

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 34 years' secret

- Monthly issue publication
(In 2025, 11 issues, 1 combined for November-December)
- Extra online subscriber content
- New free content for subscribers: TECA, SZAPA
- New quarterly online edition: Commercial vehicles
- 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



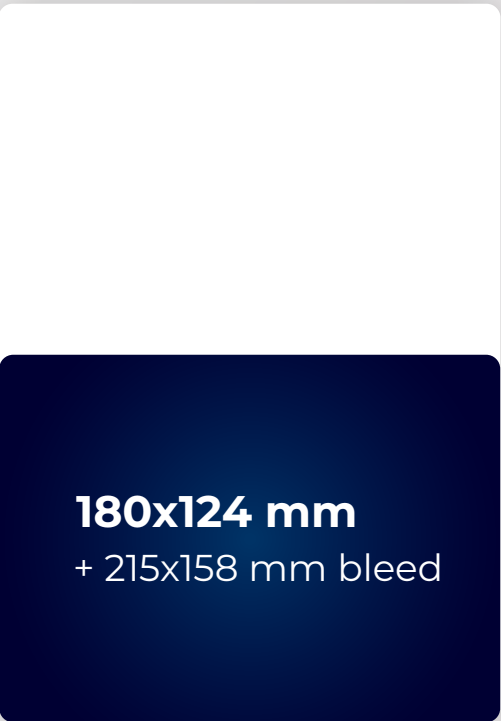
Cover
975 €



Verso
860 €



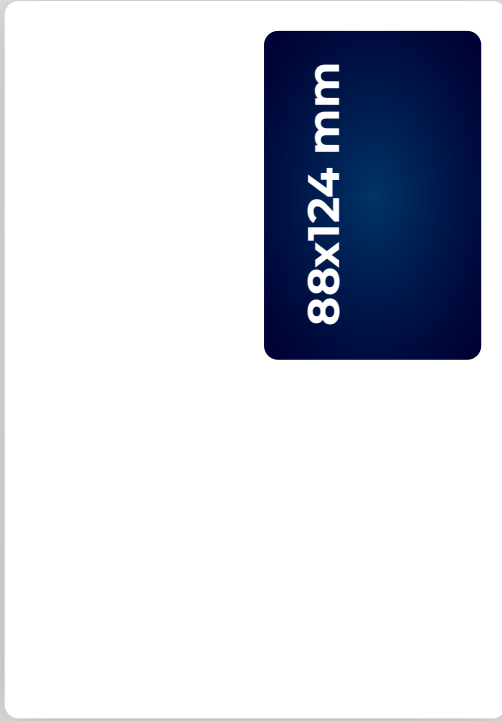
1/1
770 €



1/2 horizontal
510 €



1/3
410 €



1/4 vertical
350 €



1/2 vertical
510 €

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:
1000 €

-
- 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:
1050 €

-
- 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:
1 080 €



EDITORIAL CALENDAR – ANNUAL THEMATIC PLAN

PRICES AND PARAMETERS

2025.	Deadline	Publication day	Topic
January	16	31.	Let's keep this year clean! • Parts washing technologies, washing equipment • Wheel washers • Interior car cleaning • Workshop floor cleaning • Cleaning and care products
February	12.	28.	Preparing for the air conditioning season! • Air conditioning machines (including for CO2 refrigerants) • Heat pumps • Refrigerants and refrigerant identifiers • Lubricants and additives • Diagnostics (leak detectors) • Training
March	13.	28.	Chassis systems • Diagnostics – chassis testing equipment and service accessories • Roller beds • Chassis parts (joints, rods, bushings, driveshaft components) • Wheel bearings • Tools and equipment for chassis maintenance
April	15.	29.	Let's brake! • All about brake systems, their parts, and components • Repair and tools • Brake testing benches
May	13.	29.	Electric cars (BEV) and hybrid high-voltage and auxiliary batteries • Diagnostics (State of Health), leakage • High-voltage battery repair • Chargers • Recycling

