



International Media Data 2024

 Poland



Publisher

raven media

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 **VOGEL** COMMUNICATIONS
GROUP

The Magazine

„**autoEXPERT**” is the leading technical specialist magazine for all professionals in the Polish motor trade. The editorial concept is tailor-made to specifically suit this market and provides articles from all the major market segments of the motor trade. Supplemented by detailed training and further training section featuring the latest syllabus subjects.

TARGET GROUP

Managers and chief technicians of workshops, maintenance and repair personnel, managing directors of car dealers, managers in the field of automotive accessories and spare parts as well as the top management of the automobile industry.

Frequency	monthly, 10 issues per year
Reach	22 thous.(print + e-issue)
Print run	5.000- 7.000 copies
Place of appearance	Wroclaw/PL
Publisher	Raven Media sp. z o.o. Editorial and office adress: ul. Strzegomska 42AB PL-53-611 Wroclaw EDITOR-IN-CHIEF Pawel Kruk (Polish, English) Tel.: +48 71 78 23 181 pawel.kruk@ravenmedia.pl



Recipient by Position in the Company

(Publisher's data)

OWNER	83 %
MANAGER	5 %
EMPLOYEE	7 %
OTHER	5 %

Specialisations focusing our readers

SERVICE AND REPAIR

- general mechanics
- diagnostics
- electromechanics
- bodywork and varnishing
- tires and repair

TRADE

- parts/accessories
- cars
- tires
- fuels, oils, greases

TRANSPORTATION

- transport facilities
- local and international transport
- parts, accessories, chemicals, vehicles, workshop equipment

PRODUCTION

- manufacturing plants

PROFESSIONAL TRAINING

- schools, libraries, training centres

Structure of the magazine

Technical articles	48 %
Market articles, new products	25 %
Editorial information	6 %
Special supplements	21 %

Advertisements to editorial ratio

Editorial section	71 %
Advertising section	29 %

Rate card

Professional Automotive
Format 210 mm wide, 297 mm high, DIN A4
PRINT, PROCESSING Offset printing, adhesive, binding

Ad Formats and Prices

FORMAT	FORMAT (bleed ads) w x h in mm	PRICE [4c]
1/1 Page	210 × 297	2,825 €
Junior Page	133,5 × 210	2,100 €
1/2 Page	210 × 148 102 × 297	1,420 €
1/3 Page	210 × 94 71 × 297	1,050 €
1/4 Page	102 × 148 210 × 70 55 × 297	795 €
1/8 Page	55 × 148 102 × 70 210 × 36	460 €
II, III cover	210 × 297	3,190 €
IV cover	210 × 297	3,550 €

All Rate Card prices in EUR

Special advertising formats in print

Adapted to the design of the editorial contributions, your own content appears in the high-quality environment of the editorial office. Visually they are adapted to the editorially created articles.

ADVERTORIAL	
Scope	Price
1/1 page	1,500 €
2/1 pages	2,830 €

- * Incl. editorial consulting, creation and layout.
- * Not incl. translation

Image promotion

This variant comprises several pages with large-format images and associated signatures, short statements or teasers, which are placed per image or per page. In this way, additional explanations or detailed descriptions can be displayed.

Scope	Price
4/1 pages	3,880 €

- * Incl. editorial consulting, creation and layout.

Infographics

Present complex interrelationships and processes in the form of an infographics. In this way you can, e.g., visually prepare and present a special problem, service offers or a new technology.

Explanation-intensive contents can be conveyed in this way simply and at the same time vividly.

Scope	Price
2/1 pages	3,710 €

- * Incl. editorial consulting, creation and layout.

Discounts

For placement within one insertion year, starting with publication of the first ad.

