# pneurevue

### 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

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### 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



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Magazine for tyre trade, tyre servicing and aftermarket

Pneu revue™ 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. Pneu revue 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, Facebook profile, electronic newsletters. Pneu revue 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.

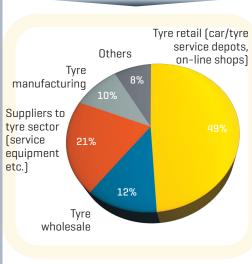
### **Target groups**

- 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



Source: inquiry www.pneurevue.cz, 2016

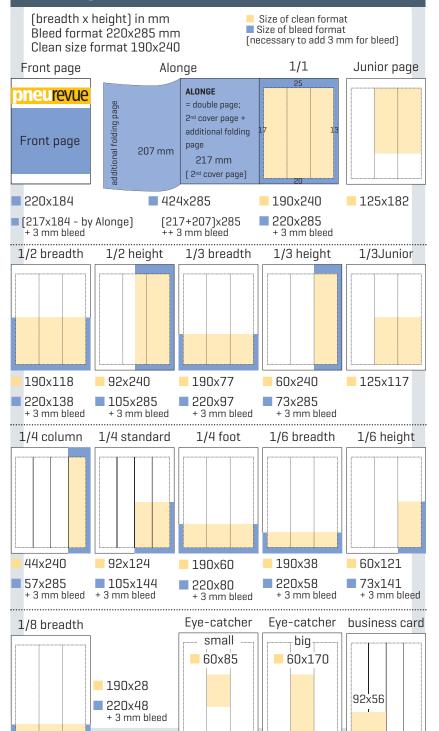
# pneurevue

# Mediadata 2018

### 2018 Time Schedule

lssue No.	Deadline for ad orders	Deadline for print material	Distribution
1/18	22.2.	26.2.	7.3.
2/18	24.5.	28.5.	6.6.
3/18	23.8.	27.8.	6.9.
4/18	22.11.	26.11.	5.12.

### **Advertising formats**



### 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

### 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** 

## 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
2 <sup>nd</sup> cover page	1962
3 <sup>rd</sup> 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 L	lpon agreement
Discounts	

10 % on yearly orders, e.g. advertising in all 4 issues of Pneu revue in 2018 (regardless the format). The discount will be deducted from the price of the last advertisement (No. 4/2018) for the whole year.

15 % agency discount (upon delivery of ready-to-print material)