

# ONLINE

## 35.7 MILLION INTERNET USERS AND 22 MILLION ACTIVE ACCOUNTS ON SOCIAL MEDIA IN SPAIN

- Motorpress Ibérica is part of this new way of communication.
- We have found the way to satisfy readers and clients. Advertising in our media is information.
- Motorpress Iberica helps you get your message across the way the reader wants.



# BRANDED SOLUTIONS

Motorpress-Ibérica develops your brand solutions and manages your specific contents for your targets as well as your events.

- Cross media advertising campaigns
- Corporate multimedia communication
- Events for your brand



# PORTFOLIO



## SPORTS

### **BIKE**

[www.mountainbike.es](http://www.mountainbike.es)

### **Ecuestre**

[www.ecuestreonline.com](http://www.ecuestreonline.com)

### **RUNNER'S**

[www.runners.es](http://www.runners.es)



[www.sportlife.es](http://www.sportlife.es)

### **triatlón**

[www.eltriatleta.es](http://www.eltriatleta.es)



## LIFE STYLE

### **Men'sHealth**

[www.menshealth.es](http://www.menshealth.es)

### **Women'sHealth**

[www.womenshealth.es](http://www.womenshealth.es)

### **Ciclismo** *a fondo*

[www.ciclismoafondo.es](http://www.ciclismoafondo.es)

### **Golf Digest**

[www.golfdigest.es](http://www.golfdigest.es)

### **Oxígeno**

[www.revistaoxigeno.es](http://www.revistaoxigeno.es)

### **Trail Run**

[www.trailrun.es](http://www.trailrun.es)



## MOTOR

### **autopista**

[www.autopista.es](http://www.autopista.es)

### **MOTOCICLISMO**

[www.motociclismo.es](http://www.motociclismo.es)

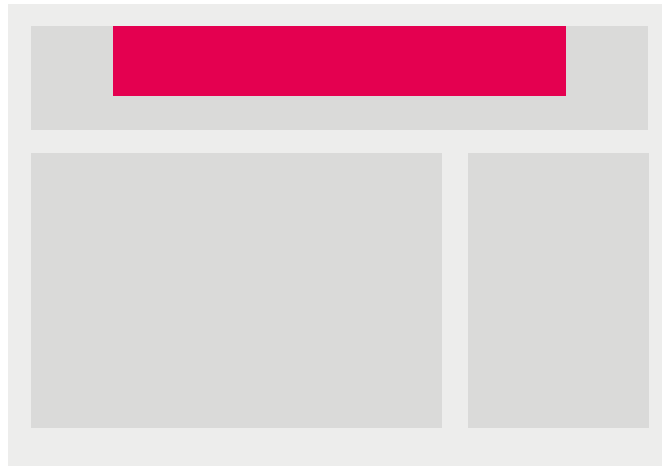


[www.transportemundial.es](http://www.transportemundial.es)



[www.todotest.es](http://www.todotest.es)

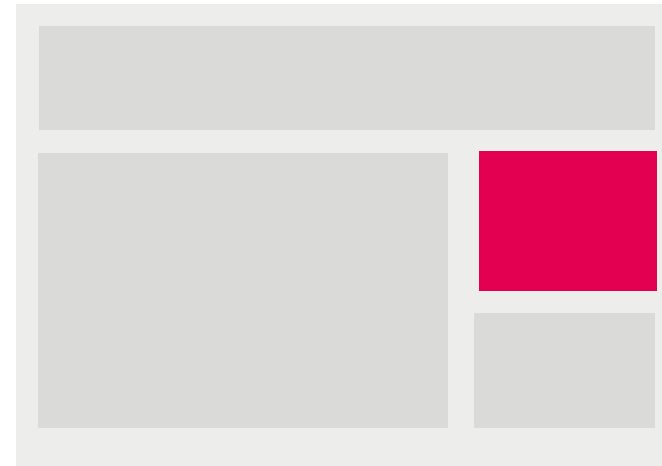
# DISPLAY ADVERTISING FORMATS



## MEGABANNER

Dimensions 728x90 / 980x90 px  
Size 50 kb  
CPM 55 €

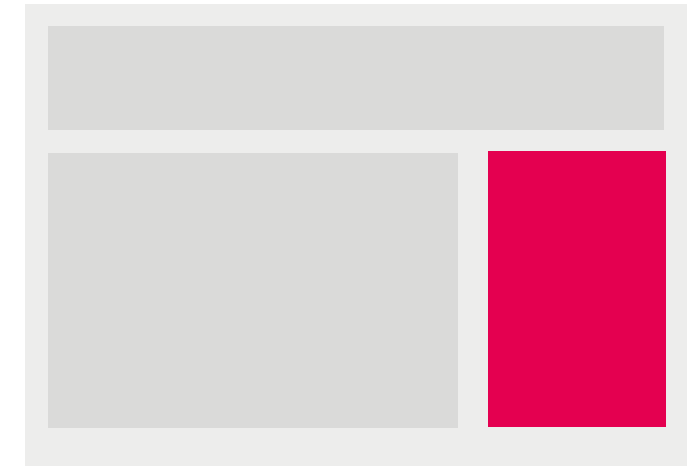
[EXAMPLE](#)