Frequency discount

3 ads and more	10%
6 ads and more	15%
9 ads and more	20%

Inserts (not discountable)

Weight of insert	Price per copy
up to 25 g	0.36 €
26–50 g	0.62 €
51–75 g	1.10 €
over 75 g on request	

Specification: Maximum: 210 × 297 mm (A4)
Supplement to partial run (minimum 2,000 copies)

Advertisement formats

1/1 210 × 297 plus 3 mm trim A, B cover	junior page 133,5 × 207 plus 3 mm trim JP	1/2 102 × 297 plus 3 mm trim C	1/2 210 × 148 plus 3 mm trim D
1/3 71 × 297 plus 3 mm trim E	1/3 210 × 94 plus 3 mm trim F	1/4 55 × 297 plus 3 mm trim G	1/4 102 × 148 plus 3 mm trim H
1/4 210 × 70 plus 3 mm trim I	1/8 55 × 148 plus 3 mm trim J	1/8 102 × 70 plus 3 mm trim K	1/8 210 × 36 plus 3 mm trim L

Editorial Calendar 2024

ISSUE DATE	TOPICS	
1/2 AC* 15.01 PC 18.01 PD 29.01	COVER STORY	BRAKE, SUSPENSION- AND STEERING SYSTEMS
	Drivetrain	Drivetrain, clutches, flywheels, pressure plates, clutch types, control
	Brake-, suspension - and steering systems	Brake discs, pads, fluids, service, ABS/ESP systems, shock absorbers, springs, joints, drives, types and service, Electric Parking Brake tools and equipment – product overview
	Batteries	Technologies, design, charging, service, alternators, electric car batteries, battery cooling, battery recycling
	Brake system testers	Types, functionalities, overview, electronics, sensors, diagnostics
	Chasis	Measurement, and alignment corrections, special equipment, wheel alignment - measurement and correction, additional equipment, measurement tools – review
	Professional trainings – special topic	Trainings in automotive industry, online trainings and webinars , professional trainings, workers preparing, training offers
	Extra Supplement	Bodywork and painting: base- and clearcoats, restoration technologies, drying equipment, spray booths

ISSUE DATE	TOPICS	
3 AC* 19.02 PC 23.02 PD 1.03	COVER STORY	EXHAUST GAS TREATMENT
	Wheels and tires	Tire and rim manufacturers, wheel washers, balancing machines, tire changers, TPMS, tire trade, tire repair, tire workshop market
	Spare parts	Engine, clutch, gearbox, drivetrain
	Diagnostic equipment	Electric car diagnostics
	Exhaust gas treatment systems	Catalytic converters, DPF, FAP, SCR, exhaust systems
	Motorsports	Sponsoring and the automotive industry, sports, car- preparation
	Automotive chemicals	Waxes, varnishes, polishes, protectants, auto detailing chemicals, automotive additive, others
	Extra Supplement	Automotive oils and lubricants: engine- nad transmission oils, automatic transmission- and Haldex clutch fluids, oils and fluids for hybrid and electric vehicles, oil bases, oil filtration, products

ISSUE DATE	TOPICS	
4 AC* 18.03 PC 20.03 PD 1.04	Trade Fairs Issue: TTM – Automotive Technology Fair – Posen (Poland)	
	COVER STORY	SPARE PARTS MARKET
	Lighting	Light sources, law regulations, reflectors, modifications
	Hybrid drives	Types of drives, electric drives, control and diagnostics
	Filtration	Fuel, oil, air and pollen filters
	Air condition	Service of A/C systems, spare parts, refrigerants, service stations, law regulations
	Automotive spare parts	Regeneration, repair, verification, service market
	Mobility of the future	Development directions, the latest technologies, parts, accessories, tools, combustion engine law regulations, electric vehicles
	Extra Supplement	Air condition systems: refrigerants, oils, service, diagnostics and repair, pollen filters, law regulations, workshop requirements, service equipment – review

*AC: Ad Close | PC: Print PDF Close | PD: Publishing Date

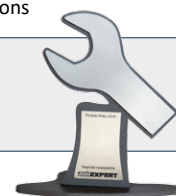
Editorial Calendar 2024

ISSUE DATE	TOPICS	
5 AC* 17.04 PC 19.04 PD 2.05	COVER STORY	DIAGNOSTICS
	Commercial vehicles	Spare parts and accessories for trucks, exhaust systems, lighting, diagnostics, specialist repairs, electric drive in CV's, autonomous driving
	Diagnostics	Oscilloscopes, Pass Thru, camera and radar systems, callibration, EV and hybrid diagnostic, diagnostic testers – review
	Special workshop equipment	Presses, pullers, tools
	Law in automotive	Rules, regulations, obligations, changes
	Online trade and services	Web stores, thematical services, online data and services, trainings
	Extra Supplement	Bodywork and painting: paintshop equipment, corrosion prevention, soundproofing and sealing, modern body structures, joining technologies