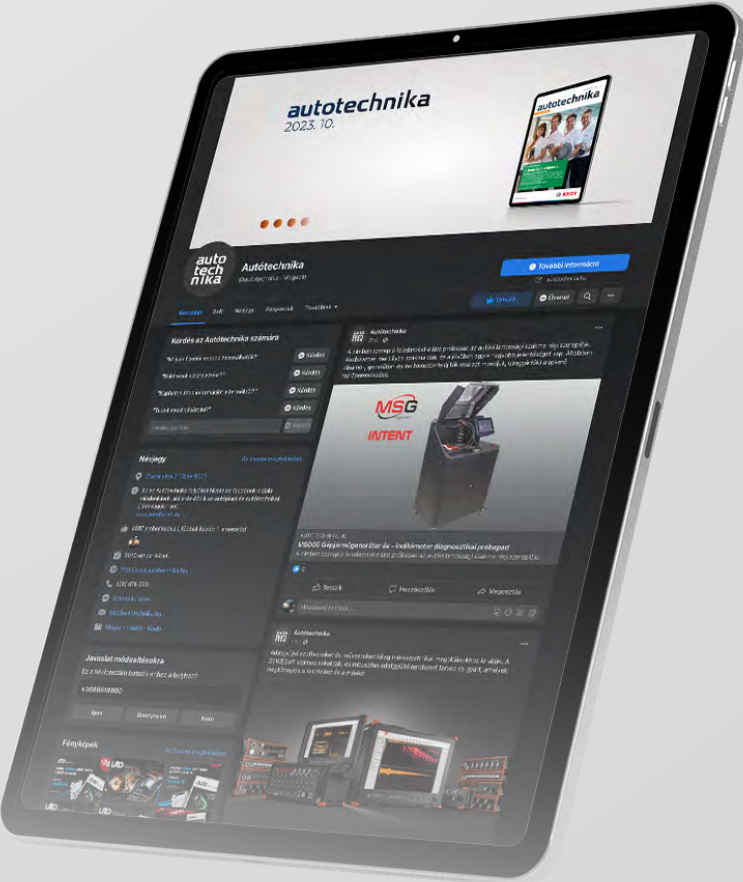
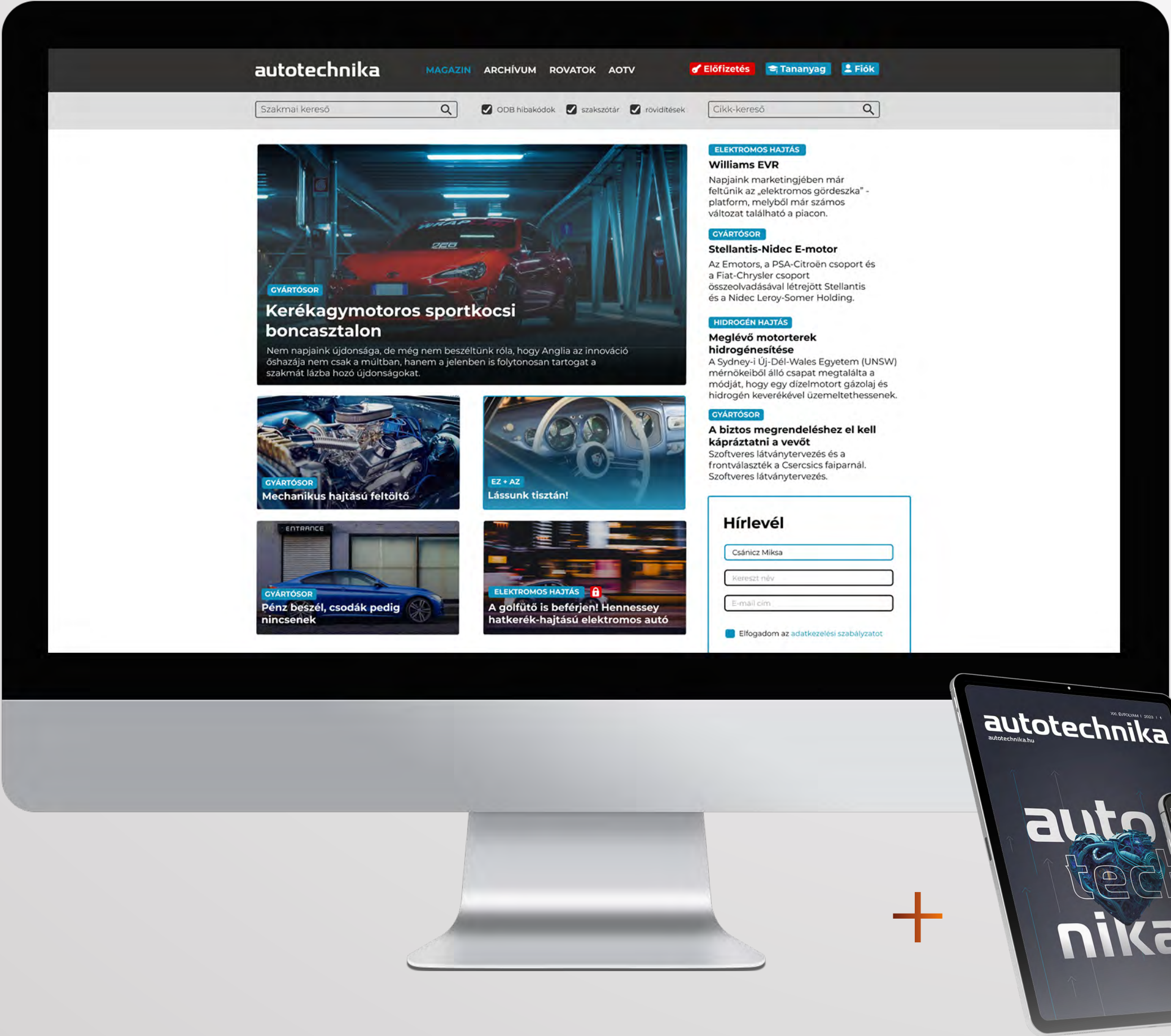
2025.	Deadline	Publication day	Topic
June	14.	28.	Diagnostics supported by artificial intelligence • Expanded services of system testers • Data support • Remote diagnostics
July	15.	29.	Powertrain • Clutches and components • Transmissions and parts • Automatic torque converters and parts • Service – oil changes, oil change equipment, oil analysis • Repair – refurbishment
August	14.	29.	Bodywork repair and refinishing • Professional training, technical courses
September	13.	27.	Workshop equipment • Garage equipment • Business management and administration software
October	14.	28.	Lubrication technology • Lubricants • Lubrication service • Vehicle engine lubrication systems • Filters, filtration technology
November-December	november 30.	december 15.	Modern tools for diagnostics and testing • Technical inspections • Lighting (parts, new systems, inspection tools)



