

## PRINT & ONLINE

ADVERTISING RATE CARD NO. 28  
EFFECTIVE JANUARY 1, 2011  
[www.mps-anzeigen.de](http://www.mps-anzeigen.de)



### MOTOR KLASSIK

2	DESCRIPTION
3	MOTOR PRESSE STUTTGART
4	ADVERTISING SIZES AND RATES
6	COMMERCIAL DISPLAY ADS
8	PUBLISHING AND CLOSING DATES

### YOUNGTIMER

10	ADVERTISING SIZES AND RATES
11	PUBLISHING AND CLOSING DATES

### KEY FACTS PRINT/ONLINE

12	AD SPECIALS - TECHNICAL SPECS
13	<a href="http://WWW.MOTOR-KLASSIK.DE">WWW.MOTOR-KLASSIK.DE</a>
16	CONTACTS

2011

# DESCRIPTION

## PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

**PZN: 508070**

**The really good things get ever better with time**



▣ **Founded in:** 1984

**Published:** monthly

**Cover price:** Euro 4.50

**Paid circulation:**

IWV av. I-II/2010: 81,317



Motor Klassik is the magazine for the vibrant culture of automobile classics. Motor Klassik devotes itself to the classics of automobile history and their very individual qualities, making it possible for readers to immerse themselves in this fascinating world and directly experience the unique character of these vehicles. This high aspiration is underscored by the respectful approach taken to each individual classic and the high journalistic quality of text and image. Motor Klassik places great importance on readers really experiencing the fascination of automobile classics through genuine driving reports.

Motor Klassik readers are predominantly male. The average reader is between 30 and 59 years old and has an above-average education. They are established in their career and enjoy a high net household income. Their consumer behaviour is characterised by a willingness to spend a good deal of money on quality products and luxury goods.

They are individualists with a passion, who enjoy their life to the full and for whom it is very important to express their personal style. In this regard a major role is played by special cars, watches or furniture that cannot be found on every street corner. True class is for them less a question of money than of quality, aesthetics and durability.

Despite not being fanatical about technical topics, they love simply immersing themselves in the world of automobile classics. As well as being interested in concrete suggestions, they are seeking a platform that allows them to indulge, share and cultivate their fascination and passion for genuine classics.

### **Motor Klassik – we live automotive history:**

- a have done so for over 25 years as a successful specialist magazine with high standards
- with special publications such as "Oldtimer- und Youngtimer für Einsteiger" (Vintage cars and younger classics for beginners)
- with an extensive internet platform [www.motor-klassik.de](http://www.motor-klassik.de)
- as the organiser of top classic-car rallies: Silvretta, Sachsen and Eifel Classics
- as a media partner at exhibitions and events e.g. "Techno Classica", "AvD Oldtimer Grand Prix"
- as a classic car tour operator

# THE MOTOR PRESSE STUTTART



Motor Presse Stuttgart is the leading publishing group for special interest magazines in Germany with a strong international presence and interests in 12 countries. Mobility, technology and leisure are the main topic areas covered by over 150 magazines of the Group. All magazines are quality titles with high-income and consumer-intensive readers –

made by professionals for experts, enthusiasts and the lay public. Their functions lies as much in influencing purchasing decisions as in forming opinions about markets, brands and products. They stimulate, give orientation when buying, initiate market developments, form opinions, fascinate and entertain.

**MOTOR PRESSE STUTTART GMBH & CO. KG**  
**P.O. Box:** 70162 Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart  
Germany  
**Bank account:** Baden-Württembergische Bank AG, Stuttgart  
a/c no. 78 715 12 122  
Routing code 600 501 01

Due to cogent tax regulations, please indicate your VAT Registration no. and your tax identification no. when ordering.

## OTHER AUTOMOBILE PUBLICATIONS BY MOTOR PRESSE STUTTART



### auto motor und sport

Not without reason is auto motor und sport an authority among car magazines. Particularly impressive is the broad topical spectrum, unique in its journalistic quality, giving an up-to-date market summary every fortnight. True to the motto "petrol in their blood", the magazine takes a topical, contemporary approach as it portrays and comments on the whole bandwidth of the automotive world.