ISSUE DATE	TOPICS	
6 AC 15.05 PC 19.05 PD 31.05	COVER STORY	TURBOCHARGING
	Cooling systems	Pumps, coolers, liquids, electric- and hybrid vehicle cooling systems
	Turbocharging	Tuning, cooling, lubrication, variable geometry, electric chargers, VNT- regulation, turbocharger balancers – review
	Fuel injection	Test benches, devices and tools for injector repair – review
	Workshop networks	Types, scope of services, review
	Electromobility	Repair and service of electric cars
	Extra Supplement	Drivetrain and chasis: suspension types, shock absorbers, springs, air sprongs, suspension bushings, joints, gearboxes, clutches, shafts, axles, drives

ISSUE DATE	TOPICS	
7-8 AC 17.06 PC 19.06 PD 1.07	COVER STORY	ELECTRIC- AND HYBRID VEHICLES
	Timing	Timing systems, variable phases, camshaft geometry, electronics, control
	Electronics	Cameras and radar sensors, diagnostics, calibration
	Automotive oils and lubricants	Engine oils, gear oils, oils and fluids for hybrid and electric vehicles, filtration of oils, fuels and air
	Tuning	Dynamometers, diagnostic equipment
	Services for workshops	Cashless repairs, damage removal, management of hazardous substances, wastewater treatment, work safety
	Mobility of the future	Autoshare, mobility on the web, autonomous driving, electromobility, mobile applications
	Extra Supplement	Product of the Year 2024: new products in the automotive industry, product presentations, winners of last year's edition

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Editorial Calendar 2024

ISSUE DATE	TOPICS	
9 AC 11.08 PC 16.08 PD 28.08	Trade Fairs Issue: AUTOMECHANIKA FRANKFURT	
	COVER STORY	BRAKES AND SUSPENSION
	Brakes and suspension	Brake discs, pads, fluids, ABS/ESP systems, springs, air springs, shock absorbers, services
	Spare parts	Clutches, sensors, controllers
	Exhaust systems	Exhaust gas extractors, cleaning chemicals, exhaust systems, DPF filters – diagnostics and repair
	Ecology in the workshop	Cleaning, waste management
	Law in automotive	Rules, regulations, obligations, changes
	Extra Supplement	Air condition systems: refrigerants, oils, service, diagnostics and repair, pollen filters, law regulations, workshop requirements, service equipment – review
ISSUE DATE	TOPICS	
10 AC* 16.09 PC 19.09 PD 1.10	COVER STORY	BATTERIES
	Batteries	Generators and generators, alternative drives, electronic and electric systems, electric car batteries, battery recycling, battery producers – review
	Wheels and tires	Newest technologies, tire repair, balancing machines, tire changers, tire washers, TPMS systems, tire trade, tire storage and recycling, tire workshop market
	Lighting	Lighting techniques – traditional, LED, laser, additional lighting, light inspection devices
	Driver assistance systems	Lane assistant, active cruise control, road sign recognition, development, service, calibration
	Extra Supplement	Automotive oils and lubricants: transmission oils, oils for engines equipped with DPF/FAP filters, car producer standards, oil filtration, products
ISSUE DATE	TOPICS	
11 AC 21.10 PC 24.10 PD 4.11	COVER STORY	AUTOMOTIVE IT AND WORKSHOP SOFTWARE
	Drivetrain	4x4 drive system, parts and accessories, diagnostics
	Market of the vehicle inspection stations	Vehicle inspection station equipment, legal issues, light testing devices – review, diagnostic lines – review
	Management in independent workshops	Workshop planning, IT solutions
	IT solutions for the workshop	Business operations, catalogs, sales systems, technical data
	Extra Supplement	Bodywork and painting: tools for a tinsmith, paintshop equipment, clearcoats and effect varnishes, recycling in car bodywork workshop, grinders and polishing machines, spot repairs
ISSUE DATE	TOPICS	
12 AC 22.11 PC 27.11 PD 6.12	COVER STORY	„BEST OF THE YEAR“ – the most important events of the year, products, technologies, premieres
	Ignition and injection	Glow plugs, injectors, spark plugs, injection systems, ignition coils
	Drivetrain	Clutches, gearboxes
	Car lifts and jacks	Passenger car lifts, commercial vehicle lifts, lift types, regulations Car lifts distributors – overview
	Diagnostic equipment	Special tools and diagnostic testers
	Recycling in the automotive industry	Regeneration of parts and components – market and regulations
	Law in automotive	Rules, regulations, obligations, changes
	Extra Supplement	Commercial vehicles: diagnostics, tools for CV's, drivetrain, clutches, hydraulic systems, batteries, parking heating, drive autonomy, parts and accessories

