection
October	14.	28.	• See and to be seen
November-December	november 30.	december 15.	• Automotive electrics – automotive electronics • Electric cars • Comfort and communication electronics • Vintage technology



**news
portal**



PR
PRICES AND PARAMETERS



PACKAGE	PACKAGE CONTENT	PRICE
PR ONLINE PACKAGE	Accessible for every visitor at Autotechnika.hu portal.	520 € / 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).	
PR ONLINE PACKAGE + VIDEO	Article shared in Autotechnika.hu's Facebook page.	730 € / WEEK
	PR ONLINE PACKAGE + embedded video in article	
	Video production: unique pricing	

Solo PR article is on the main page and featured

390 €

BANNER

PRICES AND PARAMETERS

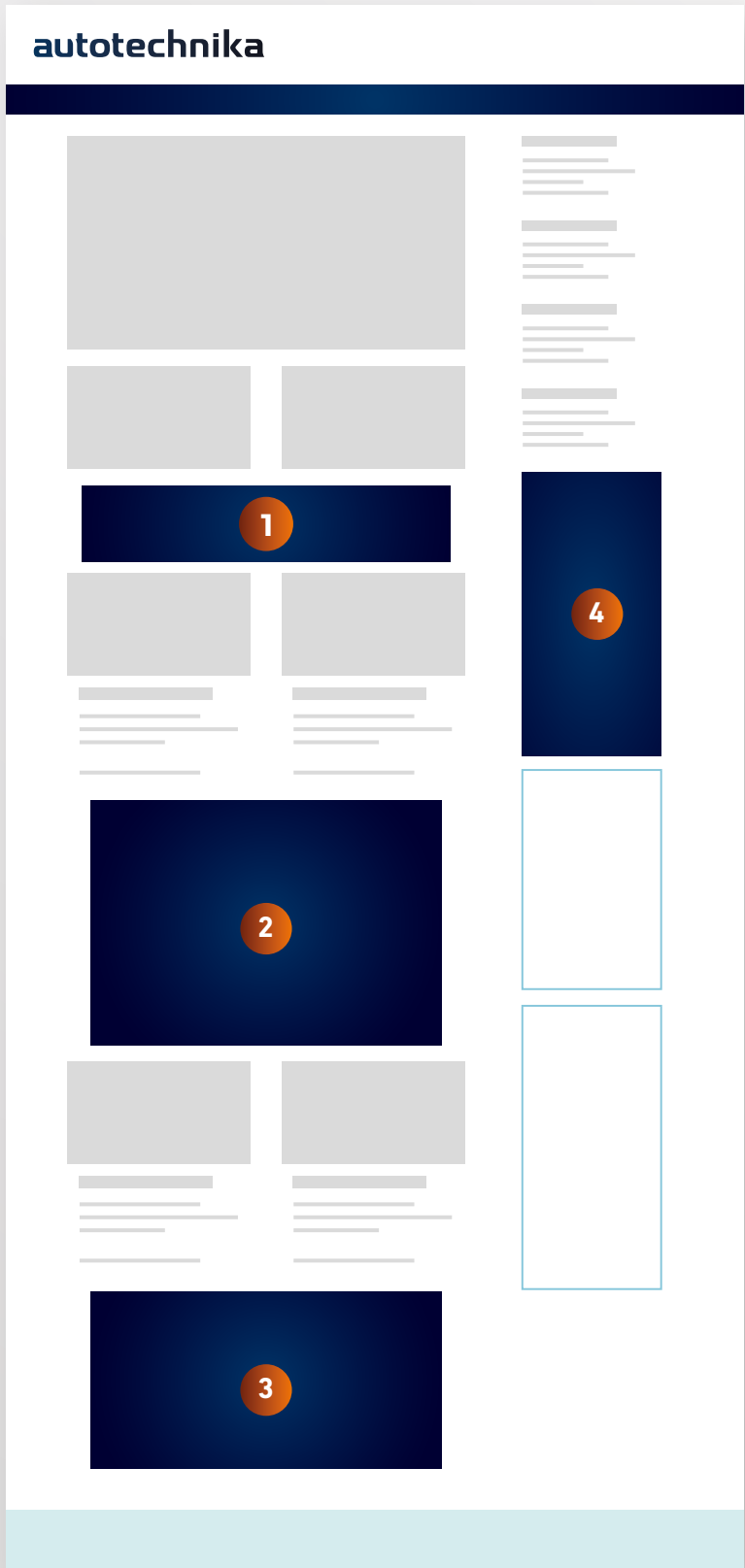
NAME	SIZE	MOBIL SIZE	PLACEMENT	PRICE
LEADERBOARD BANNER	728 x 90 px	320 x 100 px	Top of every page-type	360 € / week
ROADBLOCK BANNER	640 x 360 px	300 x 250 px	Middle of the main page, category pages, and article pages	340 € / week
POPUNDER BANNER	720 x 300 px	336 x 280 px	Directly after the content of every page-type (excluding the Search page)	265 € / month
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)	210 € / week