**news
portal**



PR
PRICES AND PARAMETERS



PACKAGE	PACKAGE CONTENT	PRICE
PR ONLINE PACKAGE	Accessible for every visitor at Autotechnika.hu portal.	590 € / 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.	
PR ONLINE PACKAGE + VIDEO	PR ONLINE PACKAGE + embedded video in article	770 € / WEEK
Video production: unique pricing		

Solo PR article is on the main page and featured

460 €

BANNER

PRICES AND PARAMETERS

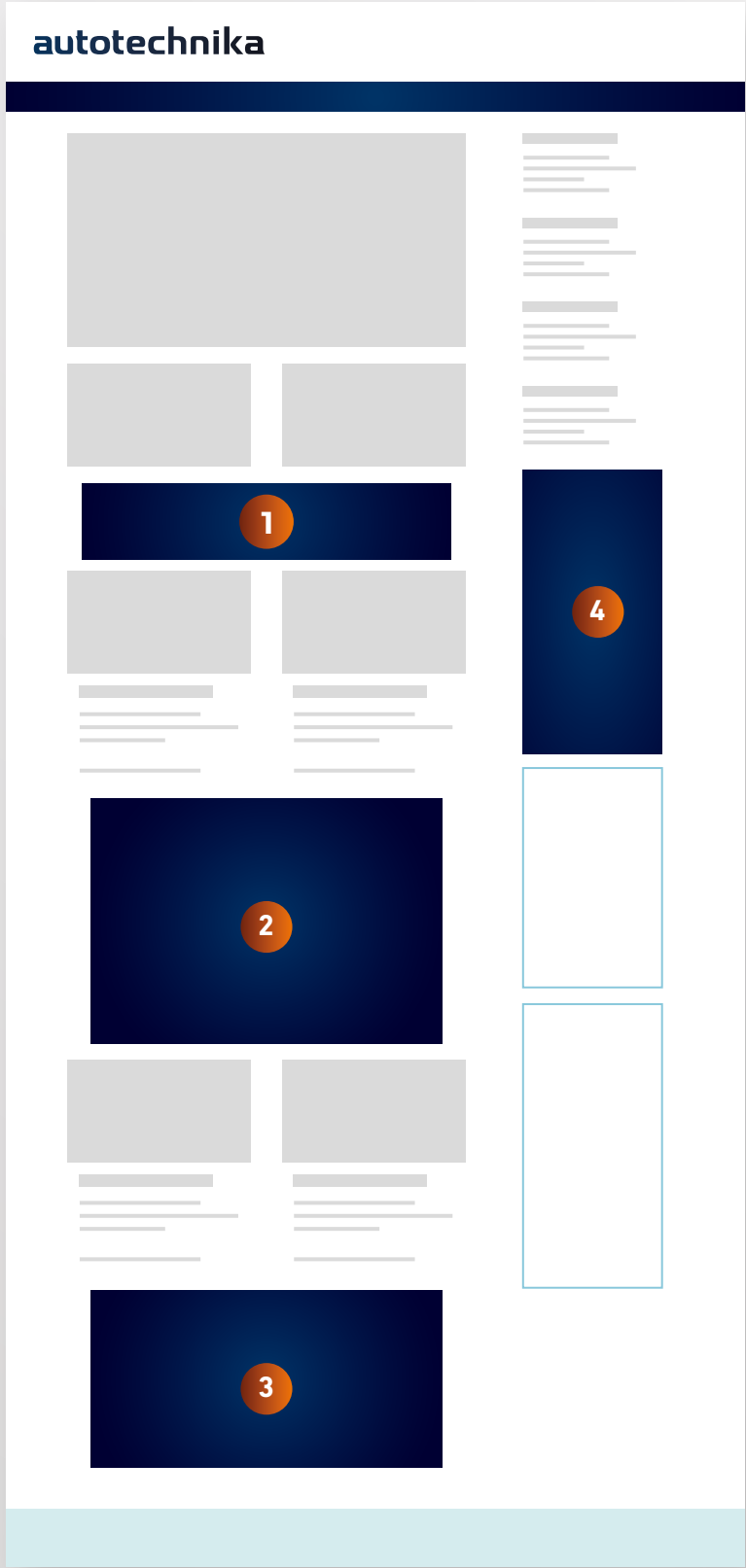
NAME	SIZE	MOBIL SIZE	PLACEMENT	PRICE
LEADERBOARD BANNER	728 x 90 px	320 x 100 px	Top of every page-type	380 € / week
ROADBLOCK BANNER	640 x 360 px	300 x 250 px	Middle of the main page, category pages, and article pages	380 € / week
POPUNDER BANNER	720 x 300 px	336 x 280 px	Directly after the content of every page-type (excluding the Search page)	290 € / month
LARGE SKYSCRAPER BANNER	300 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