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Banners at autoexpert.pl

Generate attention in the relevant target group and enhance the awareness of your brand and products with banners on our website.

Price and publication zones for DESKTOP option

- A

BILLBOARD

750 × 100 px
- B

WIDEBOARD TOP

950 × 200 px
- C

SKYSCRAPER

120 × 600 px
- D

RECTANGLE

300 × 250 px
- E

NAVIBOX

600 × 250 px
- F

HALFPAGE

300 × 600 px
- G

WIDEBOARD

950 × 200 px

Price per month (DESKTOP option)

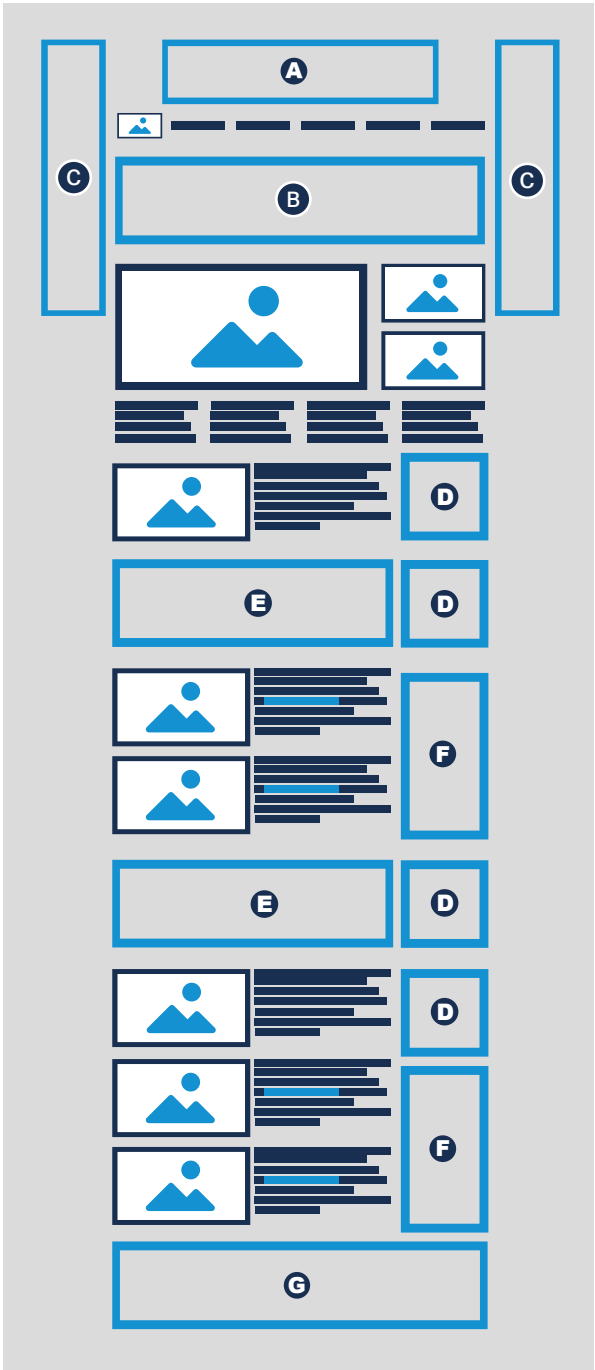
NAME	SIZE (px)	PRICE for 1 month
A: Billboard	750 × 100	2,400 €
B: Wideboard TOP	950 × 200	2,530 €
C: Skyscraper	120 × 600	2,150 €
D: Rectangle	300 × 250	990 €
E: Navibox	600 × 250	1,190 €
F: Halfpage	300 × 600	1,460 €
G: Wideboard	950 × 200	1,450 €
Advertorial		1,100 €

