

AUTOMOBILSPORT

RACING | HISTORY | PASSION

MEDIA INFORMATION 2021





Sportfahrer Verlag

Verlags- und Handelsgesellschaft mbH
 Wilhelmstraße 27
 52349 Düren
 Germany

Tel.: +49-2421 551 3979

Fax: +49-2421 551 4165

E-Mail: weber@sportfahrer-verlag.de

www.sportfahrer-verlag.de

www.sportfahrer-zentrale.de

www.automobilsport-magazine.com

For Australia & New Zealand

www.automobilsport-magazin.com.au

RACING | HISTORY | PASSION

It is evident that historic motor sports is evolving inexorably, and the whole scene keeps having a strong impetus. An increasingly broader community of classic cars and historic motor sports enthusiasts, as well as numerous events and many anniversary celebrations on race tracks have demonstrated over the past few years which direction this is going to take. The team at our magazine devotes itself with passion to historic motor sports, the history of motor sports and its players because, if you are looking for reasons for this steady increase, it all comes back to the same common denominator. It's the shapes, the colours, the sounds from the past which are inspired by a time in which racing drivers were the heroes of the road – a living history, which no museum in the world can provide. A possible explanation as to the shapes was given to us by Karl-Heinz Nottrodt, a former car designer at Ford, who occasionally lent his support to their motor sports department. "The Ferrari 250 GT SWB is one of my absolute favourites - and do you know why these cars are so beautiful? We, the designers, were already aware of it in those days. The hand-made bodyworks have never been one hundred percent symmetrical, a left and a right wing always differs by a few millimetres or fractions thereof. That produces stresses. These are not apparent to the naked eye, but we perceive them subliminally, and the result is this incredible beauty."

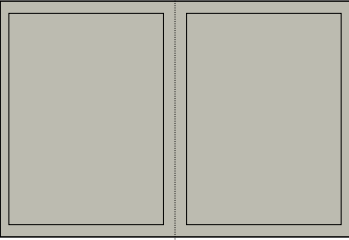
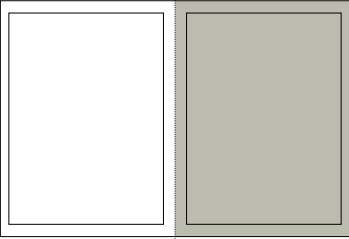
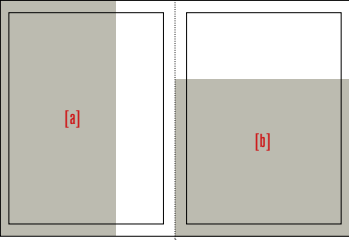
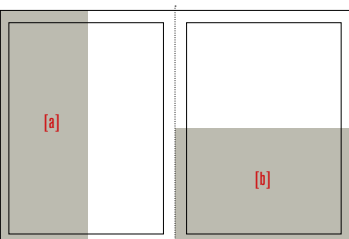
Such beauty is difficult to find in today's daily routine. When we discover it, it may well awaken longings and kindle great enthusiasm in many places. This is why historic racing cars must also be noisy, so that it goes right through you. And they have to smell. That's how they evoke emotions, and we can perceive the past with every single sense. All this forms part of historic motor sports, which is why we are committed to it, wholeheartedly - in each edition of AUTOMOBILSPORT.

Print circulation: 21,500 copies (German edition), with a second English edition of around 23,000 copies.

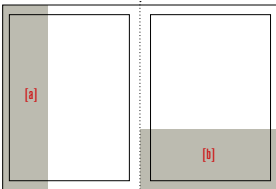
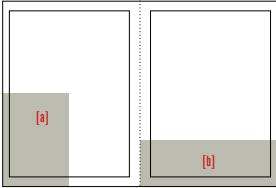
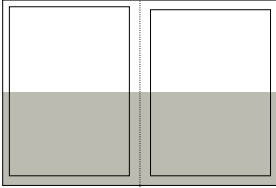
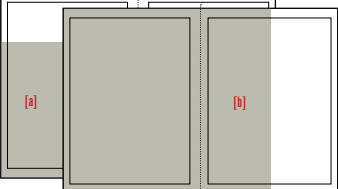
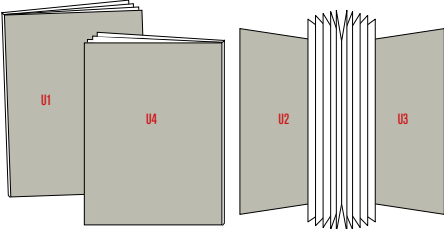
Distribution in: Germany, Austria, Switzerland, BeNeLux, Italy, Denmark, Great Britain, USA, France, Spain, Portugal, Greece, Czechia, Australia and New Zealand and additional worldwide subscriptions.

