

# MEDIA CARD 2025



16 issues per year

Average issue readership (print) 54 300  
 Total reach (print + 1 week digital) 110 500  
 -Times read (print) 1,9  
 -Time spent reading an issue (print) 51 min

National Media Survey KMT 2024

**Auto Bild Suomi** shows the big turning point in car industry when electric cars rapidly increase their share in new car market. Comprehensive tests and comparison for new cars is valued content for our readers. We are the only one in Finland to publish thorough 100 000 km durability tests. We make a wide range of test runs for cars powered by different engines and also used cars. The magazine also offers practical tips for conserving and taking care of your car. We test Finland's most popular car makes under Finnish conditions in all seasons. These test runs are carried out by our own top professionals in editorial. Worldwide expertise and international success concept are behind this magazine.

## Schedule

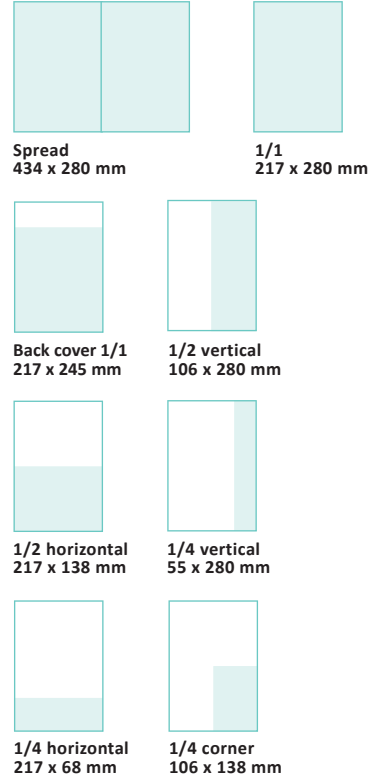
Issue	Pub.date	Ad dl	Themes
1	2.1.	5.12.2024	New cars 2025. New models of the year and latest trends.
2	29.1.	9.1.	SUV and four-by-four, a look into most popular SUV's.
3	19.2.	30.1.	Used cars. Is it worth bringing one from abroad? A buyer's guide to used cars. 100 000 km durability test.
4	19.3.	27.2.	Spring maintenance. Find the right materials and methods.
5	9.4.	20.3.	The big summer tyre comparison.
6	30.4.	8.4.	Road trips and motor home novelties.
7	21.5.	30.4.	Electrification of cars and electric car novelties. Charging.
8	11.6.	22.5.	Safely amongst the holiday traffic. What's new in summer driving?
9	2.7.	10.6.	Cabriolets. 100 000 km durability test.
10	6.8.	17.7.	The big SUV. Power trains in comparison.
11	27.8.	7.8.	More space for belongings in car.
12	17.9.	28.8.	Palvelu 1 buying survey. How is the service of the car business doing?
13	8.10.	18.9.	Comparing different forms of car ownerships. 100 000 km durability test.
14	29.10.	9.10.	Biggest revelations of the driving year 2026.
15	19.11.	30.10.	Winter driving and tyres.
16	10.12.	20.11.	Best gadgets for winter driving. 100 000 km durability test.

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 1.1.2025

Size	FC/€
2/1	5 500
1. spread	5 900
1/1 page	3 450
back cover	3 950
2.cover / 3.cover	3 800
1/2 page	2 100
1/4 page	1 600

Fixed position +10 %

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 25,5 %

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