BANNER

MAIN AND MAGAZINE PAGE

MAIN PAGE



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

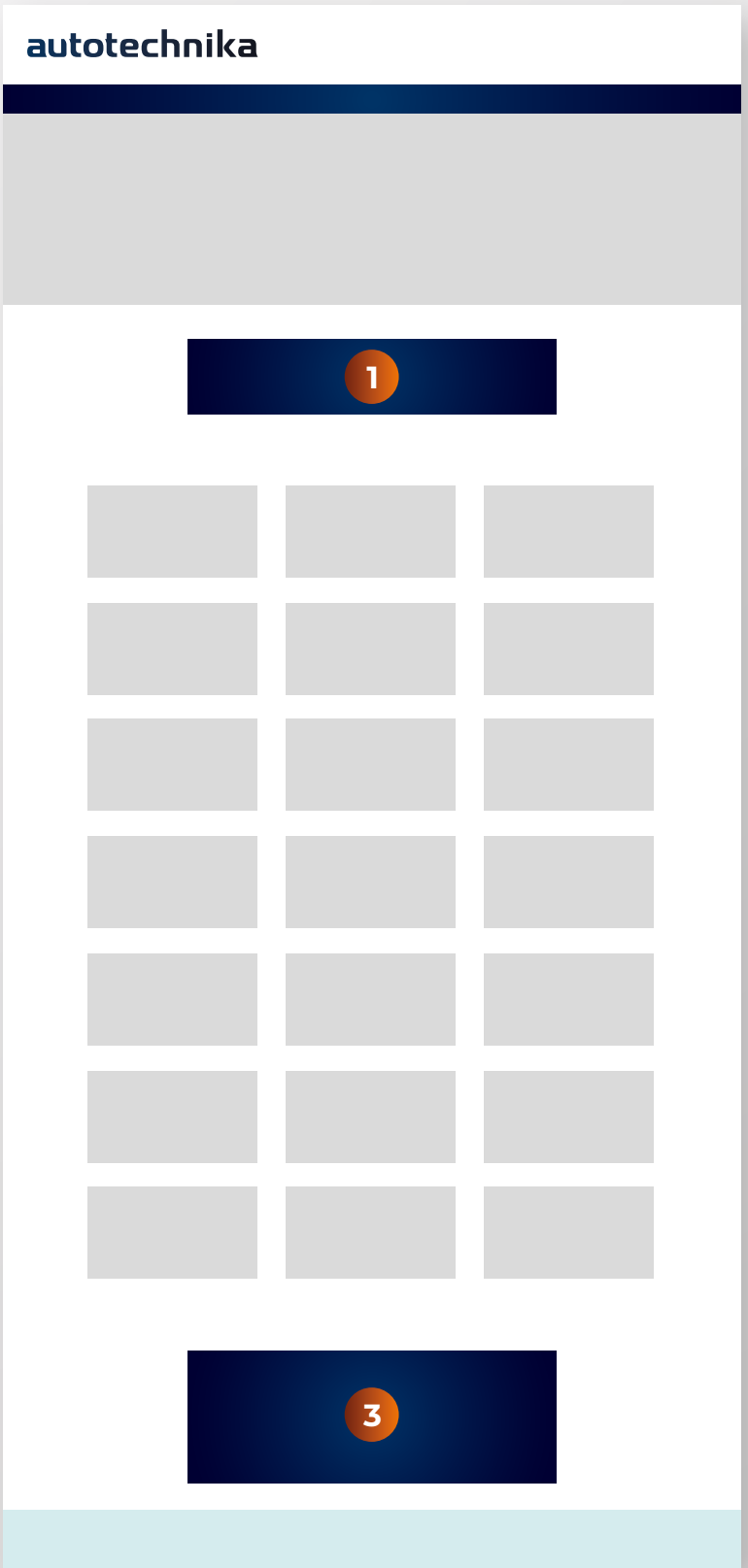
2 ROADBLOCK BANNER
Desktop size: 640 x 360 px
Mobil size: 300 x 250 px

