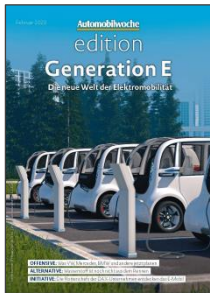


## Rates and Formats for 2020 Special Editions



### Generation E Edition 1

Issue date: Feb 24  
Copy deadline: Jan 31

Circulation:  
20,000 copies



### Edition 70 Years of Seat

Issue date: May 4  
Copy deadline: Apr 9

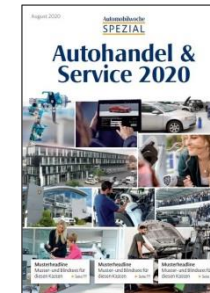
Circulation:  
22,500 copies  
including Seat and VW  
Group distribution



### Edition 125 Years of Škoda

Issue date: July 13  
Copy deadline: June 19

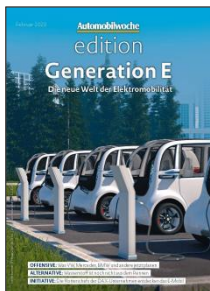
Circulation:  
20,000 copies +  
15,000 copies at Škoda



### Car Dealerships & Service 2020

Issue date: Aug 31  
Copy deadline: Aug 7

Circulation:  
30,000 copies



### Generation E Edition 2

Issue date: Oct 5  
Copy deadline: Sept 11

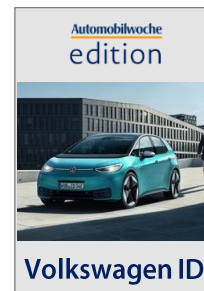
Circulation:  
20,000 copies



### Car Cutaways

Issue date: Nov 9  
Copy deadline: Oct 16

Circulation:  
30,000 copies



### Edition Volkswagen ID.

Issue date: Nov 16  
Copy deadline: Oct 23

Circulation:  
20,000 copies



### Data Report 2020

Issue date: Dec 7  
Copy deadline: Nov 13

Circulation:  
20,000 copies

Format	Non-bleed size Width x height	Bleed size Width x height	B&w rate non-bleed	B&w rate bleed	Color rate non-bleed	Color rate bleed
2/1 page	405mm x 283mm	420mm x 297mm	14,920€	16,412€	18,340€	19,832€
1/1 page	195mm x 283mm	210mm x 297mm	7,460€	8,206€	9,170€	9,916€
1/2 page horizontal	195mm x 139mm	210mm x 146mm	4,060€	4,466€	5,770€	6,176€
1/2 page vertical	95mm x 283mm	101mm x 297mm	4,060€	4,466€	5,770€	6,176€

All rates exclusive of VAT

## Rates and Formats for 2020 Special Editions



### Automotive Career Guide

Issue date: Sept 14  
Copy deadline: Aug 14

Print circulation: 22,000 copies  
Digital circulation: 31,000 copies

Format	Color rate bleed
2/1 page = 2x 210mm x 297mm	5,360€
Company portrait + image ad	



### Automotive Consulting

Issue date: Oct 26  
Copy deadline: Sept 25

Circulation: 30,000 copies

Format	Color rate bleed
2/1 page = 2x 210mm x 297mm	7,450€
Company portrait+ Advertorial/interview or image ad	

All rates exclusive of VAT