



MEDIA INFORMATION 2017

Altagama MOTOR

COVER PRICE	3 €
FREQUENCY	Monthly
ON SALE DATE	Normally the 21st of each month (subject to change)
MAGAZINE SIZE	230 x 300 mm
PRINTING METHOD	Offset (colour)

CIRCULATION 
14,139 copies every month*

READERSHIP
89,832**



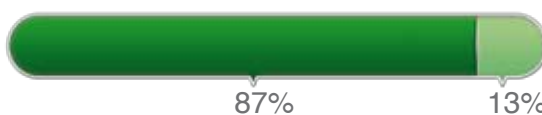
“The number one magazine for lovers of top quality and prestige brand cars”

CLASE SOCIAL



■ Upper ■ Upper-Middle ■ Middle-Middle ■ Others

PERFIL LECTOR



■ Men ■ Women

Source: Publisher's own data

*Source: OJD July15-June 16

**Source: Publisher

OUR READERS

Men of all ages who love great cars and understand and appreciate the qualities and style which makes car brands prestigious.

Readers of the magazine demand the very highest quality test drives and comparisons and use the magazine to help them decide what is the right make and model car for them and their family.

EDITORIAL CONTENT

The most well respected, practical and entertaining magazine editorial available anywhere.

With in-depth reports and tests on all prestige vehicles available and using the best motoring photography and illustrations possible, Altagama is THE bible for “petrol heads” and motoring porn”junkies” everywhere.



ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions mm	€
Inside page	(225 x 300)	9,215
Outside back cover	(225 x 300)	13,825
Inside front cover	(225 x 300)	11,980
Inside back cover	(225 x 300)	9,955
Double page spread	(450 x 300)	17,970



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AGENCY COMMISSION: 10%

GUARANTEED PREMIUM POSITIONS
+20% surcharge

AD BOOKING DEADLINE: e.g. 10th of previous month to publication

CANCELLATIONS: minimum of at least 30 days advance notice, in writing, prior to publication date.

TAX NOT INCLUDED

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