### AUTOStraßenverkehr

With its objectivity and clarity of structure, AUTOStraßenverkehr brings order into the dynamic car market, creating transparency and giving clear recommendations. In concise, comprehensible terms, AUTOStraßenverkehr outlines significant trends, heralds upcoming developments and conducts individual, comparison and endurance tests on current models. Value-for-money is the key focus throughout. Tips on insurance, financing and running costs, as well as on used cars, always offer the greatest possible practical value for the car owner and enable real savings to be made.



### sport auto

All sporty cars are pushed right to the stability limit of their high-performance technology on the toughest racing circuits. For sport auto takes up where other magazines leave off. The best example of this can be seen in the unique sport auto Supertest. The goal of sport auto is to answer the all-crucial question: Is it truly a sporty car? Or just a 'wannabe'?



### MOTORSPORT aktuell

Europe's fastest motorsports newspaper is the only one to provide all that makes racing fans' hearts beat faster, by the Tuesday after the race weekend: full, hot-off-the-press race reports from national and international car and motorbike racing. All Formula classes, touring car and rally races, popular motorsports, Moto Grand Prix, Superbike Championships and Motocross. In short: whoever has anything to say in motor racing, says it in MOTORSPORT *aktuell*.



### auto-motor-und-sport.de



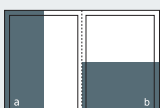


supplements and updates the content of Europe's renowned opinion-forming car magazine, going into greater depth and breadth. The editors portray and comment on the latest developments from the whole bandwidth of the automotive world. The high editorial standard is substantiated by critical analyses of the latest cars, manufacturers' secret plans, the latest trends in automotive construction and expert motorsports coverage.



### motor-klassik.de

motor-klassik.de opens a door on the fascinating world of vintage cars from 1886 up to the 1980s. Soundly researched articles on motoring legends go a step further in lifting users out of the drudgery of everyday life. The era of classic cars is brought back to life by the informative and passionate coverage of historical racing events, rallies and the vintage scene, also inspiring users to get involved.

# ADVERTISING SIZES AND RATES

PAGE FRACTIONS	SIZES*	4C / SPOT / B/W
	<b>1/1 page</b> TA: 185 x 240 mm TS: 230 x 300 mm	9,000
	<b>3/4 page</b> (a) TA: 139 x 240 mm TS: 166 x 300 mm (b) TA: 185 x 171 mm TS: 230 x 212 mm	6,750
	<b>1/2 page</b> (a) TA: 88 x 240 mm TS: 117 x 300 mm (b) TA: 185 x 115 mm TS: 230 x 150 mm	4,750
	<b>1/3 page</b> (a) TA: 57 x 240 mm TS: 77 x 300 mm (b) TA: 185 x 61 mm TS: 230 x 100 mm	3,300
	<b>1/4 page</b> (a) TA: 41 x 240 mm TS: 60 x 300 mm (b) TA: 185 x 54 mm TS: 230 x 75 mm	2,500

## TECHNICAL SPECIFICATIONS



The current, binding technical specifications can be found at [www.duon-portal.de](http://www.duon-portal.de)

**Printing process:** Offset, FOGRA ISO 12647-2

**Processing:** Perfect binding

**Bleed advertisements, ads printed across the gutter:**

For bleed ads please keep all important text and graphic elements within a safety area of min. 5 mm from trim. 2/1 page advertisements must be supplied as double pages with 5 mm bleed on all sides. To prevent the perfect binding concealing text or graphic elements in the gutter, please observe a margin allowance of 3 mm on each side.

**Colour advertisements:**

Euro-Scale. Special colour hues or shades that cannot be created out of the basic colour scale are by special agreement only. For technical reasons, special colours are composed from the basic four-colour scale for technical reasons. Slight variations of shade may occur within the normal tolerances of the offset printing process. The omission of a colour in the composition of colour advertisements has no influence on the price.

**Delivery of advertisements:**

**Copy for ads in the editorial section** may be delivered via the DUON-Portal at [www.duon-portal.de](http://www.duon-portal.de). Support is available at: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49 40 374117-50.

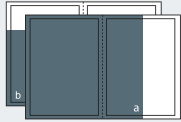
**Commercial ads** for the "Classified section" may only be sent using a data ticket via our website [www.mps-anzeigen.de](http://www.mps-anzeigen.de), Motor Klassik, "electronic data transmission".