## RECTANGLE

Dimensions 300x250 px  
Size 50 kb  
CPM 45 €

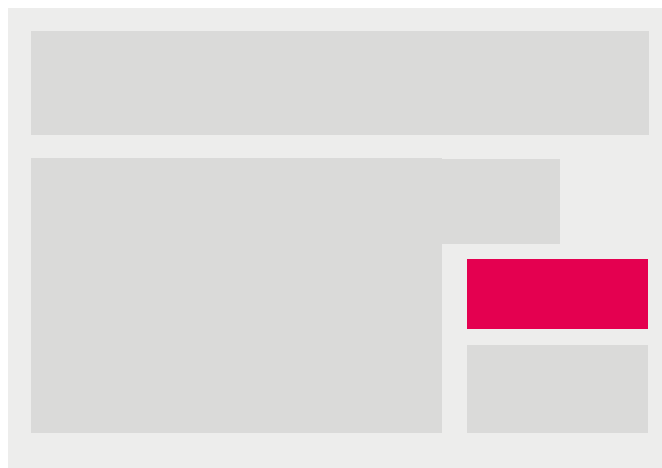
[EXAMPLE](#)



## DOUBLE RECTANGLE

Dimensions 300x600 px  
Size 50 kb  
CPM 50 €

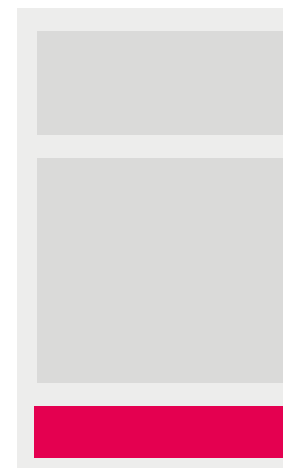
[EXAMPLE](#)



## BUTTON

Dimensions 300x100 px  
Size 50 kb  
CPM 25 €

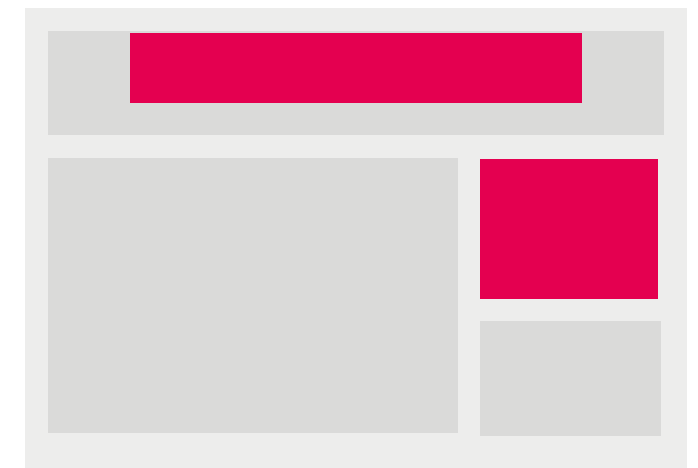
[EXAMPLE](#)



## MOBILE

Dimensions 320x100 px  
Size 50 kb  
CPM 45 €

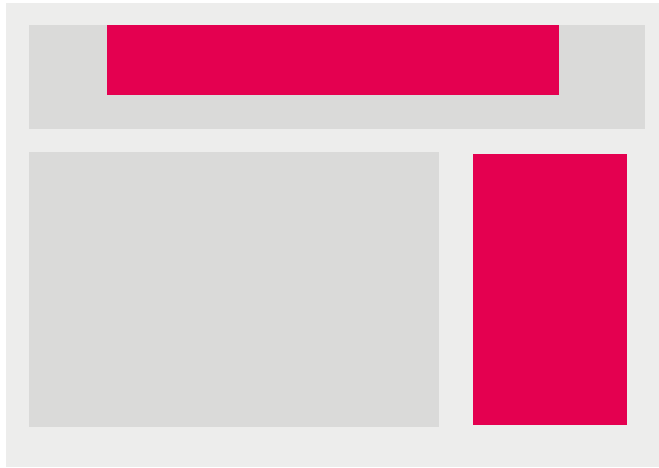
[EXAMPLE](#)



