

AVTOFOKUS

The leading Slovenian Car Magazine

MEDIA DATA

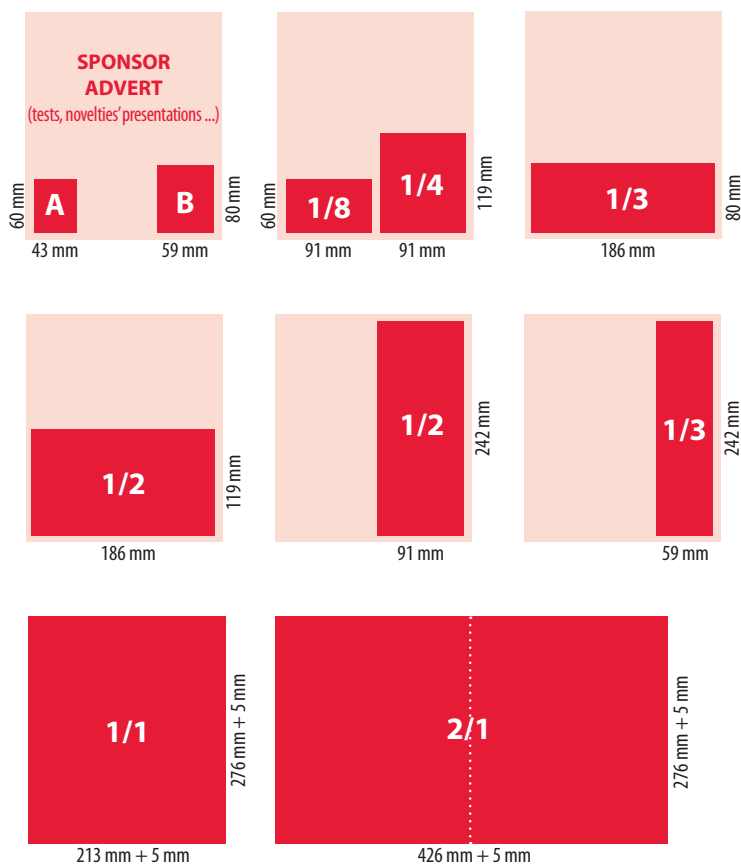
Published: since August 1999 - 21 years
Frequency: monthly (10 issues/year; winter and summer double issue)
Retail price per issue: 4,80 €
Volume: from 100 to 180 pages
Print run: from 12.000 to 15.000 copies per issue
Distribution: subscribers + over 2.000 retail points of sale
Audience of each issue: 38.400–45.000 bralcev (2018/19, source: www.rbb.si)
Average age of readers: 33,5 years
Demographics: Men; middle & high income

ABOUT THE MAGAZINE

- **Leading Slovenian Magazine** for cars, motorcycles, motorsport and Formula 1 (by print run and volume).
- The only Slovenian Car Magazine with a regular **Catalogue & Pricelist** of new cars and electric & plug-in hybrid cars on Slovenian Market.
- Comes with 2 specials (free of charge, inserted into Avto fokus):
 - **Fokusplus**, Travel & Outdoor Magazine (5x per year)
 - **e-FOKUS**, Insert about e-mobility (in each issue)



ADVERTISING FORMATS



Valid from 1. 10. 2020

RATES

INSIDE PAGES

A – sponsor advert (test, novelties' presentations ...)	380,00 €
B – sponsor advert (test, novelties' presentations ...)	480,00 €
1/8	380,00 €
1/4	700,00 €
1/3	800,00 €
1/2	1.200,00 €
1/1	2.300,00 €
2/1	3.300,00 €

COVER

2. or 3. Cover	2.600,00 €
2/1 (2. or 3. Cover Spread)	3.500,00 €
4. Cover (plastified)	3.200,00 €

MULTIPAGES FOLDED ADVERTS

8 pages	6.200,00 €
6 pages	5.000,00 €

Prices do not include VAT.

EDITORIAL CALENDAR 2021

Issue	Date of publishing	Deadline for materials
259	15. February 2021	5. February 2021
260	15. March 2021	8. March 2021
261	15. April 2021	8. April 2021
262	14. May 2021	7. May 2021
263	15. June 2021	8. June 2021
264-265	15. July 2021	8. July 2021
266	15. September 2021	8. September 2021
267	15. October 2021	8. October 2021
268	15. November 2021	8. November 2021
269-270	15. December 2021	8. December 2021