**2/1 pages**

TA: 410 x 240mm  
 TS: 460 x 300mm

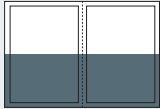
18,000



**1 1/2 pages**

(a) TA: 263 x 240 mm  
 TS: 337 x 300 mm  
 (b) TA: 410 x 188 mm  
 TS: 460 x 212 mm

13,500



**2 x 1/2 page**

TA: 410 x 114mm  
 TS: 460 x 150mm

9,700

**width x height**

**TA:** Type Area

**TS:** Trim Size

All prices in € plus VAT.

\*For bleed advertisements please add an additional 5 mm on all sides for trimming.

**DISCOUNTS**

5 % combination discount on the ad price for Motor Klassik, if an ad is also placed with auto motor und sport.

Placements within one order year:

**Discounts by pages**

for display ads only!

3+ pages ..... 3 %	6+ pages ..... 6 %
9+ pages ..... 9 %	12+ pages ..... 12 %

**Frequency discounts**

3+ ads..... 3 %	6+ ads..... 5 %
9+ ads..... 10 %	12+ ads..... 15 %
24+ ads..... 20 %	

**Terms of payment**

Payment due within 30 days of invoice date.

A discount of 2 % will be granted for prepayment of the full amount before the on-sale date, provided that no previous invoices are outstanding. If payment is not received by the above date, a rate of interest 5 % above the current standard interest rate of the German Bundesbank will be charged in addition to debt collection fees.





## PUBLISHING AND CLOSING DATES

ISSUE	ON-SALE DATE	CALENDAR WEEK	BOOKING AND CLOSING DATE FOR DISPLAY ADS	CLOSING DATE FOR COMMERCIAL MM-ADS AND COPY DATE FOR DISPLAY ADS
01/2011	8 Dec. 2010	49	4 Nov. 2010	15 Nov. 2010
02/2011	12 Jan. 2011	02	6 Dec. 2010	15 Dec. 2010
03/2011	9 Feb. 2011	06	5 Jan. 2011	17 Jan. 2011
04/2011	9 Mar. 2011	10	3 Feb. 2011	14 Feb. 2011
05/2011	13 Apr. 2011	15	10 Mar. 2011	21 Mar. 2011
06/2011	11 May 2011	19	5 Apr. 2011	14 Apr. 2011
07/2011	8 Jun. 2011	23	4 May 2011	13 May 2011
08/2011	13 Jul. 2011	28	7 Jun. 2011	17 Jun. 2011
09/2011	17 Aug. 2011	33	14 Jul. 2011	25 Jul. 2011
10/2011	14 Sep. 2011	37	11 Aug. 2011	22 Aug. 2011
11/2011	12 Oct. 2011	41	7 Sep. 2011	16 Sep. 2011
12/2011	9 Nov. 2011	45	5 Oct. 2011	14 Oct. 2011
01/2012	7 Dec. 2011	49	3 Nov. 2011	14 Nov. 2011

## DESCRIPTION



▣ **Founded in:** 2003  
**Published:** quarterly  
**Cover price:** Euro 4.50  
**Print run:** 80,000



# YOUNGTIMER

### PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG





**PZN: 517264**

### YOUNGTIMER - cars you never forget

YOUNGTIMER is the magazine about cars of the last 20 to 30 years that have left an indelible mark on the hearts of car enthusiasts. YOUNGTIMER captures the experience of how these still seemingly everyday cars turn into the classics of tomorrow.

Alongside driving reports and purchasing recommendations, YOUNGTIMER always focuses on the memorable experiences that people associate with these cars. After all, the classics of tomorrow are more than just a particular passion for YOUNGTIMER readers – they were and are the automobile dreams of their youth. The great thing is – whereas back then these cars were mostly out of reach, today the readers are able to fulfil these dreams.

The readers of YOUNGTIMER are men in the prime of life who, as they approach 40, have retained a good deal of youthful vigour. In addition to their job and family, they still manage to keep enough space for the things they have always enjoyed most. YOUNGTIMER readers are a target group that can get enthusiastic – and enthuse others too.

PAGE FRACTIONS	SIZES*	RATES
	<b>1/1 page</b> TA: 185 x 240 mm TS: 230 x 300 mm	5,400
	<b>1/2 page</b> (a) TA: 88 x 240 mm TS: 117 x 300 mm (b) TA: 185 x 115 mm TS: 230 x 150 mm	2,950
	<b>1/3 page</b> (a) TA: 57 x 240 mm TS: 77 x 300 mm (b) TA: 185 x 61 mm TS: 230 x 100 mm	2,000
	<b>2/1 pages</b> TA: 410 x 240 mm TS: 460 x 300 mm	10,800

**width x height**

**TA:** Type Area

**TS:** Trim Size

All prices in € plus VAT.