## MEGABANNER + RECTANGLE

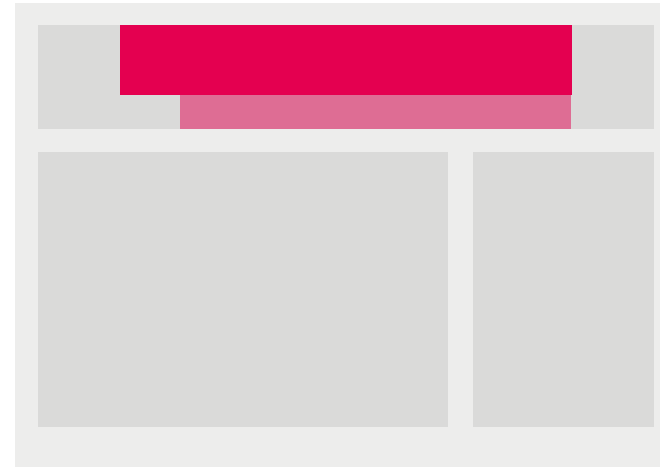
Same dimensions and size  
CPM 95 €

[EXAMPLE](#)



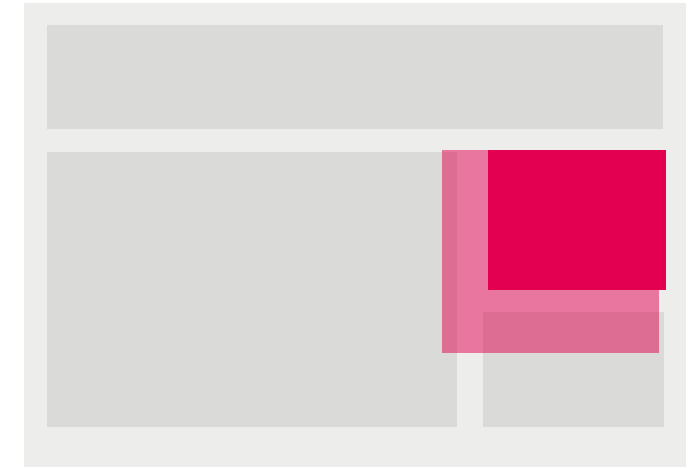
**MEGABANNER +  
DOUBLE RECTANGLE**  
Same dimensions and weight  
CPM 105 €

EXAMPLE



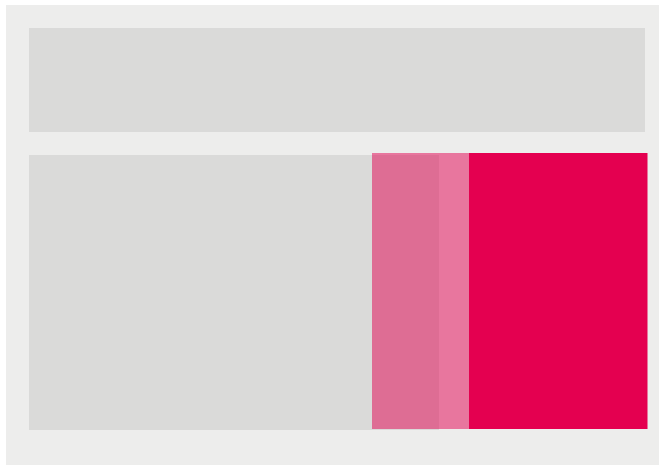
**DROP MEGABANNER**  
Dimensions  
728/980 x 90/180 px  
Size 50 kb CPM 60 €