Sold through: bookshops at railway stations and airports, distribution via wholesalers, motor car museums, special sales via hotel chains and airlines, special distributions through event partnerships.

ADVERTISEMENTS: FORMATS & PRICES

PAGE SECTIONS	FORMATS	4c / SC** / b/w	TECHNICAL DATA AND INFORMATION ON THE PRINTING PROCESS
	<p>2/1 PAGES</p> <p>Print Space: B 404 × H 261 mm Bleed format*: B 420 × H 297 mm</p>	<p>15.600 EUR</p>	<p>Printing process: offset sheet printing in accordance with ISO Coated v2 (ECI)</p> <p>Processing: perfect binding (Please observe safety distances in advertisements *)</p> <p>Printing Contents 4/4 coloured, Euro-scale/Euro-scale, bleed format, sheet-fed offset, matte finish, photo print Cover 4/4 coloured, Euro-scale, matte finish, photo print, laminated Paperback binding, PUR perfect binding, cover grooved 4-fold</p> <p>Colour advertisements: Colour schemes of ads according to Euro-scale ** Special colours or shades require a special agreement with the publisher. Slight variations in tonal value are due to the reel-fed offset printing process.</p>
	<p>1/1 PAGE</p> <p>Print Space: B 190 × H 261 mm Bleed format*: B 210 × H 297 mm</p>	<p>8.400 EUR</p>	<p>Bleed format advertisement, print across gutter For ads with bleed format, important advertising elements must have a distance of at least 5mm to the net format.</p> <p>Double-sided ads are to be delivered with an all-round trim of 5mm, due to the clamping action of the adhesive binding, a 3mm binding allowance should be added.</p> <p>Data format: Not separated PDF/X-3 in CMYK mode including logos, fonts and images contained therein. Resolution of the image components 300dpi, line work 1200dpi. Indexed, LAB or RGB image files are converted to CMYK (colour variations are therefore possible).</p>
	<p>2/3 PAGE</p> <p>[a] Print Space: B 125 × H 261 mm Bleed format*: B 133 × H 297 mm</p> <p>[b] Print Space: B 190 × H 178 mm Bleed format*: B 210 × H 196 mm</p>	<p>6.200 EUR</p>	<p>Upon delivery of unsolicited different file formats we reserve the right to charge for the production of a PDF file at cost price.</p> <p>AUTOMOBILSPORT is published as a German edition and also, in parallel, as an English edition (a total of 8 issues per year, 4 in German and 4 in English).</p> <p>Scale of discount* From the booking of 2 adverts an additional 5% From the booking of 4 adverts an additional 10% From the booking of 6 adverts an additional 20%</p> <p>* can only be applied to configured format advertisements with multiple advertisement placement within one calendar year.</p>
	<p>1/2 PAGE</p> <p>[a] Print Space: B 93 × H 261 mm Bleed format*: B 101 × H 297 mm</p> <p>[b] Print Space: B 190 × H 129 mm Bleed format*: B 210 × H 147 mm</p>	<p>4.800 EUR</p>	<p>Payment terms Payment within 30 days upon receipt of invoice. Additional charges will become due in the event of late payment. All prices are exclusive of VAT.</p> <p>* Bleed: trim on the outer sides: 5mm <u>Advertisements must be drawn up without crop marks.</u></p> <p>* Safety distance: important information to be placed with a distance of at least 10mm to the end format in the area of the adhesive binding!</p>