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

4 LARGE SKYSCRAPER BANNER
Size: 300 x 600 px

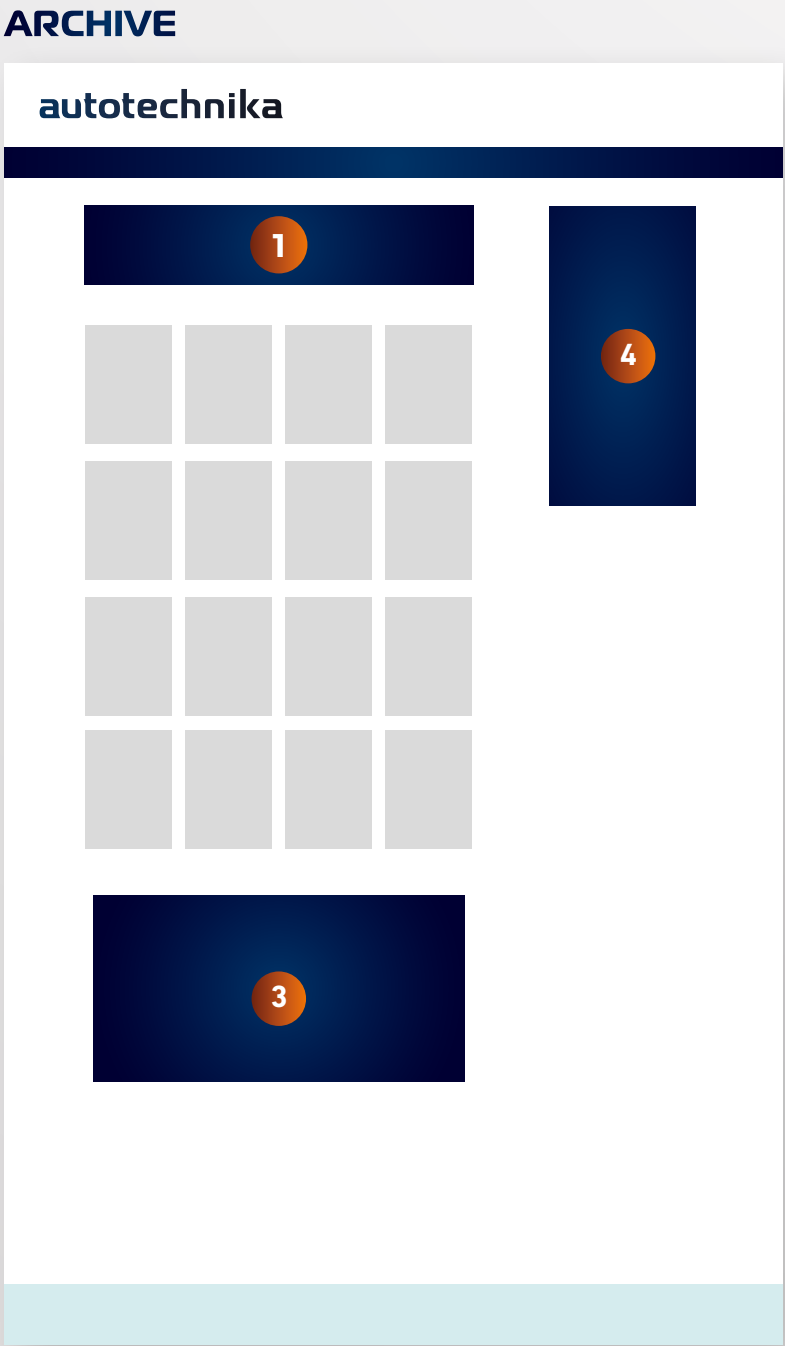
FORMAT:
HTML5 (BACKUP: .JPG, .GIF) VAGY .JPG
SIZE:
300 KB

