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International Media Data 2024







Magazine



autoEXPERT

It is the leading technical specialist magazine for all professionals in the Polish automotive branch. 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 subject

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 10 issues per year

Reach 22. thous. recipients, print + e-issue

Print run 5 000 copies

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Issue & Dates	Feature Topics		
1 0	Cover Story: BRAKE-, SUSPENSION- AND STEERING SYSTEMS		
1-2	Drivetrain	Drivetrain, clutches, flywheels, pressure plates, clutch types, control	
Ad Close 15.01	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	
Print PDF Close 18.01	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	
Publishing Date 29.01	Professional trainings – special topic	Trainings in automotive industry, online trainings and webinars , professional trainings, workers prepairing, training offers	
	Extra Supplement	Bodywork and painting: base- and clearcoats, restoration technologies, drying equipment, spray booths	



Issue & Dates	Feature Topics	
3	Cover Story: EXHAUST GAS TREATMENT	
	Wheels and tires – special topic	Tire and rim manufacturers, wheel washers, balancing machines, tire changers, TPMS, tire trade, tire repair, tire workshop market
Ad Close	Spare parts	Engine, clutch, gearbox, drivetrain
19.02	Diagnostic equipment	Electric car diagnostics
Print PDF Close 21.02	Exhaust gas treatment systems	Catalytic converters, DPF, FAP, SCR, exhaust systems
	Motorsports	Sponsoring and the automotive industry, sports, car- preparation
Publishing Date 01.03	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, product





Issue & Dates	Feature Topics		
1	Fair issue: TTM – Automotive Technology Fair – Posen (Poland)		
4	Cover Story: SPARE PARTS MARKET		
	Lighting	Light sources, law regulations, reflectors, modifications	
Ad Close 18.03	Hybrid drives	Types of drives, electric drives, control and diagnostics	
	Filtration	Fuel, oil, air and pollen filters	
Print PDF Close 20.03	Air condition	Service of A/C systems, spare parts, refrigerants, service stations, law regulations	
	Automotive spare part	Regeneration, repair, verification, service market	
Publishing Date 01.04	Mobility of the future	Development directions, the latest technologies, parts, accessories, tools, combustion engine law regulations, electric vehicle	
	Extra Supplement	Air condition systems: refrigerants, oils, service, diagnostics and repair, pollen filters, law regulations, workshop requirements, service equipment – review	



Issue & Dates	Feature Topics	
<u> </u>	Cover Story: DIAGNOSTICS	
3	Commercial vehicles	Spare parts and accessories for trucks, exhaust systems, lighting, diagnostics, specialist repairs, electric drive in CV's, autonomous driving
Ad Close 17.04	Diagnostics	Oscilloscopes, Pass Thru, camera and radar systems, callibration, EV and hybrid diagnostic, diagnostic testers – review
	Special workshop equipment	Presses, pullers, tools
Print PDF Close	Law in automotive	Rules, regulations, obligations, changes
19.04	Online trade and services	Web stores, thematical services, online data and services, training
Publishing Date 02.05	Extra Supplement	Bodywork and painting: paintshop equipment, corrosion prevention, soundproofing and sealing, modern body structures, joining technologie



Issue & Dates	Feature Topics	
6	Cover Story: TURBOCHARGING	
O	Cooling systems	Pumps, coolers, liquids, electric- and hybrid vehicle cooling systems
Ad Close 20.05	Turbocharging	Tuning, cooling, lubrication, variable geometry, electric chargers, VNT- regulation, turbocharger balancers – review
	Fuel injection	Test benches, devices and tools for injector repair – review
Print PDF Close	Workshop networks	Types, scope of services, revies
22.05	Electromobility	Repair and service of electric cars
Publishing Date 03.06	Extra Supplement	Drivetrain and chasis: suspension types, shock absorbers, springs, air sprongs, suspension bushings, joints, gearboxes, clutches, shafts, axles, drive



Issue & Dates	Feature Topics	
7 0	Cover Story: ELECTRIC- AND HYBRID VEHICLES	
7-8	Timing	Timing systems, variable phases, camshaft geometry, electronics, control
Ad Close	Electronics	Cameras and radar sensors, diagnostics, calibration
17.06	Automotive oils and lubricants	Engine oils, gear oils, oils and fluids for hybrid and electric vehicles, filtration of oils, fuels and air
Print PDF Close	Tuning	Dynamometers, diagnostic equipment
19.06	Services for workshops	Cashless repairs, damage removal, management of hazardous substances, wastewater treatment, work safety
Publishing Date 01.07	Mobility of the future	Autoshare, mobility on the web, autonomous driving, electromobility, mobile applications
	Extra Supplement	Product of the Year 2023: new products in the automotive industry, product presentations, winners of last year's editio





Issue & Dates	Feature Topics	
0	Fair issue: Automechanika Frankfurt	
9	Cover Story: BRAKES AND SUSPENSION	
	Brakes and suspension	Brake discs, pads, fluids, ABS/ESP systems, sprongs, air springs, shosck absorbers, services
Ad Close 11.08	Spare parts	Clutches, sensors, controllers
	Exhaust systems	Exhaust gas exrtractors, cleaning chemicals, exhaust systems, DPF filters – diagnostics and repair
Print PDF Close	Ecology in the workshop	Cleaning, waste management
16.08	Law in automotive	Rules, regulations, obligations, changes
Publishing Date 28.08	Extra Supplement	Air condition systems: refrigerants, oils, service, diagnostics and repair, pollen filters, law regulation workshop requirements, service equipment – review



