

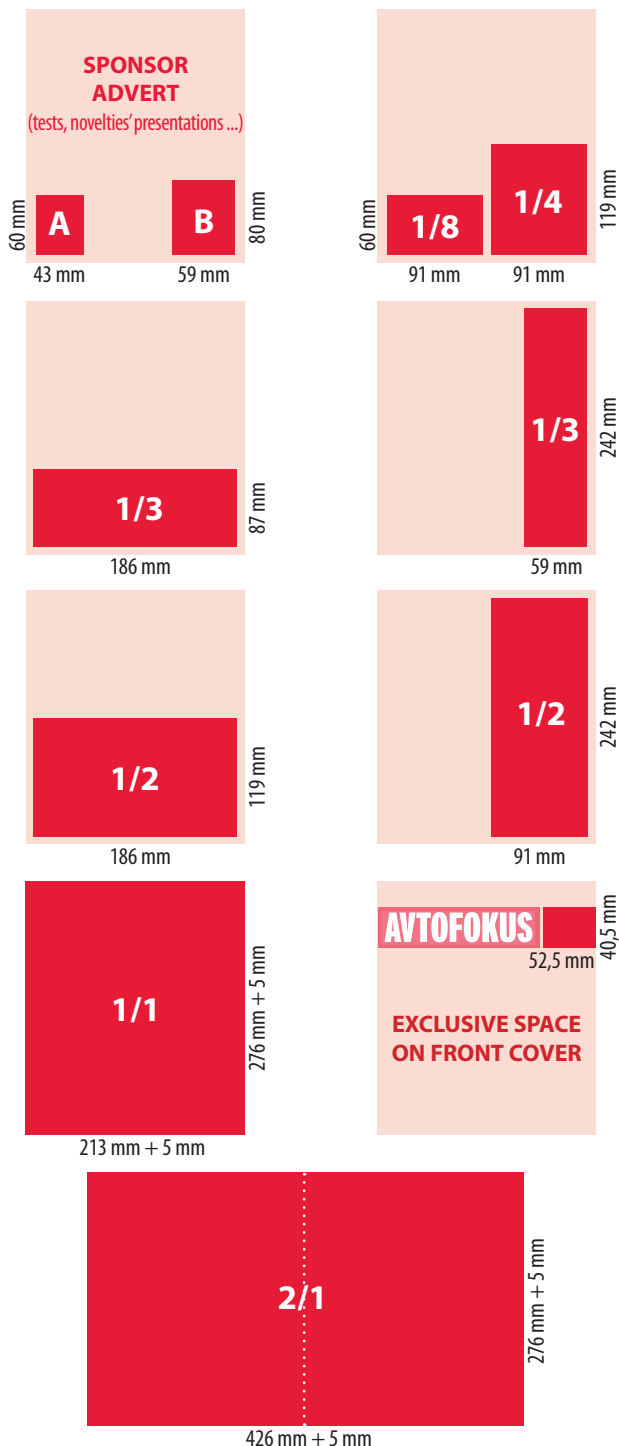
AVTOFOKUS

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
Printrun: from 12.000 to 15.000 copies per issue
Distribution: subscribers + over 2.000 retail points of sale
Audience of each issue: 46.000 readers
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 €

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 printrun and volume).
- The only Slovenian Car Magazine with a regular **Catalogue & Pricelist** of new cars on Slovenian Market.
- Comes with 2 periodicals (free of charge, inserted into Avto fokus):
 - **Fokusplus**, Travel & Lifestyle Magazine (4x per year)
 - **Technique&Maintenance** Magazine (4x per year)

EDITORIAL CALENDAR 2019

Issue	Date of publishing	Deadline for materials
235	15. February 2019	5. February 2019
236	15. March 2019	5. March 2019
237	15. April 2019	5. April 2019
238	15. May 2019	6. May 2019
239	14. June 2019	4. June 2019
240-241	15. July 2019	5. July 2019
242	13. September 2019	3. September 2019
243	15. October 2019	4. October 2019
244	15. November 2019	5. November 2019
245-246	16. December 2019	6. December 2019

PRODUCTION SPECIFICATIONS

Please submit the adverts on marketing@avto-fokus.si in **PDF format** (CMYK, 300 dpi). Please, specify the **contact person**, phone number and e-mail adress.