MAGAZIN PAGE



BANNER

ARCHIVE, TOPIC 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

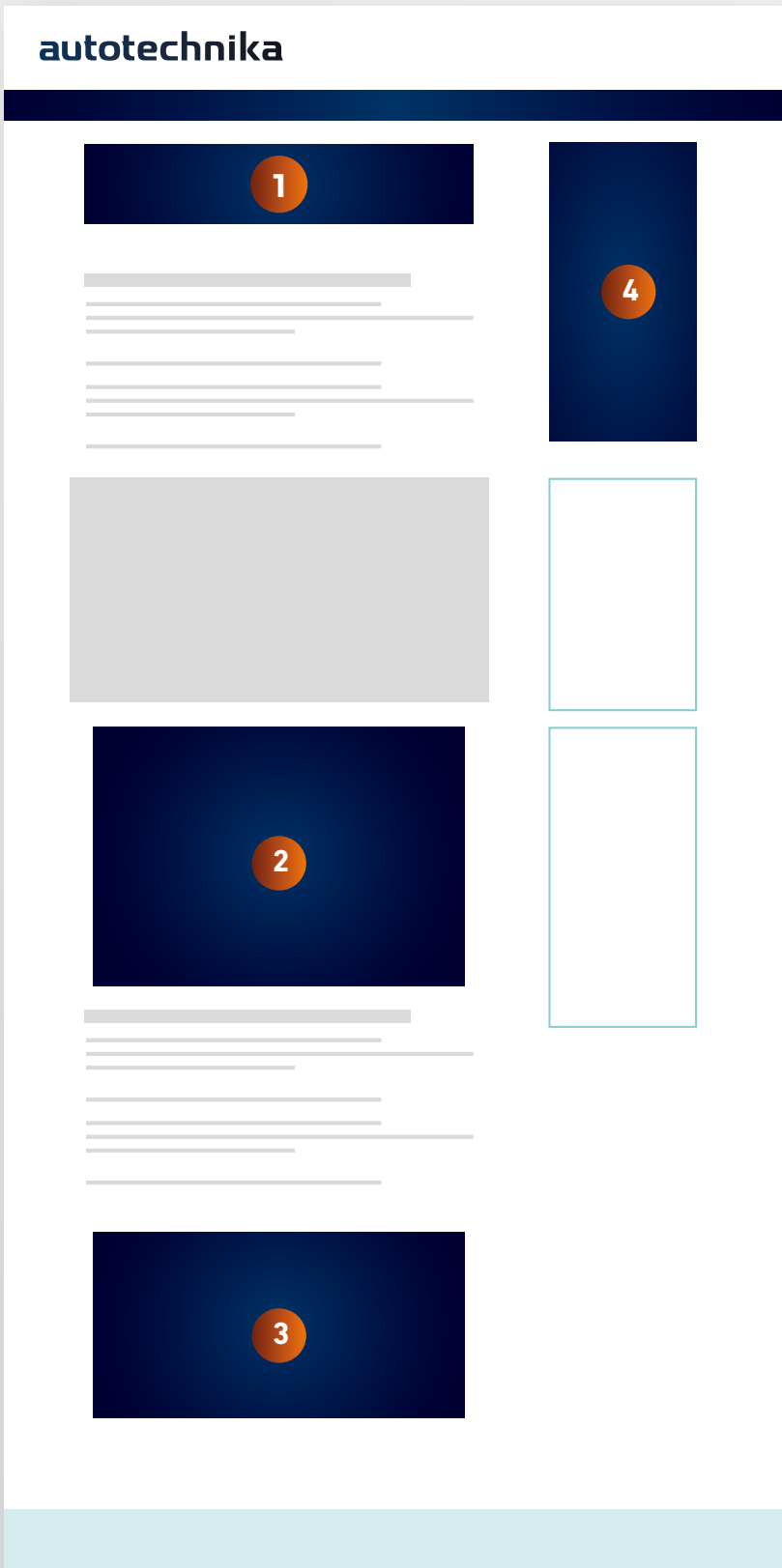
SIZE:
300 KB



BANNER

ARTICLE AND SEARCH PAGE

ARTICLE PAGE

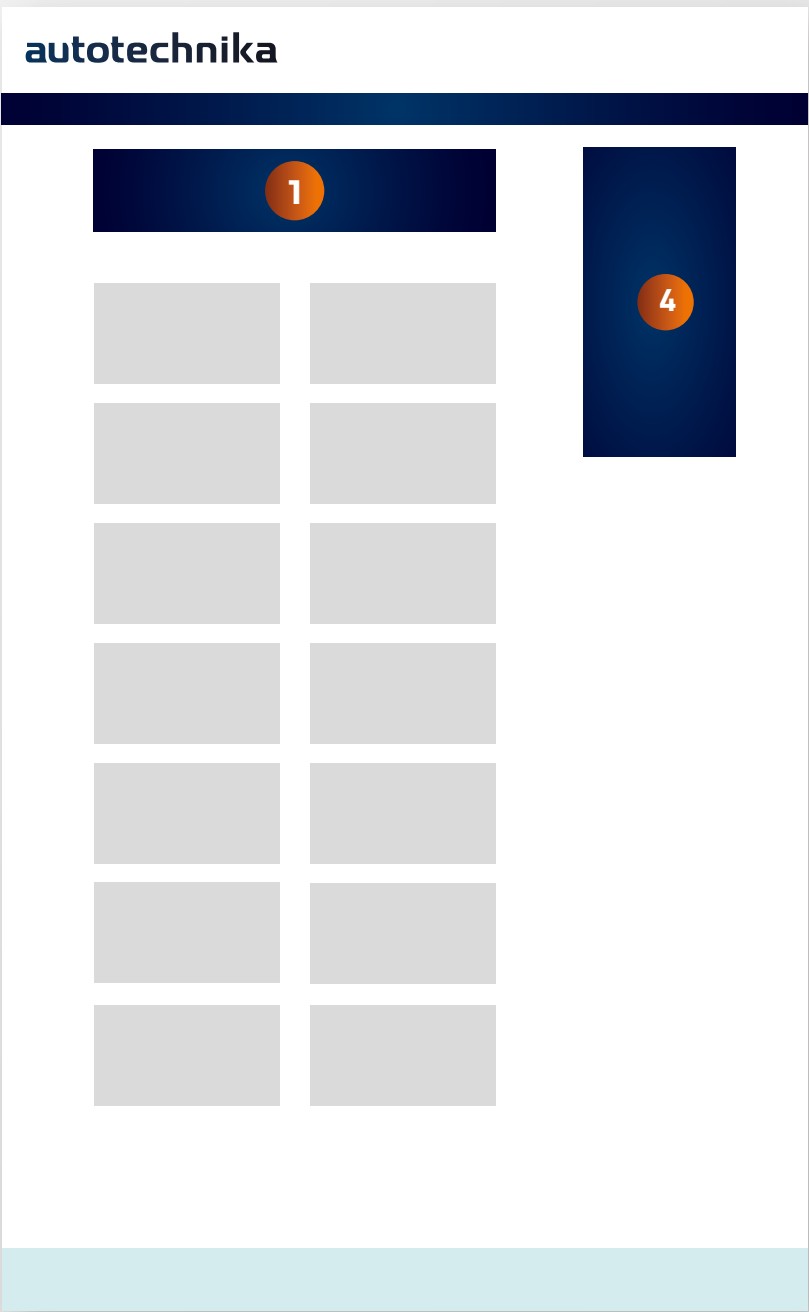


- 1** LEADERBOARD BANNER
Desktop size: 728 x 90 px
Mobil size: 320 x 100 px
- 2** ROADBLOCK BANNER
Desktop size: 640 x 360 px
Mobil size: 300 x 250 px
- 3** POPUNDER BANNER
Desktop size: 720 x 300 px
Mobil size: 336 x 280 px
- 4** LARGE SKYSCRAPER BANNER
Size: 300 x 600 px

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

SIZE:
300 KB

SEARCH PAGE





newsletter



WEEKLY AND INDIVIDUAL PUBLISHING

PRICE AND PARAMETERS



5100

email address

The fresh articles collected by editors.
Sent once a week (Thursday) for 5100 subscribers.