Price and publication zones for MOBILE option

- Formats: 300 × 50 px – rectangle, 300 × 100 px – all other banners
- Mobile banner placement: 15% surcharge on the basic price
- Mobile banners are played in places and zones designated for desktop counterparts

Remarks

- Price and publication zones for DESKTOP option
- The price is for advertising displayed in rotation 50 %/50 %
- Banners D, E, F, G: the scope of publication areas do not apply to the not editorial sections (Events, Firm Profile, Advertorials)
- Individual issue guarantee: surcharge of 100 %
- Companies interested in publishing ads in this zone please contact our advertising department
- This price list is informative and does not constitute a commercial offer within the meaning of art. 66 par. 1 of civil code
- Advertisements should be prepared in accordance with the technical specification



Company profile

The Content Hub for Your Target Group

The company profile is a platform for your company to distinctively present your products and services.

The company profile is a platform for your company to distinctively present your products and services. Unlimited content Press releases, products, videos and more: With your company profile, you publish as much content on the portal as you like.

Your Benefit

- **Top-quality content mix**
Your company profile is populated with both your material and with related articles by our editors.
- **Enhanced findability**
Enhance the visibility and reach of your content through search engine optimised integration in articles and newsletters. Bring traffic to your website and improve your ranking.
- **Defined target group - minimum waste coverage**
Reach exactly the right users: Your company profile is placed in the professional media read by the decision makers in your target group.
- **Transparent reporting and easy up dates in our Customer Center** You can access values for ad impressions, click and TR at any time to efficiently measure the success of your company profile.

Your profile is connected with thematically related technical articles, and your content is integrated in the autoEXPERT Poland media newsletters
Unlimited content Press releases, products, videos and more: With your company profile, you publish as much content on the portal as you like.

Price per year

Basic price 1,900 EUR



The entry is automatically renewed for another year, at the valid list price, terminated in writing three months prior to the expiry date of the contract. All prices in EUR plus VAT.

Newsletter Advertising

Advertising in the newsletter offers you direct target group access at the desired point in time.

Your benefit:

The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

Price per Mailing:

autoEXPERT Online Weekly Newsletter
Subscribers ~17 thou.
Publishing dates Thursday
Language Polish

Price per Mailing

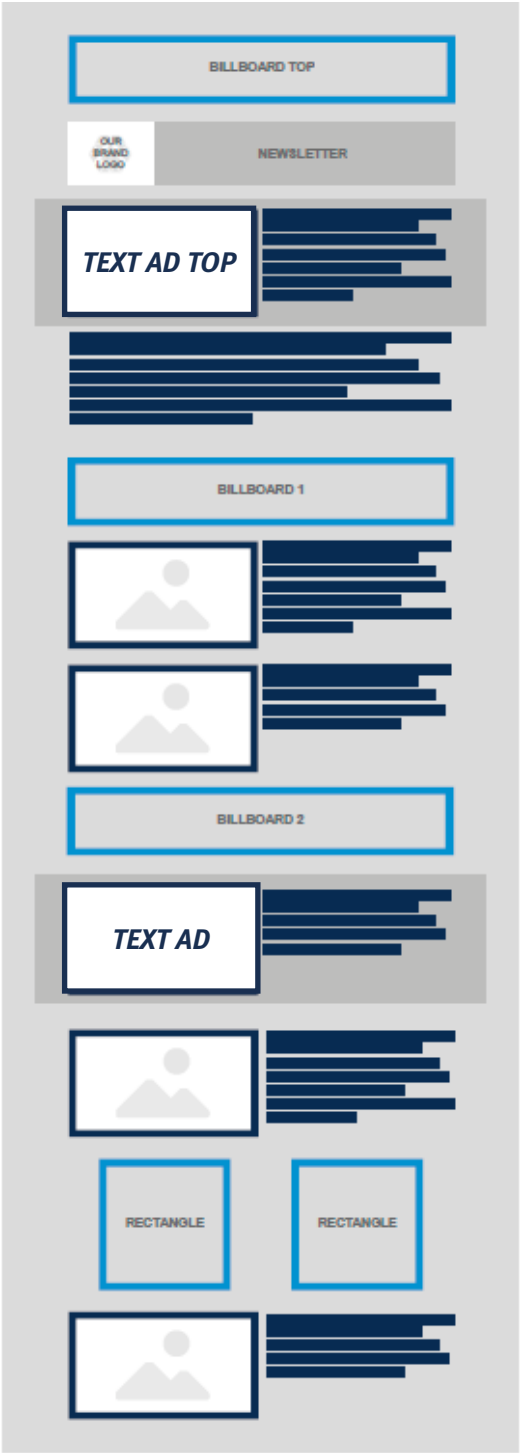
NAME	PRICE per1 issue
Billboard TOP	850 €
Bilboard 1	660 €
Bilboard 2	560 €
Rectangle	400 €
Text Ad TOP	850 €
Text Ad	600 €

