



autoTECHNIKA

2022

MEDIA OFFERING



XMEDITOR



MAGAZINE



ONLINE



DIGITAL



FACEBOOK

MAGAZINE

1991
Founded

4000
Sampling

12/year
Issues

76 pages
Length

Reader group: **subscribers**

Share: **3500 subscribers, 500 others**

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

Delivery: **via post**





MAGAZINE - AD SIZES AND PLACEMENTS

Cover
205x232 mm
Bleed: 215x237 mm

870 Euro

Verso
205x293 mm
Bleed: 215x303 mm

780 Euro

1/1
180x252 mm
Bleed: 215x303 mm

650 Euro

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

375 Euro

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

375 Euro

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

285 Euro

1/4 vertical
Vertical: 88x124 mm

225 Euro

Please contact us for more details about bleeds.

PRODUCT INFORMATION, COMPANY INTRODUCTION

Page size A4	In color
1/1 oldal	580 Euro
1/2 page horizontal	400 Euro

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.

DISCOUNTS

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

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



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

AUTOTECHNIKA			
2022	Closing date	Publication	Thematic annex
January	17	28	ENVIRONMENTAL CONTAMINATION BY MOTOR VEHICLES <ul style="list-style-type: none"> ■ Emission technology – pollution-reducing systems and parts therefor, transponders (lambda probes, thermometers, NO_x 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	11	28	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 ENGINE DIAGNOSTICS <ul style="list-style-type: none"> ■ System diagnosis ■ OBD-Scanners and new functions ■ ECU diagnostics 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

AUTOTECHNIKA			
2021	Closing date	Publication	Thematic annex
March	11	28	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 ALTERNATIVE FUELS AND ELECTRIC DRIVELINES <ul style="list-style-type: none"> ■ electric cars ■ technical solutions ■ safety ■ repair and maintenance ■ education ENGINE DIAGNOSTICS <ul style="list-style-type: none"> ■ System testers (scanners), read-out devices ■ New services of scanners ■ Control unit diagnostics
April	11	28	SUSPENSIONS <ul style="list-style-type: none"> ■ Diagnostics – suspension testing devices and their service accessories ■ Moving benches ■ Suspension components (joints, bars, pivot bushings, stub axle drive components) ■ Wheel bearings ■ Device system of suspension maintenance, tools STEERING <ul style="list-style-type: none"> ■ Steering systems, parts, refurbishment



EDITORIAL CALENDAR - TOPICS FOR THE YEAR

AUTOTECHNIKA			
2022	Closing date	Publication	Thematic annex
May	11	27	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 (decelerometer, auxiliary devices for testing trailers) ■ Technologies for brake testing - New regulatory provisions
June	10	28	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

AUTOTECHNIKA			
2022	Closing date	Publication	Thematic annex
July	11	28	POWER TRANSMISSION - DRIVE TRAIN <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	11	29	REPAIR OF BODY WORK 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 ■ New technologies ■ Organisation, economy of paint shops



EDITORIAL CALENDAR - TOPICS FOR THE YEAR

AUTOTECHNIKA			
2022	Closing date	Publication	Thematic annex
September	9	28	UPKEEP OF MOTOR VEHICLES <ul style="list-style-type: none"> Modern tools of upkeep of motor vehicles: 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
Oktober	11	28	SEE AND TO BE SEEN <ul style="list-style-type: none"> Lighting technology Automotive glasses Parts Diagnostics - headlight alignment devices Adjustment technologies
November	11	25	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

AUTOTECHNIKA			
2022	Closing date	Publication	Thematic annex
December	November 25	13	COMFORT AND COMMUNICATION ELECTRONICS <ul style="list-style-type: none"> Systems and parts therefor (radio, navigation etc.) Diagnostics Repair ROAD SAFETY 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 ARTICLE 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 wall.	

