



ADVERTISING RATES **2020**





COCHE
actual

AUDIENCE



9.967
Diffusion OJD

ALL YOU NEED

Coche Actual is the bi-weekly automotive magazine designed to offer the reader the most usefulness. The practical advice and reports provide the reader utility and value. As well, the magazine advises on how to make the best investment when buying a car. Thanks to its design and irresistible price along with a popular tone of voice in its contents, it is the car sector's most popular and practical magazine in Spain.

WE FORM A
COMMUNITY OF
112.722
PEOPLE

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TECHNICAL DETAILS

Frequency: Bi-weekly
Format: 210x284 mm plus
 4 mm of indent on each side
Printing: Offset
Binding: Staple

CLOSING DATE

The originals ought to be delivered to the magazine COCHE ACTUAL 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).



CONTACT

ADVERTISING SPACE	COSTE euros	FORMATS mm
PAGE	11.700	210 x 284
ADVERTORIAL PAGE	12.900	210 x 284
BACK COVER	18.900	210 x 284
INSIDE FRONT COVER	16.250	210 x 284
INSIDE BACK COVER	13.300	210 x 284
PAGE 4	14.800	210 x 284
DOUBLE PAGE	23.400	420 x 284
1ST DOUBLE PAGE	29.400	420 x 284
1ST RIGHT HAND PAGE	14.700	210 x 284
2ND RIGHT HAND PAGE	14.300	210 x 284
3RD RIGHT HAND PAGE	13.300	210 x 284
4TH RIGHT HAND PAGE	12.900	210 x 284
LEFT HAND PAGE (BEFORE PAGE 26)	13.100	210 X 284
1/2 HORIZONTAL PAGE	7.450	210 X 142
1/2 VERTICAL PAGE	7.450	103 X 284
DOUBLE 1/2 PAGE	14.900	420 X 142
DOUBLE 1/2 PAGE CENTERED	18.800	420 x 142
MODULE TABLE OF CONTENTS	11.700	110 x 80
BRANDED CONTENT PAGE / NATIVE*	14.000	210 x 284
* Writing and desing production cost	500	

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