Text Ad Package Price

	4 publications	8 publications	12 publications
Price:	2,000	3,600	4,800

All prices in EUR plus VAT.

All newsletters are optimised for mobile devices, such as smartphones or tablets.



Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

Your Benefit

- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

A Editorial article

B Editorial article with link

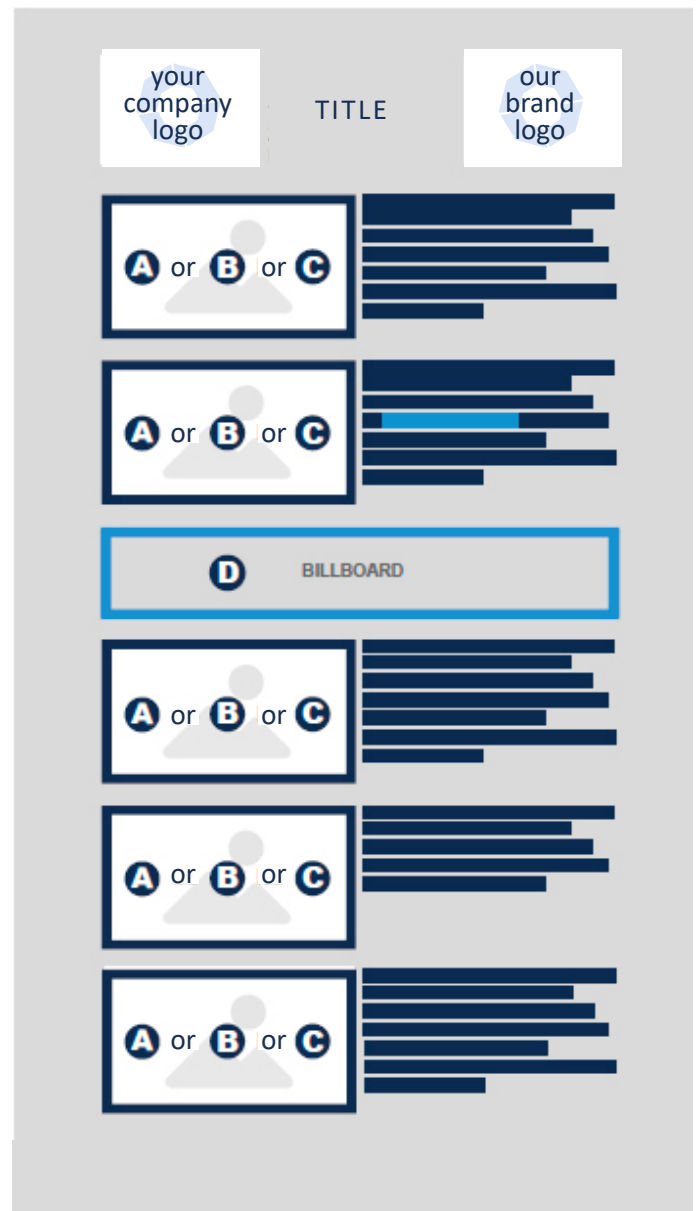
C Advertorial

B Exclusive occupancy of banners (maximum of three banners, 750 × 100 px)

Price per Mailing:

To subscribers
of the editorial
newsletter

4,500 EUR



All prices in EUR plus VAT.