VIDEO CONTENT

PACKAGE	PACKAGE CONTENT	PRICE
VIDEO CONTENT PACKAGE	Highlight of article with video on main page.	140 EURO / WEEK
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.	250 Euro / week
FULL BANNER	640 x 360 px	Main page: above the columns. Category page: above the first article. Article page: after the article lead.	425 Euro / week
WIDE SKYSCRAPER BANNER	160 x 600 px	In every page, on the right-hand side.	250 Euro / 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• Filtrationing Technology• Brake Technology• Lubricationing Technology• Lighting Technology• Old-timer	by category 43 Euro /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 28 Euro /month
PARTNERCSOMAG I.	160 x 160 px	On the article pages of the following categories:	340 Euro /month
PARTNERCSOMAG II.	160 x 160 px	On every article pages within categories	530 Euro /month

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

We reserve the right to change prices!

MAIN PAGE



1 LEADERBOARD BANNER

- Dimensions: 728 × 90 px
- Size limit: maximum 300 KB

2 FULL BANNER

- Dimensions: 640 × 360 px
- Size limit: maximum 300 KB

3 WIDE SKYSCRAPER BANNER

- Dimensions: 160 × 600 px
- Size limit: maximum 300 KB

4 FULL BANNER

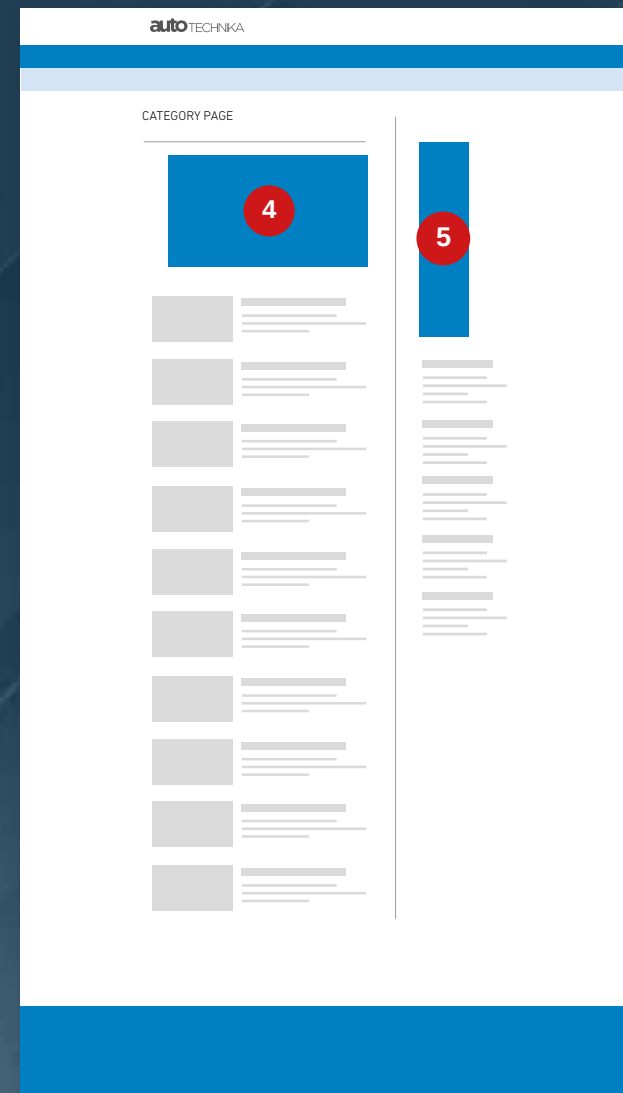
- Dimensions: 640 × 360 px
- Size limit: maximum 300 KB