\*For bleed advertisements please add an additional 5 mm on all sides for trimming. Other formats on request.

## CLASSIFIED SECTION PRICES

Price per mm, column width 43 mm.

**Commercial display ads** (minimum size 10 mm)

b/w **2.30**

4-c **2.80**

**Combination discount**

5 % if an ad is also placed with Motor Klassik or auto motor und sport.

**Discounts** (applies to display and lineage ads)

Placement within one order year:

**2 ads 10%      4 ads 15%      8 ads 20%**

All prices in € plus VAT.

## TECHNICAL SPECIFICATIONS



The current, binding technical specifications can be found at [www.duon-portal.de](http://www.duon-portal.de)

**Delivery of advertisements:**

**Copy for ads in the editorial section** may be delivered via the DUON-Portal at [www.duon-portal.de](http://www.duon-portal.de).

Support is available at: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49 40 374117-50.

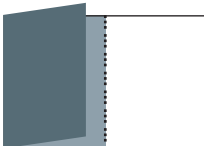
**Commercial ads** for the "Classified section" may only be sent using a data ticket via our website [www.mps-anzeigen.de](http://www.mps-anzeigen.de), YOUNGTIMER, "electronic data transmission".

## PUBLISHING AND CLOSING DATES

<b>ISSUE</b>	<b>ON-SALE DATE</b>	<b>CALENDAR WEEK</b>	<b>BOOKING AND CLOSING DATE FOR DISPLAY ADS</b>	<b>CLOSING DATE FOR COMMERCIAL MM-ADS AND COPY DATE FOR DISPLAY ADS</b>
<b>01/2011</b>	5 Jan. 2011	01	6 Dec. 2010	15 Dec. 2010
<b>02/2011</b>	6 Apr. 2011	14	9 Mar. 2011	18 Mar. 2011
<b>03/2011</b>	6 Jul. 2011	27	6 Jun. 2011	16 Jun. 2011
<b>04/2011</b>	5 Oct. 2011	40	6 Sep. 2011	15 Sep. 2011

## AD SPECIALS

### GATEFOLD



**Gatefold inside front cover**  
**Extra technical costs**  
 on request  
**Minimum order:**  
 3 pages 4c

### LOOSE INSERTS

Printed material not bound into the magazine.

PAPER WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10g	83	97
up to 20g	83	111
up to 25g	83	124
up to 30g	93	132
up to 35g	101	155

Prices per 1000 copies or part thereof; other weights on request.

#### What you can book:

Entire circulation or parts thereof (Nielsen regions).  
 Subscriber circulation may be excluded. Further details  
 on request.

**Minimum booking:** 20,000 copies.

#### Insert sizes:

minimum size: 105 x 148 mm (DIN A6)

maximum size: 200 x 280 mm

#### Minimum paper weight:

2 -page inserts: 100 g/sqm

4-page inserts: 70 g/sqm

larger inserts: 60 g/sqm

#### Order and cancellation deadlines

Loose inserts 3 weeks prior to publication date. Tipped  
 and bound-in inserts see closing date. To be supplied  
 as early as possible. Please furnish 5 samples when  
 placing order.

### BOUND INSERTS

A bound insert is printed material bound into the magazine.

PAGES/ WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
4-page/up to 13g	99	125
6-page/up to 20g	116	143
8-page/up to 26g	123	163
12-page/up to 37g	143	197

Prices for bound inserts in combination with tip-ins or other glued-in  
 inserts on request. Prices per 1000 copies or part thereof; other  
 formats on request.

**What you can book:** Entire circulation. Subscriber and  
 foreign circulations may be excluded. Further details on  
 request. Minimum booking: 20,000 copies.

Motor Klassik bind-in sizes:

Untrimmed size: 238 mm (incl. 3 mm routing margin)  
 x 308 mm (incl. 3 mm head trim).

YOUNGTIMER bind-in sizes:

Untrimmed size: 233/243 mm (back lip) x 308 mm (incl.  
 3 mm head trim). Trimmed size: 230 x 300 mm. Precise  
 technical details must be discussed with the Publisher.

Untrimmed size is to be supplied.