EXAMPLE



**DROP DOWN RECTANGLE**  
Dimensions  
300x250 / 450x450 px  
Size 50 kb CPM 50 €

EXAMPLE



**DOUBLE DROP DOWN  
RECTANGLE**  
Dimensions 300/450 x 600 px  
Size 50 kb CPM 60 €

EXAMPLE



**INTERTITIAL + MEGABANNER**  
Dimensions  
800x 600 + 728 x 90 px / 986x90 px  
5-7 seconds. CPM 90 €

EXAMPLE



**INTERSTITIAL + RECTANGLE**  
Dimensions  
800x 600 + 300 x 250 px  
5-7 seconds. CPM 90 €

EXAMPLE

# SPECIAL ADVERTISING FORMATS



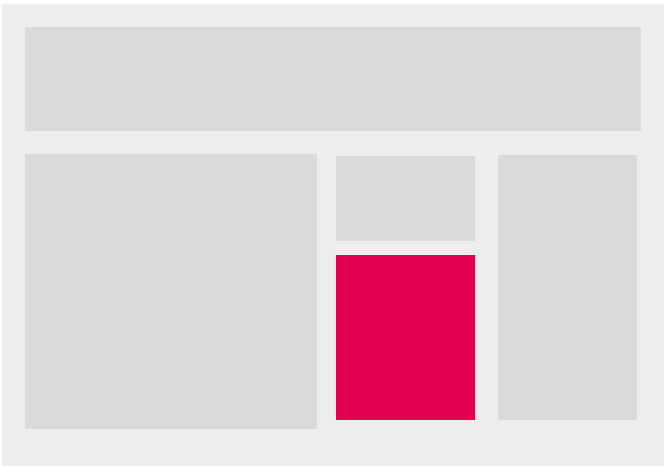
**WALLPAPER**  
CPM 100 €

[EXAMPLE](#)



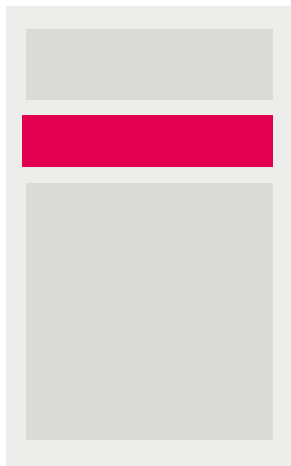
**WALLPAPER WIDTH VIDEO**  
CPM 120 €

[EXAMPLE](#)



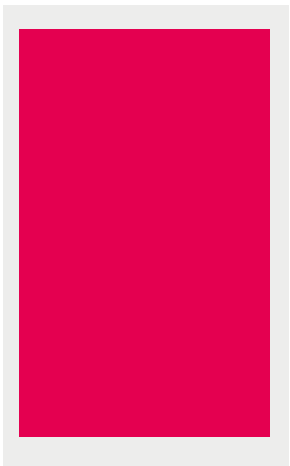
**NATIVE**  
CPM 100 €

[EXAMPLE](#)



**NEWSLETTER**  
CPM 100 €

[EXAMPLE](#)



**LEADS**  
CPM to be enquired

[EXAMPLE](#)

# RATES



[brandsolutions@mpib.es](mailto:brandsolutions@mpib.es)



+34 91 347 03 58  
+34 91 347 00 62

FORMATS	DIMENSIONS / SIZE	CPM PRICE
<b>CONVENTIONAL FORMATS</b>		
MEGABANNER	728x90/980x90 (50 Kb)	55 €
RECTANGLE	300x250 (50 Kb)	45 €
DOUBLE RECTANGLE	300x600 (50 Kb)	50 €
BUTTON	300x100 (50 Kb)	25 €
MOBILE	320x100 (50 Kb)	45 €
MEGABANNER + RECTANGLE	728x90 / 980x90 (50 Kb) + 300x250 (50 Kb)	95 €
MEGABANNER +RECTANGLE DOUBLE	728x90 / 980x90 (50 Kb) + 300x600 (50 Kb)	95 €
<b>RICH MEDIA &amp; FLOATING FORMATS</b>		
DROP MEGABANNER	728x90/728x180 - 980x90/980x180 (50 Kb)	60 €
DROP - DOWN RECTANGLES	300x250 / 450x450(50 Kb)	50 €
DOUBLE DROP - DOWN RECTANGLES	300x600 / 450X600(50 Kb)	60 €
INTERSTITIAL + MEGABANNER	800x600 + 728x90 (50Kb) - Broadcast time 5 - 7 sg.	90 €
INTERSTITIAL + ROBAPÁGINAS	800x600 + 300x250 (50Kb) - Broadcast time 5 - 7 sg.	90 €
<b>VIDEO</b>		
PRE-ROLL VIDEO	640x360 ( max.10Mb) - Broadcast time 15-20 sg.	70 €
VIDEO RECTANGLE	300x250 (50 Kb)	55 €
<b>MOBILE APPS</b>		
BANNER	320x50 (20 Kb)	50 €
DOUBLE BANNER	320x100 (20 Kb)	55 €
INTERSTITIAL	320x416 (20KB)	70 €
<b>TABLET APPS</b>		
RECTANGLE	300x250 (50 Kb)	50 €
MEGABANNER	728x90 / 980x90 (50 Kb)	55 €
INTERSTITIAL	1024x768 (50 Kb)	70 €
<b>SPECIAL FORMATS</b>		
WALLPAPER / SKIN		100€
SKIN WITH VÍDEO		120€
SKIN WITH FULL-SCRENN VIDEO		150€
NEWSLETTER		100€
NATIVE ADVERTISING		4.500€