

## Basic data

### Frequency:

quarterly

### Distribution:

Subscription and direct mailing

### Issue cost:

139 CZK

### Yearly subscription:

499 CZK [CZ]/39 EUR [abroad]

### Cost of electronic issue:

80 CZK

## Contacts

### Publisher:

Club 91, s.r.o.

5. května 1323/9

140 00 Praha 4

Czech Republic

Tel.: +420 261 221 953

+420 241 409 318

Fax: +420 241 403 333

info@pneurevue.cz

www.pneurevue.cz

## Subscription orders

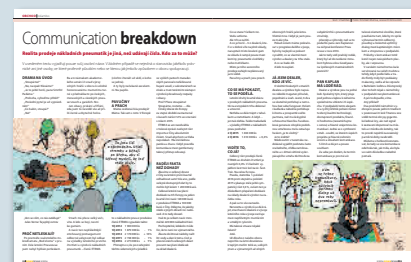
www.periodik.cz or www.pneurevue.cz

Tel.: 800 30 03 02

[free call from Czech R.]

## Electronic formats

Available from www.pneurevue.cz



# Magazine for tyre trade, tyre servicing and aftermarket

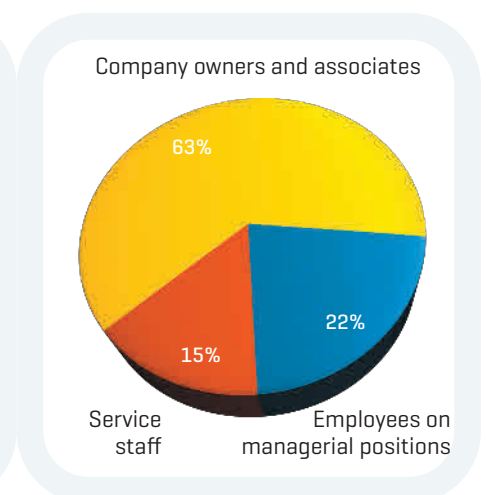
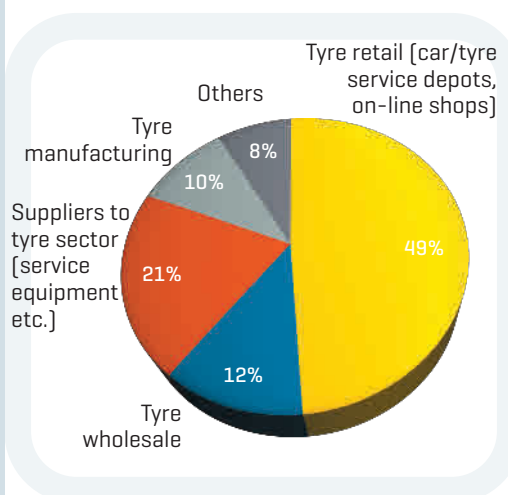
**Pneurevue™** is a specialized “business-to-business” magazine which covers the area of tyre industry, tyre distribution, tyre retail and all related areas, especially car aftermarket. The magazine covers all aspects of the trade both from the side of supply [manufacturers, sellers and service providers] and demand [mainly car fleets]. It deals with further sectors which are becoming natural parts of tyre business with the recent market development, such as quick fit and car part sale. Pneurevue monitors the status and trends of the sector both in national and international scale. Since 1995 it has been a respectable source of information and communication tool of the industry having a strong emphasis on general opinion. The print magazine is a key pillar of a comprehensive communication platform for tyre trade whose other components are: internet portal [www.pneurevue.cz](http://www.pneurevue.cz), Facebook profile, electronic newsletters. Pneurevue co-operates with a large number of renowned experts both from the Czech Republic and abroad. The magazine is successfully distributed also in Slovakia and partners a joint venture project of national tyre magazine in Ukraine.