POSSIBILITIES OF APPEARANCE IN OUR NEWSLETTER

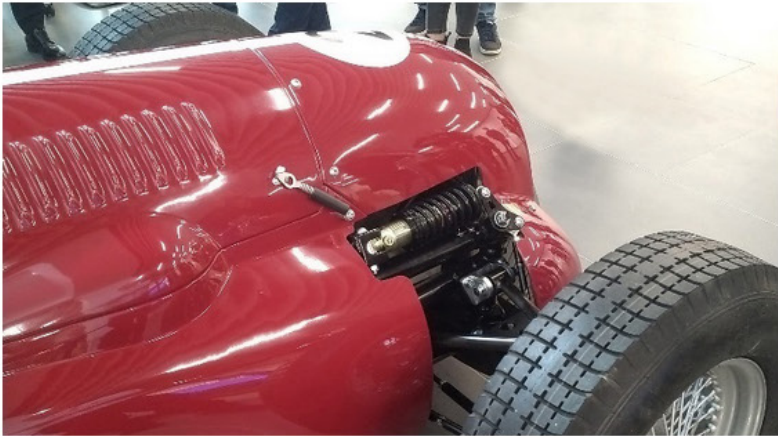
ARTICLE

In our newsletter main news, fresh news, thematic news	Max. 500 character text + image + link	100 € / occasion
Individual newsletter	Max. 500 character text + image + link to full article	210 € / occasion

BANNER

Roadblock in newsletter	640 x 360 px	160 € / occasion
Extended leaderboard	728x180 px	185 € / occasion

autotechnika



Kognitív Mobilitás Konferencia 2023 a Bosch szervezésében

A második alkalommal megrendezett konferencia olyan kérdésekre fókuszált, mint a közlekedés holisztikus megközelítése, a hatékonyabb és biztonságosabb közlekedési hálózat kialakítása, a mesterséges intelligencia bevonása és mindezek érdekében a különböző tudomány és szakterületek egymást gazdagító összefogásának lehetőségei.



hirdetés



London-Shanghai endurance: MG Cyberster „Charging into the Future” Budapest

MG Cyberster, London-Shanghai



Ritka, mint a Schuppan 962

Nemrég újra felbukkant a világ egyik legritkább és leggyorsabb, közúti közlekedésre is alkalmas járműve, a Schuppan 962 CR P1. A rajongók