Issue & Dates	Feature Topics	
10	Cover Story: BATTERIES	
10	Batteries	Gernators and generators, alternative drives, electronic and electric systems, electric car batteries, battery recyc- ling, battery producers – review
Ad Close 16.09	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
Print PDF Close 19.09	Driver assistance systems	Lane assistant, active cruise control, road sign recognition, development, service, calibration
Publishing Date 01.10	Extra Supplement	Automotive oils and lubricants: transmission oils, oils for engins equipped with DPF/FAP filters, car producer standards, oil filtration, products



Issue & Dates	Feature Topics		
11	Cover Story: AUTOMOTIVE IT AND WORKSHOP SOFTWARE		
	Drivetrain	4×4 drive system, parts and accessories, diagnostics	
Ad Close 21.10	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	
Print PDF Close 24.10	IT solutions for the workshop	Business operations, catalogs, sales systems, technical data	
Publishing Date 04.11	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 & Dates	Feature Topics		
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	
Ad Close	Drivetrain	Clutches, gearboxes	
22.11	Car lifts and jacks	Passenger car lifts, commercial vehicle lifts, lift types, regulations Car lifts distributors – overview	
Print PDF Close	Diagnostic equipment	Special tools and diagnostic testers	
27.11	Recycling in the automotive industry	Regeneration of parts and components – market and regulations	
Publishing Date 06.12	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	

Magazine – Rate Card & Formats



Format	Format (frame ads) w x h (in mm)	Format (bleed ads) w x h (in mm)	Price (4 C) in EUR
1/1 Page	190 × 270	210 × 297	2 825
Junior Page	136 × 190	X	2 100
½ Page	190 × 133 94 × 270	210 × 148 104 × 297	1 420
1/3 Page	190 × 88 62 × 270	210 × 94 71 × 297	1 050
1/4 Page	94 × 133 190 × 65 46 × 270	102 × 148 210 × 70 55 × 297	795
1/8 Page	46 × 133 94 × 65 190 × 31	55 × 148 102 × 70 210 × 36	460
IV Cover	Х	210 × 297	3 550
II, III Cover	Х	210 × 297	3 190

Content Marketing

1/1 Page Advertorial	1 900 €
2/1 Pages Advertorial	2 800 €
4/1 Pages Images Promotion	3 880 €
2/1 Pages Infographics	3 710 €

Portal MagazynPrzemyslowy.pl – Advertising



Name	Size (px)	Price in EUR
Billboard (A)	750 × 100	2 400
Skyscraper (B)	120 × 600	2 150
Wideboard TOP (C)	950 × 200	2 530
Rectangle (D)	300 × 250	990
Expand Navibox (E)	600 × 250	1 190
Halfpage (F)	300 × 600	1 460
Wideboard (G)	950 × 200	1 450
Advertorial	Х	1 100

- Price and publication zones for DESKTOP option
- The price is for advertising displayed in rotation (33% / 33% / 33%)
- Mobile banner placement: 15% surcharge on the basic price
- For MOBILE option banner format (one standard size): 300 × 100 px



Portal MagazynPrzemyslowy.pl – 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. Your profile is connected with thematically related technical articles, and your content is integrated in the autoEXPERT Editorial Newsletters. This way, you can be where your target group is to demonstrate presence and to be remembered.

Top-quality content mix

Enhanced findability

Defined target group

Collect data

Price

Your company profile is populated with both your material and with related articles by our editors

Enhance the visibility and reach of your content through search engine optimised integra tion in articles and newsletters. Bring traffic to your website and improve your ranking.

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. You can access values for ad impressions, click at any time to efficiently measure the success of your company profile

1 900 EUR/ per 12 months



Editorial Newsletter

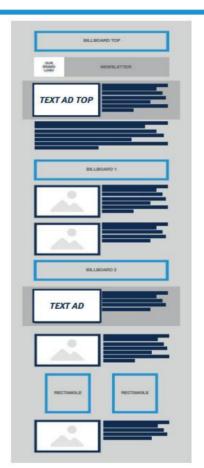


Subscribers ~18. thous.

Publishing day Thursday

Language Polish

Name	Size (px)	Price in EUR
Billboard TOP	750 × 100	850
Billboard 1	750 × 100	660
Billboard 2	750 × 100	560
Rectangle	300 × 250	400
Text Ad TOP (Premium)		850
Text Ad		600
Text Ad Package (x 4)		2 000
Text Ad Package (x 8)		3 600
Text Ad Package (x 12)		4 800



Native Special Newsletter



The Content is King

The 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.

Content

A – editorial article on portal MagazynPrzemyslowy.pl

B – editorial article with link

C - text ad

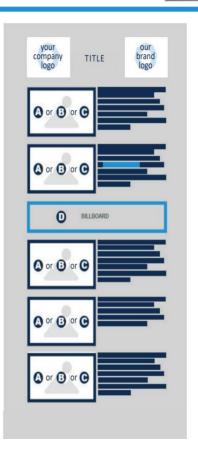
D – exclusive occupancy of banners (maximum – three banners, 750 × 100 px)

Your Benefit

- Positioning as an expert on a specific topic
- Highh 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

Price

4 500 EUR/ to subscribers of the editorial newsletter (~18. thous.)



Targeted Stand Alone Mailing



Reach Power

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.

Content (example)

A – mailing title, proposed by you

B – picture material (680 x 290 px)

C – text with link to your website (1,000 characters max., no spaces)

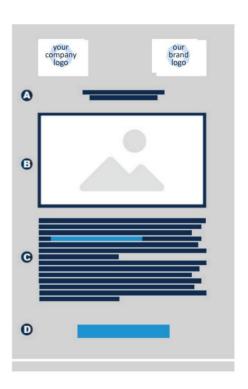
D – call-to-Action button

Your Benefit

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

Price

2 900 EUR/ to subscribers of the editorial newsletter (~18. thous.)



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