

## Rates and Formats for 2021 Special Editions



### Generation E Edition 1

Issue date: March 1  
Ad close: Feb 5

Circulation:  
20,000 copies



### 100 Pioneers Mission Zero\*

Issue date: May 25  
Ad close: April 30

Circulation:  
20,000 copies

\*Special format square: 285 x 297 mm  
Rate for 1/1 page 4c bleed: 9,916€



### Generation E Edition 2

Issue date: July 19  
Ad close: June 25

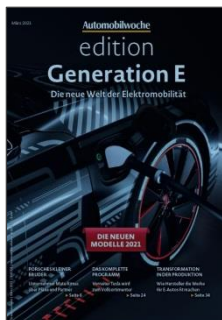
Circulation:  
20,000 copies



### Car Dealerships & Service 2021

Issue date: Sept 6  
Ad close: Aug 13

Circulation:  
20,000 copies



### Generation E Edition 3

Issue date: Oct 25  
Ad close: Oct 1

Circulation:  
20,000 copies



### Car Cutaways

Issue date: Nov 15  
Ad close: Oct 22

Circulation:  
30,000 copies



### Tesla

Issue date: Nov 22  
Ad close: Oct 29

Circulation:  
20,000 copies



### Data Report 2021

Issue date: Dec 13  
Ad close: Nov 19

Circulation:  
30,000 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

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### Automotive Career Guide 2021

Issue date: May 17  
Ad close: April 16

Print circulation: 20,000 copies  
Digital circulation: 29,000 copies

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



### Automotive Consulting 2021

Issue date: Nov 2  
Ad close: Oct 1

Circulation: 30,000 copies

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

All rates exclusive of VAT