#### Minimum paper weight:

4 pages: min. 100 g/sqm

8 pages: min. 80 g/sqm

12 pages: min. 70 g/sqm

16 pages: min. 65 g/sqm

#### Delivery

2 weeks prior to publication date at the latest. All in-  
 serts must be suitable for mechanised processing, per-  
 fectly packed and ready for production, stating maga-  
 zine title and issue, on EURO interchangeable pallets  
 only and delivered DDP to:

Vogel Druck  
 Leibnizstraße 5, 97204 Höchberg, Germany

All prices in € plus VAT.

Motor Das OldtimerMagazin  
**Klassik**

**YOUNGTIMER**

### TIPPED INSERTS

Tipped inserts are glued to a master advertisement in  
 such a way as to allow the reader to detach and use them  
 easily. The following tip-ins are possible:

### STUCK-ON POSTCARDS

(+ other rectangular, unfolded printed matter)

Non-subscribers from 37

Subscribers from 44

Prices per 1000 copies or part thereof; other weights and formats  
 on request.

### BOOKLET

PAPER WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 20g	63	90
up to 30g	68	109
up to 40g	74	127
up to 50g	79	145

#### What you can book:

1/1 master advertisement in entire circulation as spe-  
 cified in rate card. Certain parts of the circulation may  
 be excluded (e.g. postal circulation for product samples,  
 foreign circulation).

#### Size of tipped insert:

min. 75 x 75 mm, max. 175 x 210 mm.

Product samples must fulfil certain technical require-  
 ments. Details on request.

#### Further information

For dates/deadlines, technical details, other Ad Spe-  
 cial options and delivery terms for products printed  
 elsewhere, please call +49711 182-1403 or see  
[www.mps-anzeigen.de](http://www.mps-anzeigen.de).

Neueste RSS Abo Shop Twitter Facebook Kleinanzeigen Heft Hier können Sie sich einloggen oder registrieren.

**Motor Klassik** DAS OLDTIMERMAGAZIN

Alle News Kaufberatung Szene

Suchen

Start Oldtimer & Youngtimer Reise Restaurierung Marken Markt Szene Rallies Rennsport Community Video

Top-Themen: Classic Days Schloss Dyck 20, AVO Oldtimer-GP, Schöde Linsberg Classics, 100 Jahre Alfa Romeo, Übersicht aller Themen

Sie sind hier: Startseite

**Lamborghini-Historie** ★★★★★

**Die Geschichte der Edel-Sportwagen**

Der Name Lamborghini führt Sportwagenfans unweiblich Bilder von atemberaubenden Traumautos vor Augen. Wenige Fahrzeugkonstrukteure so sehr wie die Lamborghini-Modelle made in St. Agata. Ein Rückblick auf 46 Jahre Lamborghini-Geschichte, mehr...

196 Bilder  
11 Kommentare  
Video

**Mercedes-Benz 220 SE Coupé** ★★★★★

**Unterwegs im Ponton Coupé**

Es steht im Schatten des glasurten Cabriolets, ist seltener und ein Drittel billiger. All das macht aus dem Ponton Coupé einen Geheimtipp für Gentleler handwerklichen Autobau. mehr...

13 Bilder  
11 Kommentare

←

**BALTUS-TREIBER**  
Rust n' Roll in Pöllneck

**FOTOGRAFIEREN**  
Foto schießen, Leica gewonnen!

**MODELLAUTO DER WOCHE**  
Mercedes 300 SLR im Maßstab 1:10

**ANTON MASTEN**  
Shooting Break mit großer Klappe im Fahrbericht

→

Oldtimer Übersicht Nachrichten Fahrberichte Kaufberatung Impressionen

**Mercedes-Benz 220 SE Coupé** ★★★★★

**Die Ponton-Kaufberatung**

Die Ponton-Coupés und Cabriolets sind ältere, handgefertigte Produkte Siedelinger Karosseriebau. Ihre komplexe Karosseriestruktur ohne schützende Frostverlege macht sie zu kostspieligen Restaurierungsobjekten. Die robuste Technik bereut wenig Sorgen. mehr...

