



16 issues per year

Readership 73 000

Reads per issue 1,9

Time spent reading 36 min

National Media Survey KMT 2019

**Auto Bild Suomi** is a modern car magazine, based on a successful international magazine concept. With the car power of the biggest car magazine in Europe, we offer more tests than any other magazine, information on new models, and our own unique 100,000 km test run. Over half of our content is produced in Finland, and this guarantees that we test Finland's most popular car makes under Finnish conditions. Our professional editorial team provides useful information for car buyers, whether you are interested in used or new cars, and saves you money on car expenses.

## Schedule

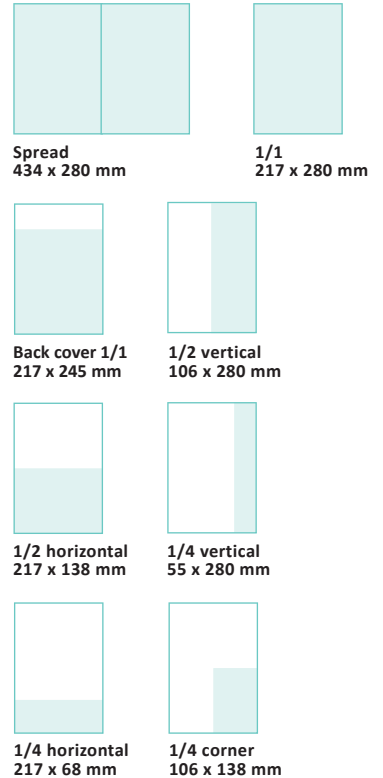
Issue	Pub. date	Ad dl	Themes
1	16.1.2020	10.12.2019	New cars 2020. This year's new models and latest trends.
2	6.2.	9.1.	SUV & 4WD extra. A review of the most popular SUV's.
3	27.2.	4.2.	Used cars. Best tips for buyers. Does it pay to buy a used car abroad? 100,000 km test run.
4	26.3.	3.3.	Summer maintenance – how to do it and the right products. Wax comparison: new products & familiar favourites.
5	16.4.	23.3.	Summer tire comparison. Geneva International Motor Show.
6	7.5.	14.4.	Car trips. The latest recreational vehicles.
7	28.5.	5.5.	Save in car parts and accessories. 100,000 km test run.
8	18.6.	26.5.	Stay safe on the holiday roads. Summer driving guide.
9	9.7.	15.6.	Classics & convertibles. 100,000 km test run.
10	13.8.	21.7.	Big SUVs. How gearboxes work today.
11	3.9.	11.8.	Freight transport: Van road tests.
12	24.9.	1.9.	Palvelu 1 review. How is the service doing in car business?
13	15.10.	22.9.	Different forms of car ownership: a comparison. 100,000 km test run.
14	5.11.	13.10.	What's new in 2021?
15	26.11.	3.11.	Winter driving guide. Snow tires.
16	17.12.	25.11.	Winter maintenance. 100,000 km test run.

More info [fokusmedia.fi/media/auto-bild](https://fokusmedia.fi/media/auto-bild)

**FOKUS MEDIA**

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## Advertising sizes



Please note! 5 mm bleed will be added.

## Rates 1.1.2020

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1. spread	6 450
1/1 page	3 750
back cover	4 350
2.cover / 3.cover	4 200
1/2 page	2 350
1/4 page	1 750

Fixed position +10 %

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1/32 45 x 28 mm	140

+ VAT 24%

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