Stand Alone Mailing

Profit from maximum exclusivity through a Stand Alone Mailing. Your message gets to the mail box of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

Contents

- A** Mailing title, proposed by you
- B** Picture material (680 × 290 px)
- C** Text with link to your website (1,000 characters max., no spaces)
- D** Call-to-Action button

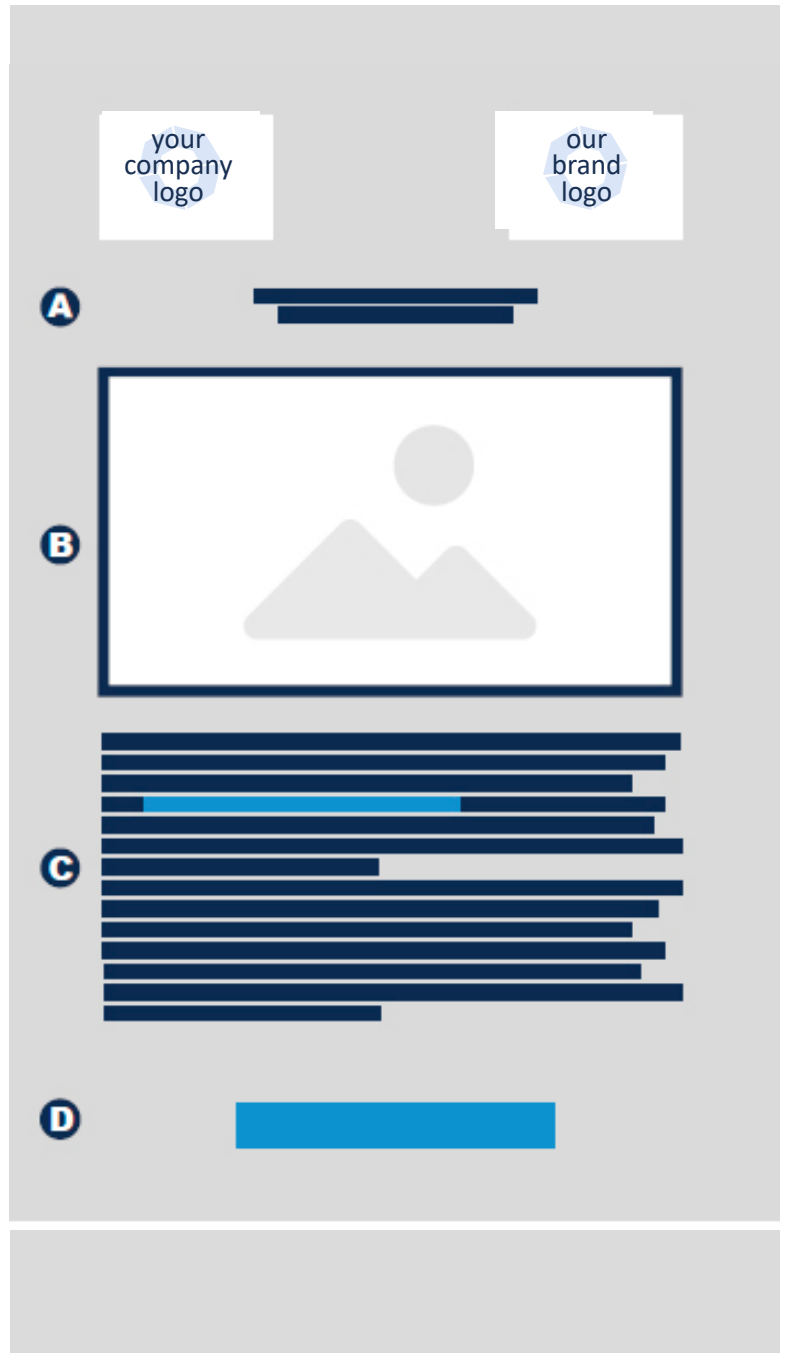
Your benefit:

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusived is play without competition
- Enhanced acceptance throug co-branding with our media brand
- Transparency through reporting

Price per Mailing:

**To subscribers
of the editorial
newsletter**

2,900 EUR



All prices in EUR plus VAT.

We empower you!

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