**Ford Mustang (Baujahre 1964 bis 1968) in der Kaufberatung** ★★★★★

**Muscle-Car für Einsteiger - Ford Mustang**

**Clubauto-Katalog**

20 CLASSIC DAYS 10

**62 Clubs**

Faszinierende Fahrzeuge

**Der Saubermacher...**

Ihr Profi für Trockeneisreinigung  
Hohlraumsschutz und vieles mehr ...  
www.dersauberer.de

Ausoffenlassen fällt mal

**Vintage cars and younger classics with passion!**

motor-klassik.de opens a door on the fascinating world of vintage cars from 1886 up to the 1980s. Soundly researched articles on motoring legends go a step further in lifting users out of the drudgery of everyday life. The era of classic cars is brought back to life by the informative and passionate coverage of historical racing events, rallies and the vintage scene, also inspiring users to get involved. On motor-klassik.de information on all models can be found here – from news, tests and driving reports to technical data, prices, photos and videos.

Buyer guidance and driving reports on what are now cult cars from this period, coverage of scene events, portraits of typical drivers of vintage cars and younger classics as well as reports on racing, everyday driving and travelling with these vehicles provide for well-rounded editorial content. The Community provides a platform where users can create their vehicles in a virtual garage, exchange opinions and get advice about their cars. The offer is supplemented by the Motor Klassik iPhone App, which now makes the fascinating content also available on mobile devices.

**Traffic:**

Page Impressions: 2.09 million\*

Visits: 221,000\*

Unique Users: 84,000\*\*

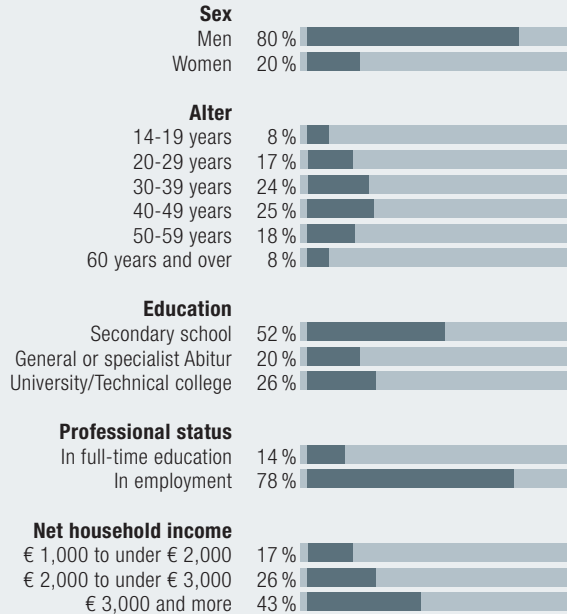
\*Source: IVW August 2010, \*\*average per month, AGOF internet-facts 2010-II

**Channels:**

- Home page
- Brands
- Travel
- Sports
- Vintage & Younger classic cars
- Restoration
- Rotation

Minimum booking volume: € 1,500

**USER STRUCTURE**



Source: AGOF e.V. – internet facts 2010-II

**CROSSMEDIA – SHOW CASE**

Combined print and online campaign e.g. by Chopard “Classic Racing Collection” in Motor Klassik magazine and on www.motor-klassik.de.



Ad in Motor Klassik



Skyscraper on motor-klassik.de

**Crossmedia benefits:**

- + Increased coverage: broader, more multi-layered target group
- + Multiplying effects boost the advertising impact
- + Topic affinity means no coverage waste
- + Multiple contacts achieve maximum advertising pressure
- + Intensification of the advertising message and product loyalty
- + Cross-media advertising is perceived as innovative

There are no limits to your creativity. Print, online and rallies – **Motor Klassik** offers a wealth of different possibilities for your cross-media campaign. We would be pleased to develop an individual concept for you.

ADVERTISING FORMATS	SIZE (IN PIXELS)	CPM
<b>Banner</b>	468 x 60 & 728 x 90	30
<b>Double Superbanner</b>	728 x 180	60
<b>Skyscraper (incl. Sticky + Long Sky)</b>	120 x 600 & 160 x 600	40
<b>Splitscreen Ad</b>	300 x 600	40
<b>Medium-Rectangle</b>	300 x 250	60
<b>Flash Layer</b>	400 x 400 & individual	80
<b>Banerol Ad</b>	770 x 250	90
<b>Interstitial</b>	800 x 600	110
<b>Tandem Ad (Banner+Sky)</b>	see single formats	80
<b>Tandem Ad (Layer+Banner)</b>	see single formats	100
<b>Tandem Ad (Layer+Sky)</b>	see single formats	110
<b>Triple Ad (Layer, Banner+Sky)</b>	see single formats	120
<b>Triple Ad (Interstitial, Banner+Sky)</b>	see single formats	150
<b>Wallpaper</b>	see single formats	80
<b>Expandable Banner</b>	468 x 60 > 468 x 180 & 728 x 90 > 728 x 270	50
<b>Expandable Skyscraper</b>	120 x 600 > 360 x 600 & 160 x 600 > 480 x 600	60
<b>Expandable Splitscreen Ad</b>	300 x 600 > 900 x 600	60
<b>Expandable Medium-Rectangle</b>	300 x 250 > individual	90
<b>Expandable Wallpaper</b>	see single formats	100
<b>PreRoll Ad15</b>	max. 15 seconds	90

All prices in € plus VAT.