## Target groups

- ▶ Tyre manufacturers, tyre importers
- ▶ Tyre wholesalers and distributors
- ▶ Tyre retail shops and services
- ▶ Franchise concept providers
- ▶ Rim manufacturers and distributors
- ▶ Service equipment suppliers for tyre depots/quick fit outlets
- ▶ Retread material suppliers
- ▶ Retreading plants
- ▶ Suppliers and distributors of repair material
- ▶ Suppliers of tyre related products
- ▶ Fleet companies [both passenger and commercial]
- ▶ Leasing companies
- ▶ School, institutions, public service organizations

## Reader structure

- ▶ Reader structure by business groups
- ▶ Reader structure by function/position



## 2017 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/17	10.2.2017	17.2.2017	3.3.2017
2/17	12.5.2017	19.5.2017	2.6.2017
3/17	14.8.2017	21.8.2017	4.9.2017
4/17	13.11.2017	20.11.2017	4.12.2017

## Technical conditions for print ads

### Ready-to-print material:

Standard **composite PDF file** [Acrobat 8/PDF 1.6; resolution **300 dpi**, colour matching C = 15° M = 75° Y = 90° K = 45°], types in curves, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 3 mm minimum, **ICC profiles to be switched-off**, crop and matching marks 3 mm from crop minimum. Format 1:1 **Material for further processing by the magazine:** Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

### Please e-mail your print material to:

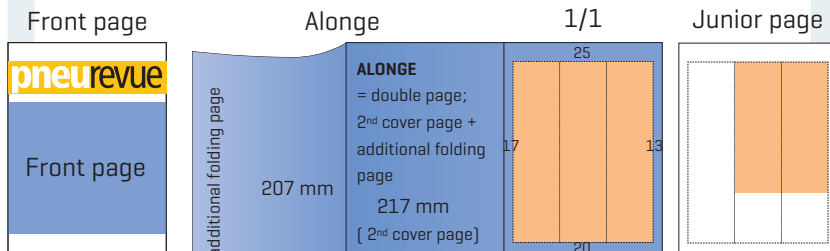
info@pneurevue.cz

Contact: +420 261 221 953, +420 724 183 891

## Advertising formats

[breadth x height] in mm  
Bleed format 220x285 mm  
Clean size format 190x240

■ Size of clean format  
■ Size of bleed format  
[necessary to add 3 mm for bleed]



■ 220x184	■ 424x285	■ 190x240	■ 125x182
■ [217x184 - by Alonge] + 3 mm bleed	■ [217+207]x285 + 3 mm bleed	■ 220x285 + 3 mm bleed	

## General terms for print advertising

Other conditions for advertising are subject to General Conditions of Media Services of Club 91, s.r.o. in current version published on the company Internet site [www.club91.cz](http://www.club91.cz)

## Price list

Prices in € excluding VAT [no VAT charged within EU]

### General price list

Alonge	3 308
1/1	1 731
Junior page	1 308
1/2	1 077
1/3	885
1/4	654
Eye-catcher big	579
1/6	500
1/8	365
Eye-catcher small	349
Business card	192

### Cover pages

Front page [220x184]*	2 654
Back cover page*	2 308
2nd cover page	1 962
3rd cover page	1 885

\*] including option of partial UV painting up to 60 % of advert. size

### Advertorial (PR article)

1/1	2 077
2/1	3 115

### Inserts

A4 Leaflet	1 731
Additional page	+50%
Large brochures and non-standard formats	Upon agreement

### Discounts

10 % on yearly orders, e.g. advertising in all 4 issues of Pneu revue in 2017 [regardless the format]. The discount will be deducted from the price of the last advertisement [No. 4/2017] for the whole year.

15 % agency discount [upon delivery of ready-to-print material]

<b>1/2 breadth</b>	<b>1/2 height</b>	<b>1/3 breadth</b>	<b>1/3 height</b>	<b>1/3 Junior</b>
190x118 220x138 + 3 mm bleed	92x240 105x285 + 3 mm bleed	190x77 220x97 + 3 mm bleed	60x240 73x285 + 3 mm bleed	125x117
<b>1/4 column</b>	<b>1/4 standard</b>	<b>1/4 foot</b>	<b>1/6 breadth</b>	<b>1/6 height</b>
44x240 57x285 + 3 mm bleed	92x124 105x144 + 3 mm bleed	190x60 220x80 + 3 mm bleed	190x38 220x58 + 3 mm bleed	60x121 73x141 + 3 mm bleed
<b>1/8 breadth</b>	<b>Eye-catcher small</b>	<b>Eye-catcher big</b>	<b>business card</b>	
190x28 220x48 + 3 mm bleed	60x85	60x170	92x56	