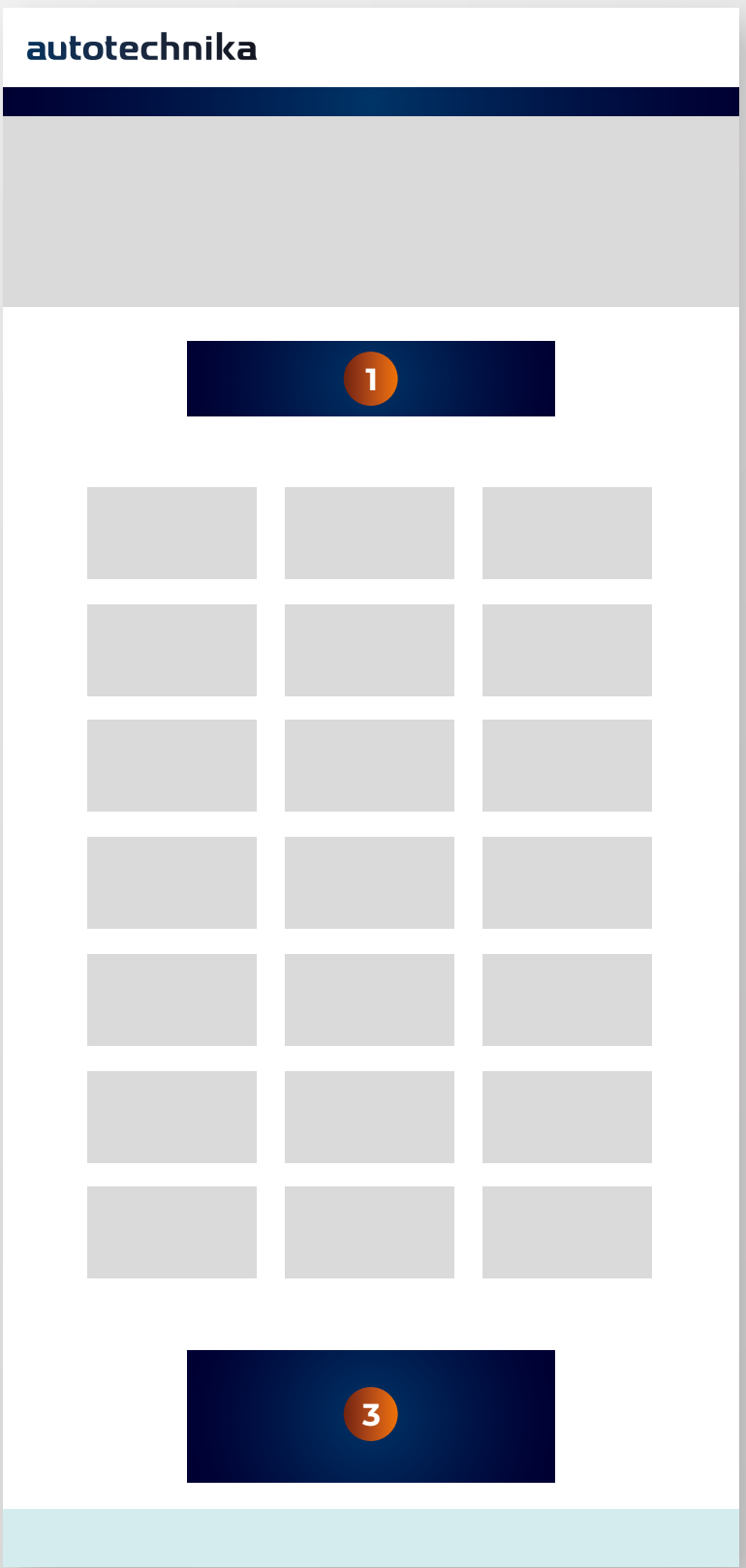
2 ROADBLOCK BANNER
Desktop size: 640 x 360 px
Mobil size: 300 x 250 px

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

