



16 issues per year

Readership **78 000**

Reads per issue **2.4**

Time spent reading **51 minutes**

(National Media Survey KMT Autumn 2017 / Spring 2018)

Auto Bild Suomi is the most knowledgeable car magazine in Finland that offers useful information on new models, car comparisons and tests. The magazine's unique 100,000 kilometre test runs and test drives of nearly 500 cars per year provide much needed information for car buyers. Testing Finland's most popular brands in Finnish conditions is especially relevant.

Schedule 2019

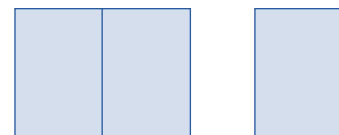
Issue	Pub. date	Ad deadline	Theme
1	17.1.2019	17.12.2018	New cars 2019. A review of this year's new models.
2	7.2.	16.1.	4WD extra. Four-wheel drive review.
3	28.2.	6.2.	100,000 km test run. Used cars. Best buys.
4	21.3.	27.2.	Summer maintenance. Wax comparison.
5	11.4.	20.3.	Summer tire comparison. New models at Geneva International Motor Show. 15th anniversary issue.
6	2.5.	12.4.	Save in car costs. Economical driving. 100,000 km test run.
7	23.5.	30.4.	Car parts and accessories.
8	13.6.	22.5.	Transport issue. Safe summer travel.
9	4.7.	12.6.	Vans. 100,000 km test run.
10	8.8.	17.7.	Latest in car technology.
11	29.8.	7.8.	Used cars. Helpful DIY tips.
12	19.9.	28.8.	Alternative fuels.
13	10.10.	18.9.	Frankfurt Auto Show. 100,000 km test run.
14	31.10.	9.10.	Winter drive guide. Snow tires.
15	21.11.	30.10.	Winter maintenance.
16	12.12.	20.11.	Christmas gifts for motorists. 100,000 km test run.

More information fokusmedia.fi/media/auto-bild

FOKUS MEDIA

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Advertising sizes



Spread
434 x 280 mm

1/1
217 x 280 mm



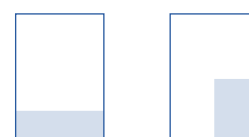
Back cover 1/1
217 x 245 mm

1/2 vertical
106 x 280 mm



1/2 horizontal
217 x 138 mm

1/4 vertical
55 x 280 mm



1/4 horizontal
217 x 68 mm

1/4 corner
106 x 138 mm

Please note! 5 mm bleed will be added.

Rates 1.1.2019

Size	FC/€
2/1	7,020
1st spread	8,050
1/1 page	3,990
Back cover	4,580
2nd / 3rd cover	4,350
1/2 page	2,590
1/4 page	1,990

Classified	FC/€
1/4 93 x 122 mm	620
1/8 93 x 59 mm	330
1/16 45 x 59 mm	180
1/32 45 x 28 mm	140

+ VAT 24%

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