ADVERTISEMENTS: FORMATS & PRICES

PAGE SECTIONS	FORMATS	4c / SC** / b/w	TECHNICAL DATA AND INFORMATION ON THE PRINTING PROCESS
	<p>1/3 PAGE</p> <p>[a] Print Space: B 61 × H 261 mm Bleed format*: B 69 × H 297 mm</p> <p>[b] Print Space: B 190 × H 85 mm Bleed format*: B 210 × H 102 mm</p>	<p>3.800 EUR</p>	<p>Printing process: offset sheet printing in accordance with ISO Coated v2 (ECI)</p> <p>Processing: perfect binding (<i>Please observe safety distances in advertisements *</i>)</p> <p>Printing Contents 4/4 coloured, Euro-scale/Euro-scale, bleed format, sheet-fed offset, matte finish, photo print Cover 4/4 coloured, Euro-scale, matte finish, photo print, laminated Paperback binding, PUR perfect binding, cover grooved 4-fold</p> <p>Colour advertisements: Colour schemes of ads according to Euro-scale ** Special colours or shades require a special agreement with the publisher. Slight variations in tonal value are due to the reel-fed offset printing process.</p> <p>Bleed format advertisement, print across gutter For ads with bleed format, important advertising elements must have a distance of at least 5mm to the net format.</p> <p>Double-sided ads are to be delivered with an all-round trim of 5mm, due to the clamping action of the adhesive binding, a 3mm binding allowance should be added.</p> <p>Data format: Not separated PDF/X-3 in CMYK mode including logos, fonts and images contained therein. Resolution of the image components 300dpi, line work 1200dpi. Indexed, LAB or RGB image files are converted to CMYK (colour variations are therefore possible).</p> <p>Upon delivery of unsolicited different file formats we reserve the right to charge for the production of a PDF file at cost price.</p> <p>AUTOMOBILSPORT is published as a German edition and also, in parallel, as an English edition (a total of 8 issues per year, 4 in German and 4 in English).</p> <p>Scale of discount* From the booking of 2 issues an additional 5% From the booking of 3 issues an additional 10% From the booking of 4 issues an additional 20%</p> <p>* can only be applied to configured format advertisements with multiple advertisement placement within one calendar year.</p> <p>Payment terms Payment within 30 days upon receipt of invoice. Additional charges will become due in the event of late payment. All prices are exclusive of VAT.</p> <p>* <u>Bleed: trim on the outer sides: 5mm</u> <u>Advertisements must be drawn up without crop marks.</u></p> <p>* <u>Safety distance: important information to be placed with a distance of at least 10mm to the end format in the area of the adhesive binding!</u></p>
	<p>1/4 PAGE</p> <p>[a] Print Space: B 93 × H 129 mm Bleed format*: B 101 × H 147 mm</p> <p>[b] Print Space: B 190 × H 57 mm Bleed format*: B 210 × H 75 mm</p>	<p>3.200 EUR</p>	
	<p>2x 1/2 PAGE</p> <p>Print Space: B 404 × H 129 mm Bleed format*: B 420 × H 147 mm</p>	<p>8.400 EUR</p>	
	<p>1 1/2 PAGES</p> <p>[a] Print Space: B 404 × H 204 mm Bleed format*: B 420 × H 222 mm</p> <p>[b] Print Space: B 307 × H 261 mm Bleed format*: B 315 × H 297 mm</p>	<p>11.800 EUR</p>	
	<p>Cover pages U2-U4</p> <p>Cover page 4 Bleed format*: B 210 × H 297 mm</p> <p>Cover page 2 & Cover page 3 Bleed format*: B 210 × H 297 mm</p> <p>Please note: Because of the adhesive binding the visible width dimension decreases to around 205mm. In addition, please observe the safety distances.</p>	<p>9.200 EUR</p>	

AUTOMOTIVE CLASSIFIEDS

We offer the ability for both private and commercial customers to place ads in our classifieds. Our grid format accommodates one photo and five lines of text per vehicle. The costs are as follows:

For 1 vehicle €60
 For 5 vehicles €200

Bookings within the classifieds from a half-page advertisement onwards include five places in the automotive classifieds.

ADVERTISING FORMATS ON OUR WEBPAGE

We also offer the option for our print advertisers to complement their print ads with banners on our website (www.automobilsport-magazine.de). Online banner ads are available for the same time period as an issue of the magazine (three months).

Banner	Format	Price (in addition to the print advertising cost)
[a] Wide Skyscraper	200 × 600 px	€1000
[b] Billboard	1188 × 250 px	€1000
[c] Medium Rectangle	300 × 250 px	€600

Placement: The banner places can be occupied by multiple customers at one time, although exclusive allocation of places is also possible. Each banner place is made available to a customer in each section of the website, to make sure your presence on www.automobilsport-magazine.de is as all-encompassing as possible.

File Formats: GIF or JPG

NEWSLETTER ADVERTISING

Advertise in our e-mail newsletter with an individually designed banner of 600 x 200 px. With every campaign we reach more than 10 000 recipients worldwide, we deliver in German as well as in English.

Banner position	format	Price/campaign
E-mail newsletter	600 × 200 px	650 Euro

DATES

Issue	Edition	On-sale Date	CW	Ad closing and cancellation dates for format advertisements	Closing date for commercial ads, print copy deadline for format advertisements
#28	02 2021	26 Mar 2020	13	15 Jan 2021	22 Jan 2021
#29	03 2021	25 Jun 2020	26	16 Apr 2021	23 April 2021
#30	04 2021	24 Sep 2020	39	16 Jul 2021	23 Jul 2021
#31	01 2022	17 Dec 2020	51	15 Oct 2021	22 Oct 2021

