Journal about the automotive industry, engineering and economics

aimagazine®

automotive industry

Issued since 2008

LEADER press, s. r. o.
Dolné Rudiny 2956/3, 010 01 Žilina
Tel.: 041/ 565 27 55
Mobil: 0905 495 177
0911 209 549, 0904 209 549
E-mail: leaderpress@leaderpress.sk
www.leaderpress.sk

Advertising rates 2023

Prices do not include VAT

Standard formats	
1/1	1 400 €
1/2	750 €
1/3	500 €
1/4	400 €
inside front cover	1 900 €
inside back cover	1 800 €
outside back cover	2 000 €
frpage	2 500 €
1/1 PR article*	500 €
2/1 PR article*	800 €
Double title page	2 900 €

Electronic advertising	
Banner at www.aimagazine.sk Format: 140 x 140 px	130 € / 1 month
Banner at www.aimagazine.sk Format: 300 x 150 px	200 € / 1 month

** formatted by LEADER press according to journal layout.*
The order includes two copies of the journal free of charge.

Reductions

- for a repeat advertisement in two consecutive issues — 5 %
- for a repeat advertisement in three and more issues — by agreement
- other bonuses according to an arrangement

Non-standard formats

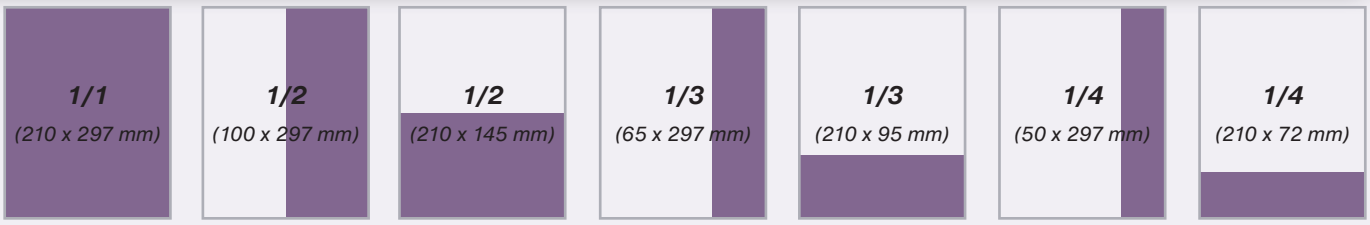
and unusual advertising formats are possible on agreement (flaps, page wraps, logos on editorial pages, advertising formats smaller than 1/4). The price for inserts and supplements is flexible and depends on the dimensions, weight and number of the supplements to be inserted.

Cancellation fees

- cancellation of a binding order before the deadline — 50 %
- cancellation of a binding order after the deadline — 90 %

(The deadline is given in the order form).

Advertising formats



For bleed formats, an extra +5mm must be added to each side for cutting.

Technical copy parameters

- PDF with a resolution of 300 dpi, CMYK colour
- files for PC: EPS, TIF, AI, CDR, JPG
- texts and logos must have an indent of at least 15mm from the inside margin of the advertisement (on the side of the journal's binding) and at least 10 mm from the outer margin.