4 LARGE SKYSCRAPER BANNER
Size: 300 x 600 px

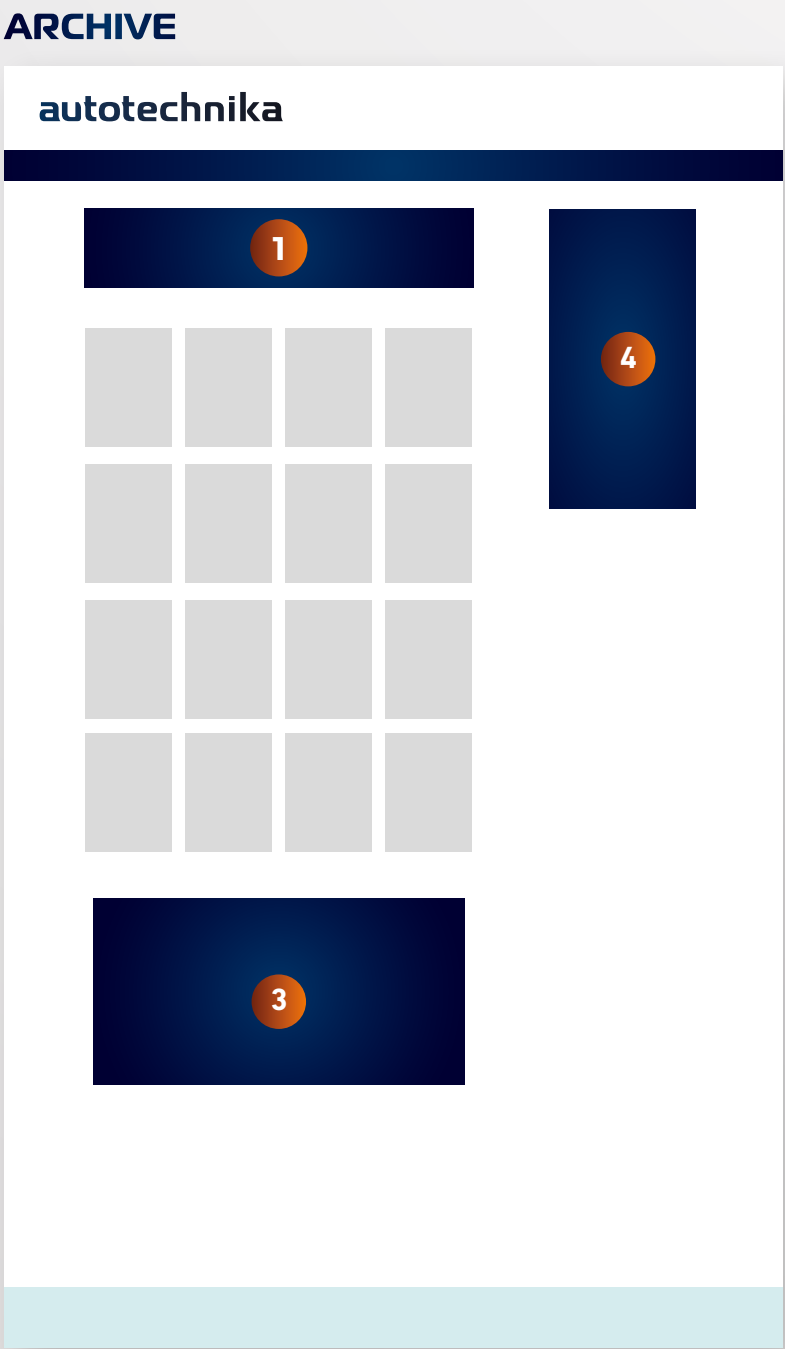
FORMAT:
HTML5 (BACKUP: .JPG, .GIF) VAGY .JPG
SIZE:
300 KB

