

AVTOFOKUS

The leading Slovenian Car Magazine

Published: since August 1999 - 20 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

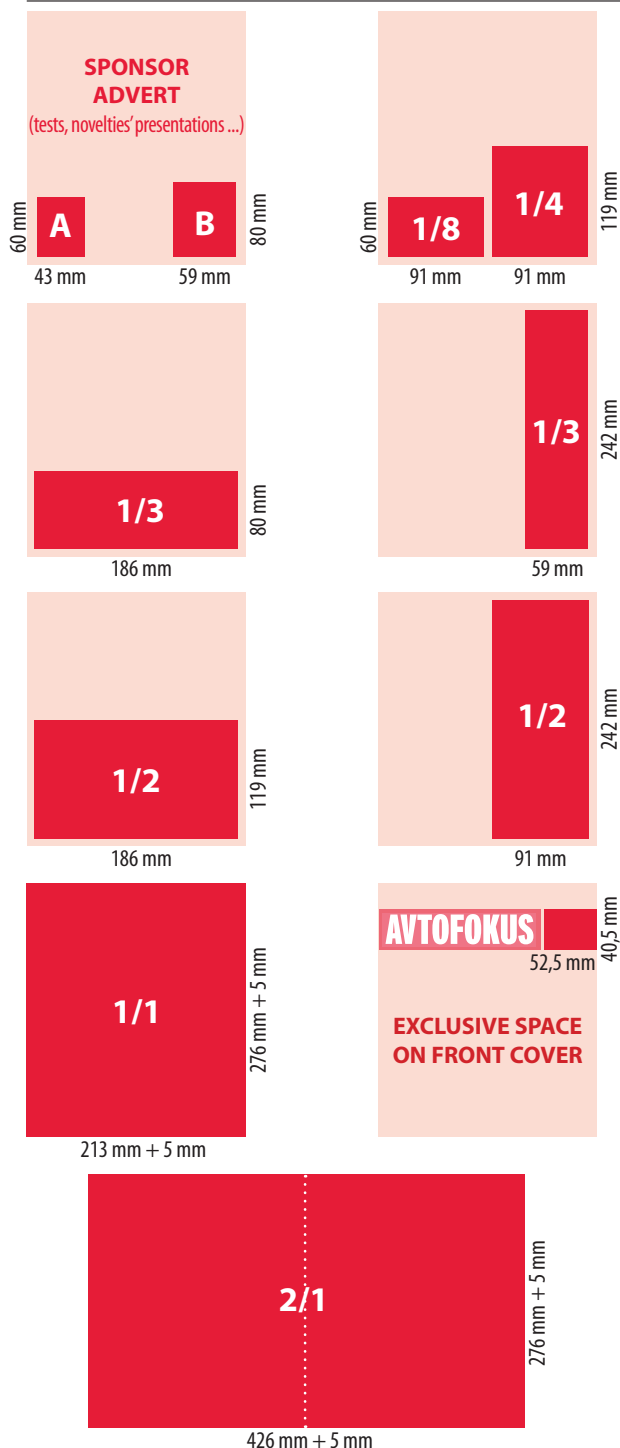
Distribution: subscribers + over 2.000 retail points of sale

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

ADVERTISING FORMATS



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 €

FRONT COVER

Exclusive space on front cover	1.500,00 €
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Adverts on special positions are possible upon prior agreement, rates may be higher for up to 30%. Possibility of inserting your promotional materials upon request. Prices do not include VAT.

ABOUT THE MAGAZINE

- **Leading Slovenian Magazine** for cars, motorcycles, motosport 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 & Lifestyle Magazine (4x per year)
 - **e-FOKUS**, Insert about e-mobility (in every issue)

EDITORIAL CALENDAR 2020

Issue	Date of publishing	Deadline for materials
247	15. February 2020	7. February 2020
248	16. March 2020	9. March 2020
249	15. April 2020	8. April 2020
250	15. May 2020	8. May 2020
251	15. June 2020	8. June 2020
252-253	15. July 2020	8. July 2020
254	15. September 2020	8. September 2020
255	15. October 2020	8. October 2020
256	15. November 2020	9. November 2020
257-258	16. December 2020	9. December 2020

PRODUCTION SPECIFICATIONS

Please submit the adverts in **PDF format** (CMYK, 300 dpi).
Please, specify the **contact person**, phone number and e-mail address.

Valid from 1. 10. 2019