5 WIDE SKYSCRAPER BANNER

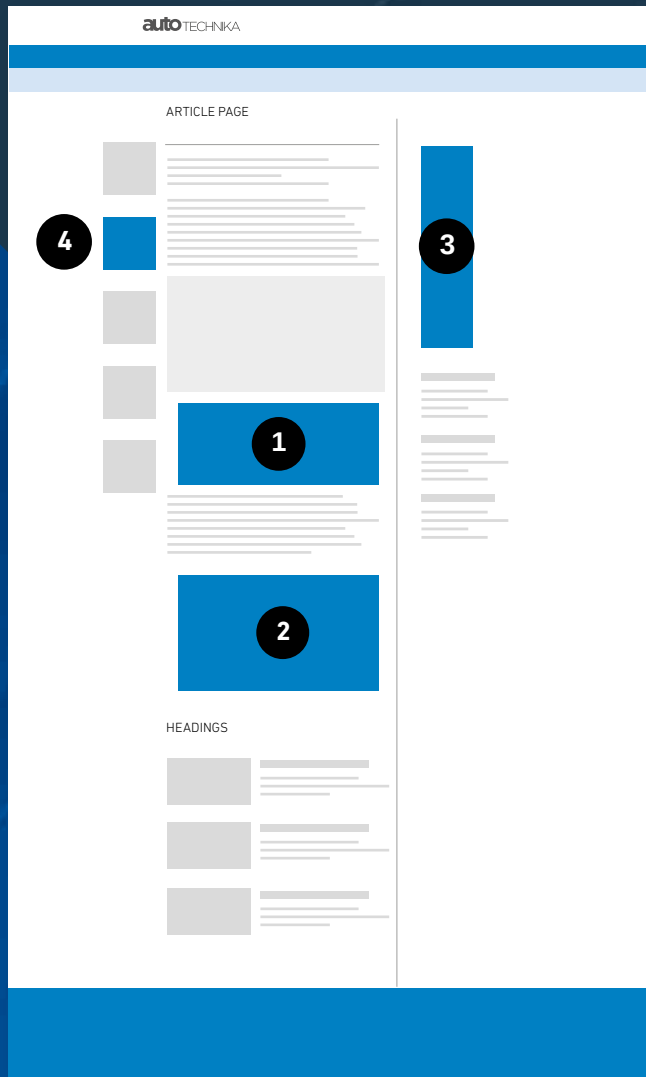
- Dimensions: 160 × 600 px
- Size limit: maximum 300 KB

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

CATEGORY PAGE



ARTICLE PAGE



- 1 LEADERBOARD BANNER**

 - Dimensions: 728 × 90 px
 - Size limit: maximum 300 KB
- 2 FULL BANNER**

 - Dimensions: 640 × 360 px
 - Size limit: maximum 300 KB
- 3 WIDE SKYSCRAPER BANNER**

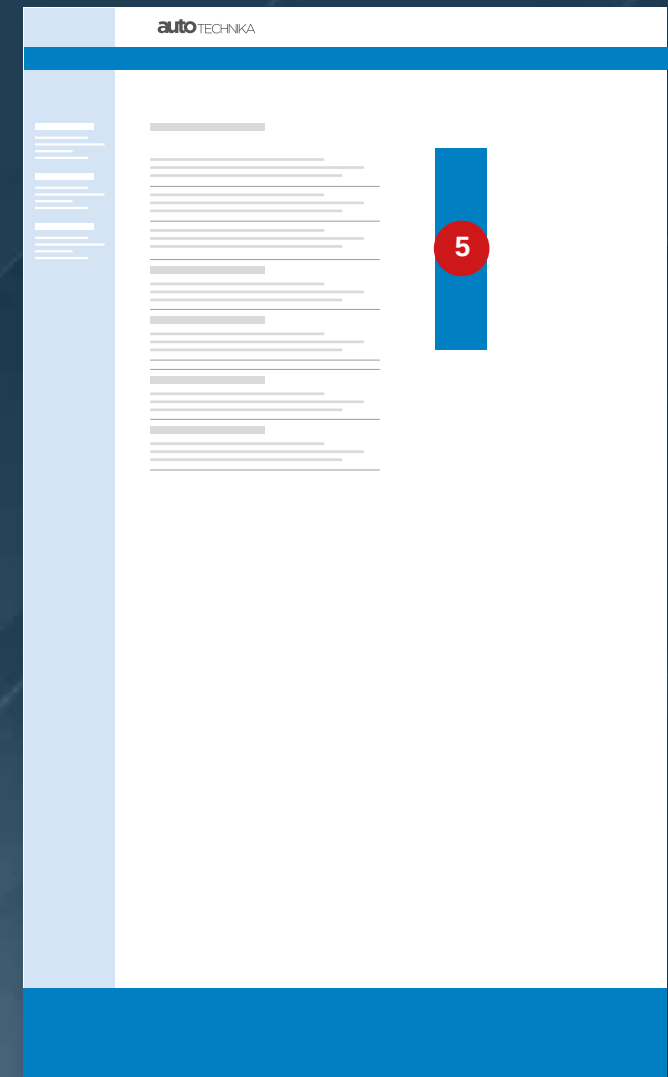
 - Dimensions: 160 × 600 px
 - Size limit: maximum 300 KB
- 4 PARTNER BANNER**