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

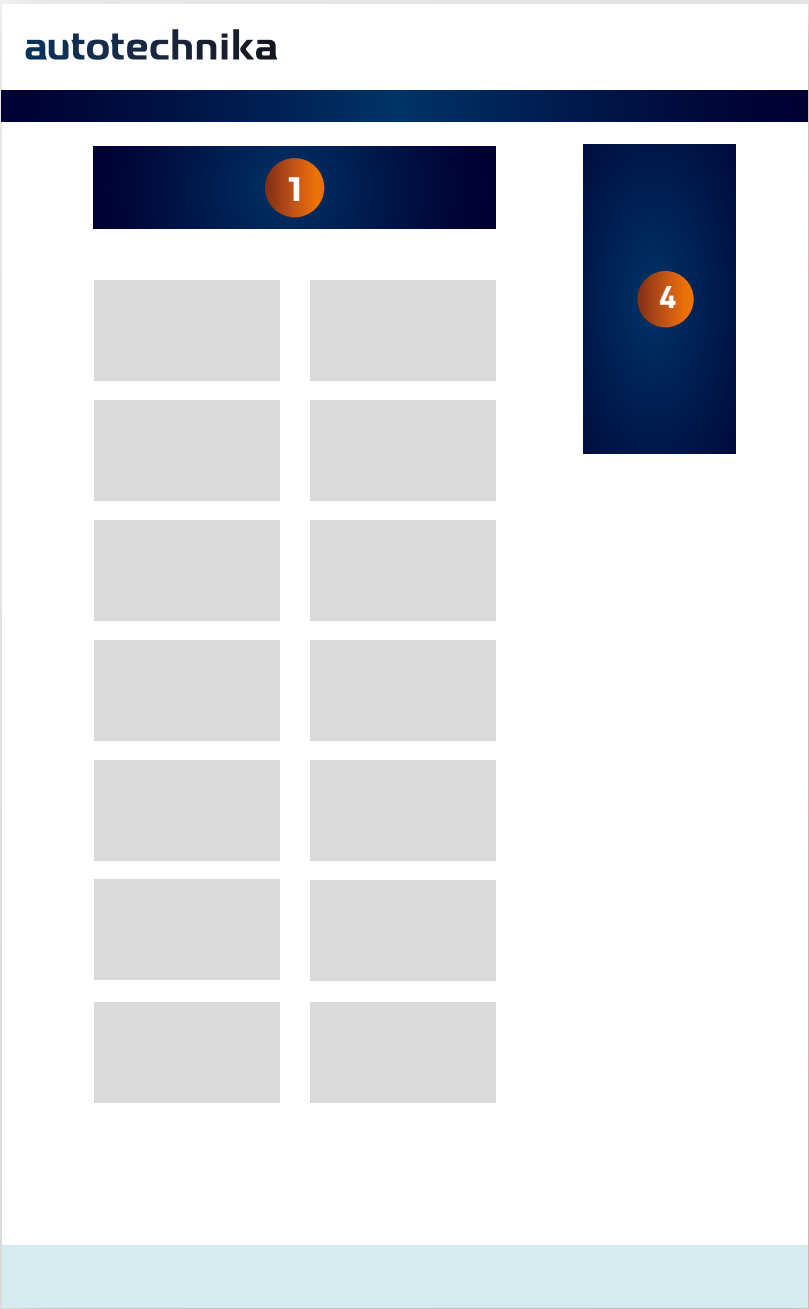


- 1** LEADERBOARD BANNER
Desktop size: 728 x 90 px
Mobil size: 320 x 100 px
- 2** ROADBLOCK BANNER
Desktop size: 640 x 360 px
Mobil size: 300 x 250 px
- 3** POPUNDER BANNER
Desktop size: 720 x 300 px
Mobil size: 336 x 280 px
- 4** LARGE SKYSCRAPER BANNER
Size: 300 x 600 px

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

SIZE:
300 KB

SEARCH PAGE



Two concentric circles are centered on the left side of the image. The inner circle is a light blue color, and the outer circle is a slightly darker blue color. Both circles are thin and have a uniform thickness.

newsletter



WEEKLY AND INDIVIDUAL PUBLISHING

PRICE AND PARAMETERS



4800

email address

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

POSSIBILITIES OF APPEARANCE IN OUR NEWSLETTER

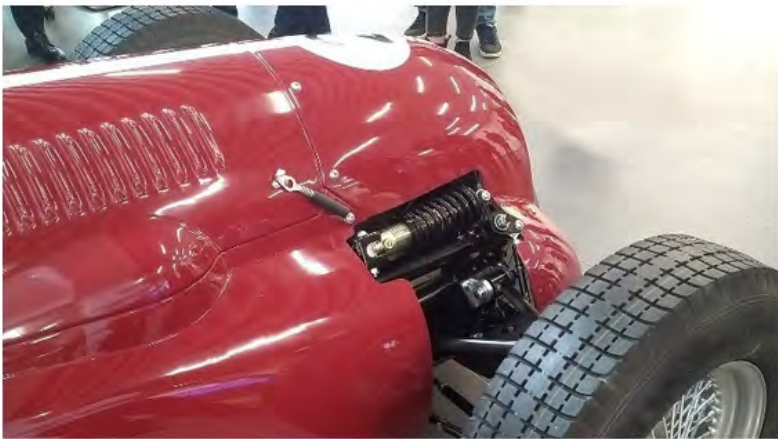
ARTICLE

In our newsletter main news, fresh news, thematic news	Max. 500 character text + image + link	130 € / occasion
Individual newsletter	Max. 500 character text + image + link to full article	230 € / occasion

BANNER

Roadblock in newsletter	640 x 360 px	180 € / occasion
Extended leaderboard	728x180 px	205 € / 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