Schuppan 962 CR P1, a világ leggyorsabb



social

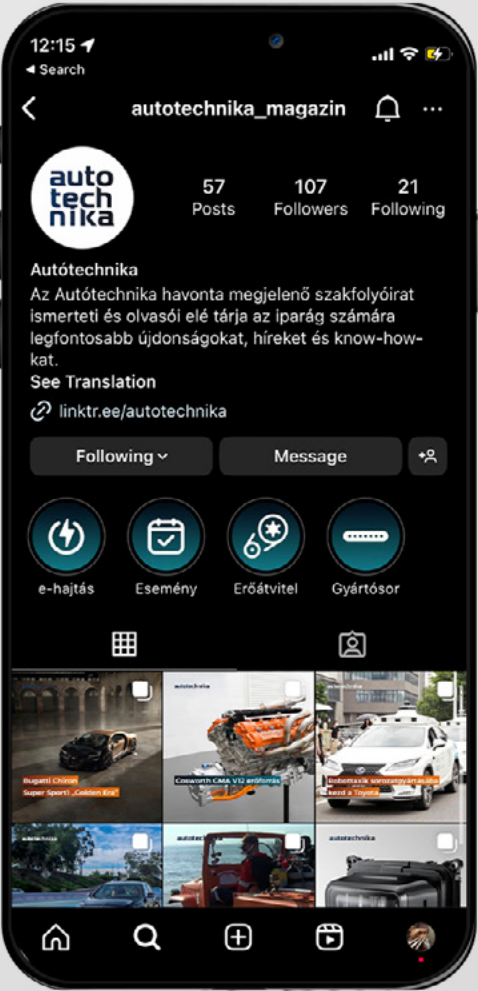
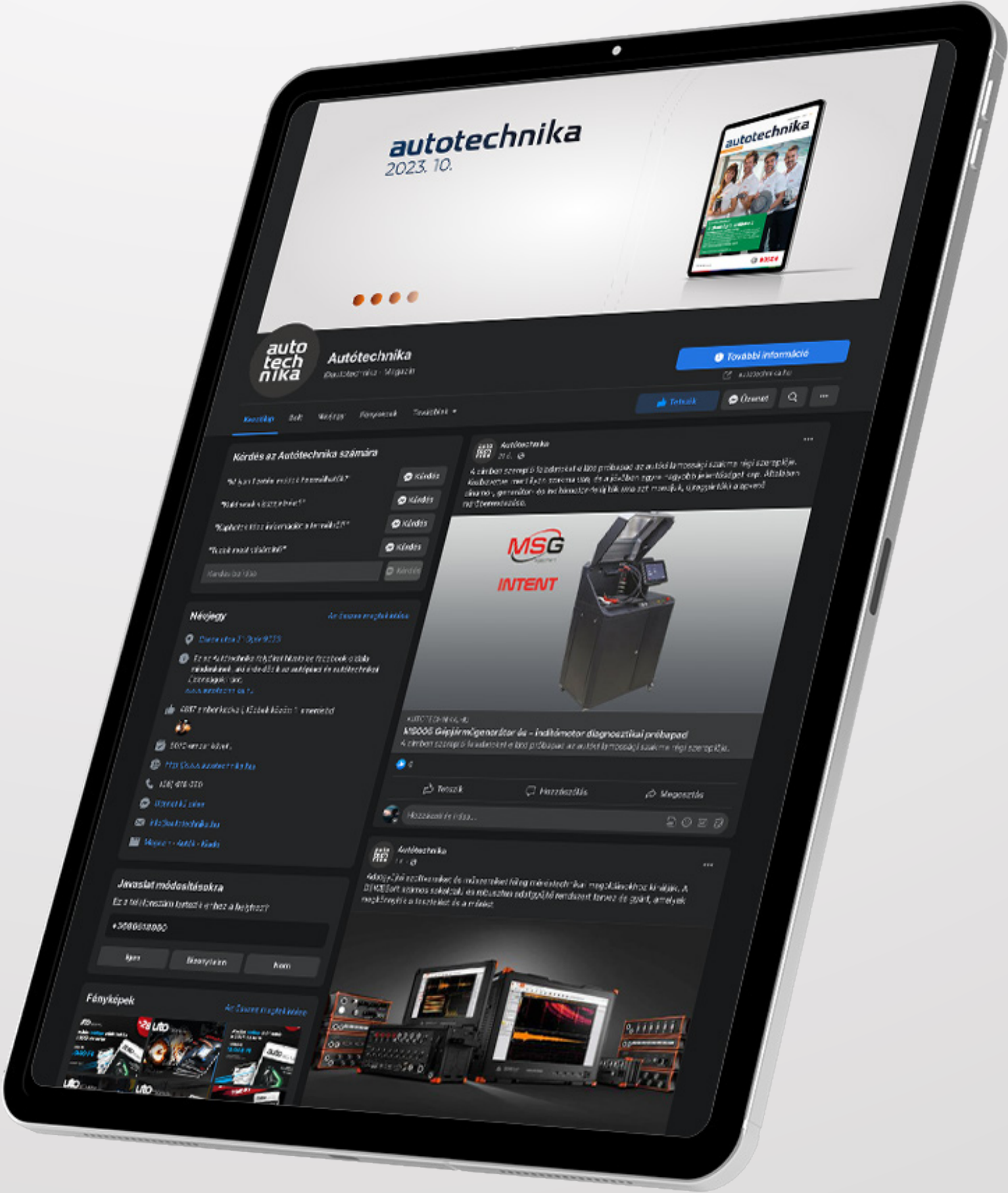


FACEBOOK ÉS INSTAGRAM

ÁRAK ÉS PARAMÉTEREK

FACEBOOK

Posting content on Autotechnika Facebook Page news feed	160 € / occasion
5000 professional followers on page 1 article post / day	



auto tech nika

**X-Meditor Kft.**

9023 Győr, Csaba u. 21.
Telefon: 06-96/618-060
E-mail: auto@xmeditor.hu
www.autotechnika.hu

Editor in Chief

Dr. Nagyszokolyai Iván
Telefon: 06-30/348-8545
E-mail: nszi@gmail.com

Advertising and sales

Ódor Eszter
Telefon: 06-30/453-7796
E-mail: odor.eszter@xmeditor.hu