TARGETING OPTIONS*
<b>Frequency Capping</b>
... per session
... per day
... per multiple days
... during runtime of campaign
<b>Age, Sex</b>
<b>Geographic</b>
<b>Behaviour</b>
<b>Bandwidth, Time</b>
* € 2.50 per item (except for frequency capping per session and time targeting)
Combine a maximum of 3 items. Further targeting options coming soon.

In addition to standard banner placements we offer online specials and cooperation opportunities, such as topic specials, newsletters, contest sponsorships, advertorials, etc.

For further information please get in touch with:  
**Nicole Tilly**, Motor Presse Stuttgart, phone +49 711 182-2056, ntilly@motorpresse.de  
**Zeljko Berden**, Motor Presse Stuttgart, phone +49 711 182-1346, zberden@motorpresse.de

Advertising formats and rates: effective January 2011.  
 For current ad formats, prices and technical specifications, see [www.freeXmedia.de](http://www.freeXmedia.de). Prices and tax subject to change without notice!  
**Jan Schumacher**, freeXmedia Ltd., phone +49 40 51306-631, jan.schumacher@freeXmedia.de

**Motor Presse Stuttgart  
70162 Stuttgart****› P.O. Box**

Motor Presse Stuttgart GmbH & Co. KG  
Leuschnerstraße 1, 70174 Stuttgart  
Germany

**› Advertising Director**

Stephen Brand  
Phone: +49 711 182-1981  
Fax: +49 711 182-2076  
sbrand@motorpresse.de

**› Advertising Director Classifieds**

Gerhard Merkel  
Phone: +49 711 182-1422  
Fax: +49 711 182-271422  
gmerkel@motorpresse.de

**› Advertising Online**

Zeljko Berden  
Phone: +49 711 182-1346  
zberden@motorpresse.de  
Nicole Tilly  
Phone: +49 711 182-2056  
ntilly@motorpresse.de

**› Advertising Production  
Motor Klassik / YOUNGTIMER**

Heike Rademacher  
Phone: +49 711 182-1403  
Fax: +49 711 182-2068  
hrademacher@motorpresse.de  
Gabriele Volkert  
Phone: +49 711 182-1403  
Fax: +49 711 182-2068  
gvolkert@motorpresse.de

**› Asia (excl. Japan and Korea)**

Godfrey Wu, MHI Limited  
1305 C.C. Wu Building  
302-308 Hennessy Road  
Wanchai, Hong Kong SAR  
China  
Phone: +852 25911077  
Fax: +852 25725158  
gwu@mhi.com.hk

**› Australia, New Zealand**

Moira Penman  
The Media Company  
1/322 Military Road  
Cremorne, Sydney  
NSW 2090  
Australia  
Phone: +61 2 99095800  
Fax: +61 2 99095810  
mpenman@themediaco.com.au

**› Belgium, Luxembourg,  
Netherlands**

Kathy Rosseel  
G+J International, Media Sales bvba  
Coupure rechts 64/1  
9000 Ghent  
Belgium  
Phone: +32 9 2350210  
Fax: +32 9 2350211  
guj.benelux@guj.de

**› Canada**

Richard Brown  
Victor Brown Associates Corp.  
5160 Explorer Drive, Unit 22  
Mississauga, Ontario L4W 4T7  
Canada  
Phone: +1 905 6259631  
Fax: +1 905 6249634  
r.brown@vicbrownmedia.com

**› Denmark, Norway**

Mark Hjortkilde  
adbizz denmark ApS  
Alfavej 4c, 2nd floor  
3250 Gilleleje  
Denmark  
Phone: +45 45469100  
markhjortkilde@adbizz.dk