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



social

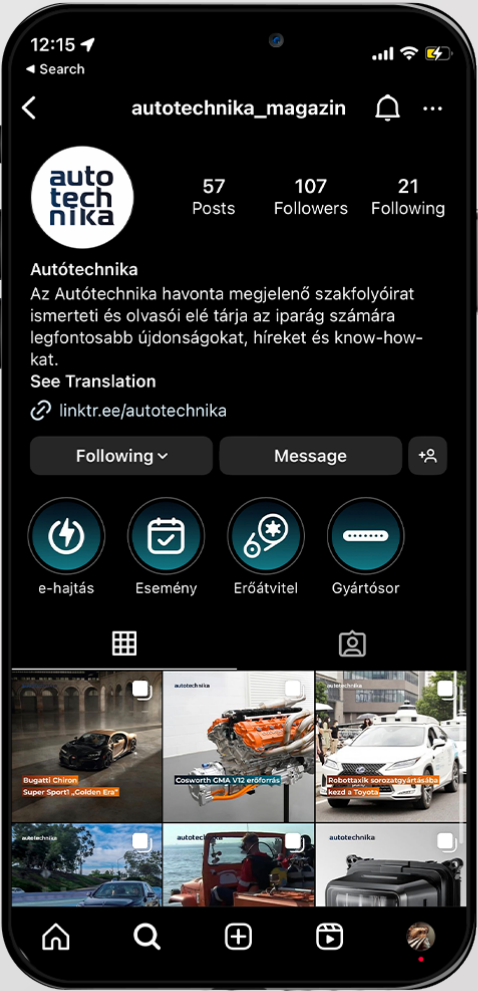
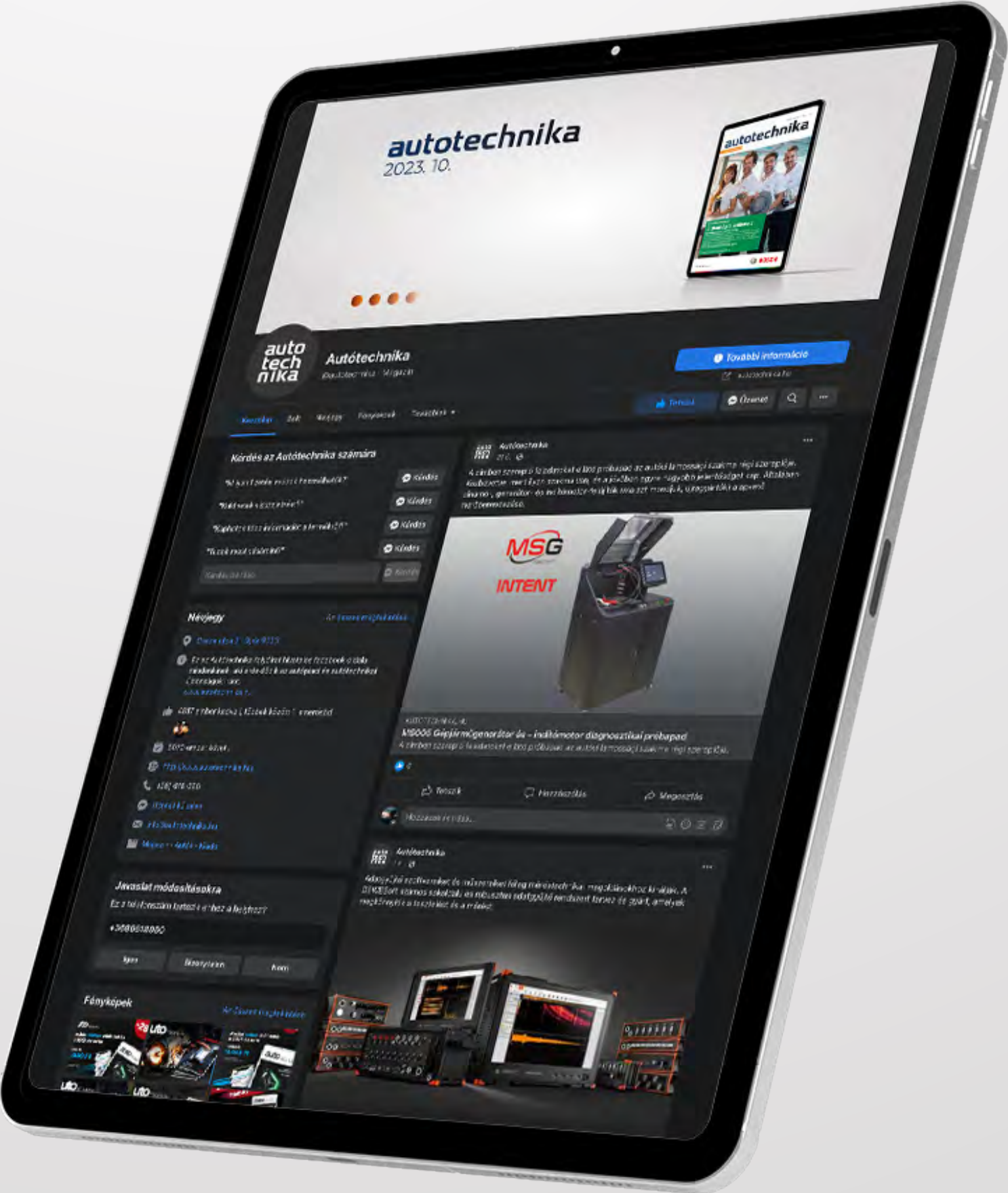


FACEBOOK ÉS INSTAGRAM

ÁRAK ÉS PARAMÉTEREK

FACEBOOK

Posting content on Autotechnika Facebook Page news feed	200 € / occasion
5000 professional followers on page 1 article post / day	



auto tech nika

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