



ADVERTISING RATES **2020**





AUDIENCE



10.004
Difusión OJD

YOUR PURCHASE GUIDE

Autovía is a monthly magazine containing a great number of tests in order to give advice to the reader wanting to change cars. The analyses are very rigorous, but focused on what really interests the potential buyer. As well, it includes the best offers and models to come. A purchase guide loaded with information whose value for money is unbeatable...

WE FORM A
COMMUNITY OF

85.287
PEOPLE

TECHNICAL DETAILS

Frequency: Monthly
Format: 207x280 mm
 plus 4 mm of indent on each side
Printing: Offset
Binding: Staple

CLOSING DATE

The originals ought to be delivered to the magazine AUTOVIA 10 days before the issue date.

Please make your reservations before the closing date.

VERY IMPORTANT

Please deliver the material on digital media. PDF format in high resolution, colour mode CMYK, embedded printing (PDF/X-1a).

POR SOLO 1€
Auto Via
 EDICIÓN 2019 AUTOVIA 34C

PRIMER CONTACTO
PEUGEOT 208
 SUPERATRACTIVO, CON 3 TECNOLOGÍAS DISPONIBLES

LO MEJOR QUE TE PODRÁS COMPRAR
NOVEDADES 2020

FUERA DE SERIE
 ▶ **Lamborghini Sián**

PRUEBAS Y COMPARATIVAS
 ▶ SKODA SCALA 1.6 TDI
 ▶ MAZDA 3 VS TOYOTA COROLLA
 ▶ SEAT ATECA VS NISSAN QASHQAI
 ▶ FORD FIESTA VS SKODA FABIA

CONTACTOS
 ▶ HYUNDAI IONIQ 2020
 ▶ RENAULT ZOE 5.0
 ▶ NISSAN JUKE
 ▶ BMW X1
 ▶ PORSCHE TAYCAN
 ▶ TOYOTA CAMRY HÍBRIDO

REPORTAJES
 ▶ LAS MULTAS QUE MÁS PUNTOS TE QUITAN
 ▶ SENTENCIAS A FAVOR DE LOS AUTOMOVILISTAS
 ▶ TIMOS Y ESTAFAS CON EL COCHE

MEDICIONES PROPIAS
 CONSUMOS REALES EN NUESTRAS PRUEBAS

Volkswagen T-Roc Cabrio
 Placer exclusivo

Cupra Formentor
 Deportivo con diseño

Nissan Juke
 Pulcra y práctico

BMW X1
 Más tecnológico

Renault Zoe 5.0
 Más potencia, calidad y autonomía

1,00 €

ELIGE LOS COCHES QUE MÁS TE GUSTAN Y GANA
2 KIA XCEED

BEST CARS 2020

Barcode: 1135-1000000000000

ADVERTISING SPACE	COSTE euros	FORMATS mm
PAGE	8.800	207 x 280
ADVERTORIAL PAGE	9.700	207 x 280
BACK COVER	14.950	207 x 280
INSIDE FRONT COVER	12.150	207 x 280
INSIDE BACK COVER	10.850	207 x 280
DOUBLE PAGE	17.600	414 x 280
1ST RIGHT HAND PAGE	11.550	207 x 280
2ND RIGHT HAND PAGE	11.000	207 x 280
3RD RIGHT HAND PAGE	10.450	207 x 280
4TH RIGHT HAND PAGE	10.050	207 x 280
5TH RIGHT HAND PAGE	9.650	207 x 280
6TH RIGHT HAND PAGE	9.350	207 x 280
7TH RIGHT HAND PAGE	9.050	207 x 280
LEFT HAND PAGE (BEFORE PAGE 26)	10.050	207 x 280
1ST DOUBLE PAGE	21.100	414 x 280
1/2 HORIZONTAL PAGE	6.450	207 x 140
1/2 VERTICAL PAGE	6.450	102 x 280
DOUBLE 1/2 PAGE	12.900	414 x 140
DOUBLE 1/2 PAGE CENTERED	13.700	414 x 140
MODULE TABLE OF CONTENTS	8.800	110 x 80
BRANDED CONTENT PAGE / NATIVE*	10.500	207 x 280
* Writing and desing production cost	500	

CONTACT

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press
ibérica**