**› Greece, Cyprus**

Sophie Papapolyzou  
Publicitas S. A.  
4, Kastorias Street  
15344 Gerakas /Athens  
Greece  
Phone: +30 211 1060300  
Fax: +30 210 6618477  
info@publicitas.gr

**› Hungary**

David Kalman Keresztes  
CEE Media Representation  
Brody Sandor u. 27  
1088 Budapest  
Hungary  
Phone: +36 1 4832602  
Fax: +36 1 4832601  
judy@keystone.hu

**› India**

Srinivas Iyer  
Publicitas Mediascope  
51, Doli Chambers  
Arthur Bunder Road, Colaba  
Mumbai - 400 005  
India  
Phone: +91 22 61377400  
Fax: +91 22 22824889  
srinivas.iyer@publicitas.com

**› Italy**

Rosy Pommerschein  
Via Reno 2/c  
00198 Rom  
Italy  
Phone: +39 06 8554126  
Fax: +39 06 8840819  
pommerschein@tin.it

› **Japan**

Hiroshi Iwai  
Mediahouse Inc.  
2-3-6, Kudankita, Chiyoda-ku  
Tokyo, 102-0073  
Japan  
Phone: +81 3 32227811  
Fax: +81 3 32341140  
mediahouse@mediahs.com

› **Portugal**

Paulo Andrade  
Ilimitada Media Internacional  
Av. Eng. Duarte Pacheco, Amoreiras  
Torre 2, Piso 5, Sala 1  
1070-102 Lisbon  
Portugal  
Phone: +351 213 853545/98  
Fax: +351 213 883283  
pandrade@ilimitadapub.com

› **South Africa**

Gisela Albrecht  
Intern. Media Representatives Ltd.  
P.O. Box 2179  
Rivonia 2128  
South Africa  
Phone: +27 11 2349875  
Fax: +27 11 2349877  
gisela@imrsa.co.za

› **South America**

Jorge Pflucker  
Netcorp Media  
Calle Ernesto Plascercia #166  
San Isidro, Lima 27  
Peru  
Phone: +511 2228038/-8830  
Fax: +511 2217805  
jpfucker@netcorpmedia.com

› **South Korea**

J. G. SEO  
DooBee Inc.  
8th Floor, DooBee Bldg.  
11-3, Jeong-dong  
Jung-gu, Seoul 100-120  
Korea  
Phone: +82 2 37021740  
Fax: +82 2 7559860  
dbi@doobee.com

› **Spain**

Silvia Dudda  
GPS - G+J Group  
C/Ancora 40  
28045 Madrid  
Spain  
Phone: +34 91 3470100  
Fax: +34 91 3470204  
sdudda@gps.grupogyj.es

› **Sweden, Finland**

Sten Johannisson-Thörne  
Adbizz Sweden  
Fatburs Brunnsgata 29  
118 28 Stockholm  
Sweden  
Phone: +46 70 6100339  
sten.johannisson@globemedia.se

› **Turkey**

Reha Bilge  
Media Ltd.  
Ali Sami Yen Sk. No. 2, Kat 3  
34394 Gayrettepe/Istanbul  
Turkey  
Phone: +90 212 2758433  
Fax: +90 212 2759228  
medialtd@medialtd.com.tr

› **United Kingdom, Ireland**

Sibel Uener  
Gruner + Jahr Limited  
Silver House, 31 Beak Street  
London W1F 9SX  
United Kingdom  
Phone: +44 20 74374377  
Fax: +44 20 74374378  
uener.sibel@guj.de

› **USA East Coast**

Dustin Guzowski  
Huson International Media  
350 Fifth Avenue, Suite 4610  
New York, N.Y. 10118  
USA  
Phone: +1 212 2683344  
Fax: +1 212 2683355  
dustin.guzowski@husonmedia.com

› **USA West Coast**

Ralph Lockwood  
Huson International Media  
1999 South Bascom Avenue, Suite 450  
Campbell, CA 95008  
USA  
Phone: +1 408 8796666  
Fax: +1 408 8796669  
ralph.lockwood@husonmedia.com

All advertising orders will be treated and handled as written in our general terms and conditions. For general terms and conditions please go to [www.mps-anzeigen.de](http://www.mps-anzeigen.de)

[www.mps-anzeigen.de](http://www.mps-anzeigen.de)  
[www.motorpresse-advertising.com](http://www.motorpresse-advertising.com)  
[www.pz-online.de](http://www.pz-online.de)