 - Dimensions: 160 × 160 px
 - Size limit: maximum 300 KB
- 5 WIDE SKYSCRAPER BANNER**

 - Dimensions: 160 × 600 px
 - Size limit: maximum 100 KB

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

PROFESSIONAL SEARCH / HIT PAGE



DIGITAL

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	70 Euro / occasion
Individual newsletter	Max. 500 character text + image + link	140 Euro / occasion

BANNER

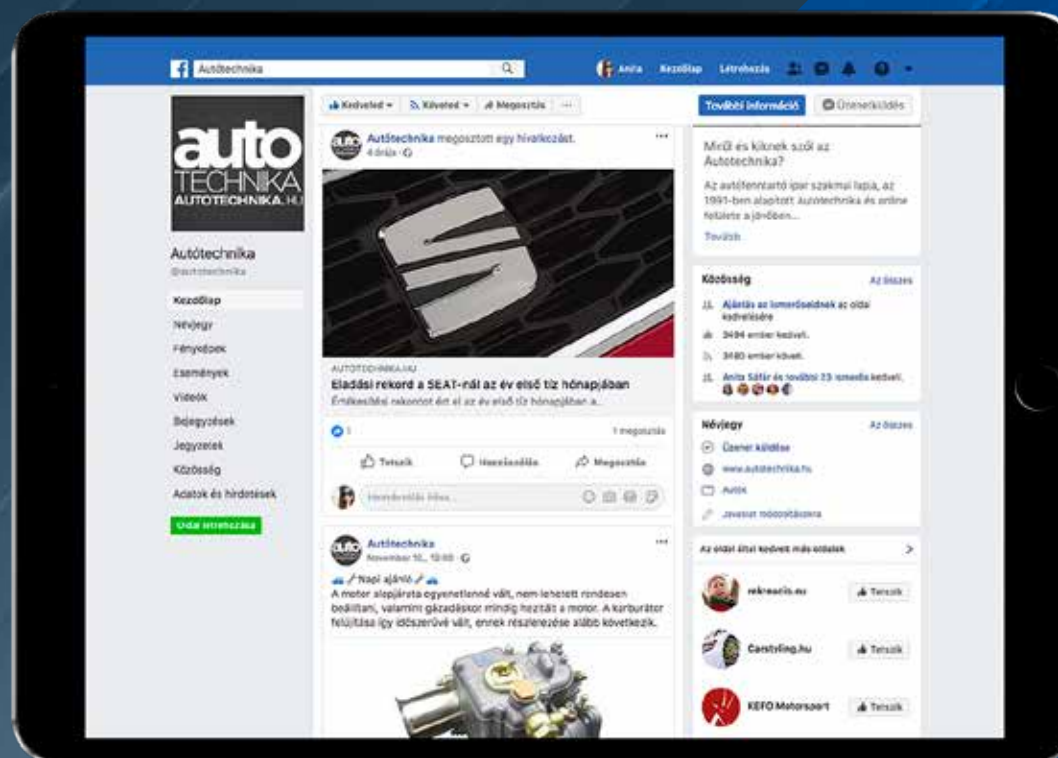
Full banner in the newsletter	640 x 360 px	140 Euro / occasion
Extended leaderboard	728x180 px	140 Euro / occasion



FACEBOOK

FACEBOOK

Posting content on Autótechnika Facebook Page news feed	115 Euro
<ul style="list-style-type: none">■ 4200 Page likes from technicians■ 1 article post/day	



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