

# Rates 2008

GPS GESTIÓN DE  
PUBLICACIONES Y  
PUBLICIDAD

GJ MPIB  
Motorpress-Iberica



## BEST LIFE:

A magazine directed to men that have reached their objectives and who are looking for new ways of enjoying them. It deals with information in a relaxed and reflexive tone. "Best life" is fulfilment, well-being and quality of life.

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Marketing - Iberica



## BEST LIFE

**PRINT RUN: 40.000 copies**

**CIRCULATION: 18.000 copies**

Our own statistics.

Reader's profile: survey carried out in the magazine

## READER'S PROFILE:

**Men 92,4%**

**Women 7,6%**

### Social Class

**Upper and Upper - Middle Class 46,3%**

**Middle Class 47,1%**

**Others 6,6%**

### Age

**Until 30 years old 25,4%**

**31 - 40 years old 45,1%**

**41 - 50 years old 26,7%**

**Others 2,8%**

**Average age 37 years**

## CLOSING DATE

The original must be in BEST LIFE Magazine in the first week of March, June, September and December.

**Please reserve your space before the closing date.**

## OFFICES

### MADRID

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## BEST LIFE RATES

Formats	Euros	Bleed <sup>(1)</sup> mm.Width x Heigh
Page	7.725	220x280
Double page	15.450	440x280
1/2 horizontal page	5.870	220x137
1/2 vertical page	5.870	107x280
Double 1/2 page	11.775	440x137
1/3 horizontal page	3.860	220x80
1/3 vertical page	3.860	75x280

## PREFERENTIAL POSITIONINGS

Back cover	13.985
Inside front cover	9.890
Inside back cover	9.580
1 <sup>st</sup> right hand page	9.270
2 <sup>nd</sup> right hand page	8.885
3 <sup>rd</sup> right hand page	8.495
Double (page 2 & 3)	20.225
1 <sup>st</sup> Double page	18.540
2 <sup>nd</sup> Double page	17.765
3 <sup>rd</sup> Double page	16.995

**Inserts/special actions:** Price to be agreed.

**Permanent site:** 20% surcharge.

**International agency discount:** 15%

**Note:** The cancellations of permanent or preferential spaces during the 30 days prior to the planned publication will entail a charge consisting of 20% of their rate.

## TECHNICAL CHARACTERISTICS

Frequency	Quarterly
<sup>(1)</sup> Format	220 x 280 mm. In case of original margin add 4mm each side
Printing	Offset
Binding	Perfect bound

## VERY IMPORTANT

The delivery of materials: It will be carried out in digital support.

PDF format in high resolution, CMYK colour mode, embedded typographies (PDF/X-1a).

To generate and/or create a PDF consult our website: [www.areapdf.es](http://www.areapdf.es)

Supply color proof.