



# MEDIA INFORMATION 2017

## Clásicos populares

COVER PRICE	3,50 €
FREQUENCY	Bimonthly
MAGAZINE SIZE	220X285 mm
PRINTING METHOD	Offset (colour)

### CIRCULATION

16,000 copies per month

### READERSHIP

46,400 lectores

Source: Publisher



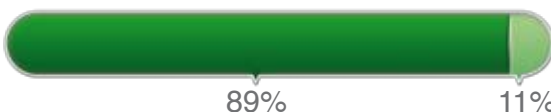
*“The magazine for the fan of timeless classic cars”*

### SOCIAL CLASS



Upper Upper-Middle Middle Others

### READER PROFILE



Men Women

Source: Publisher's own data

### OUR READERS

The true lover of our nearest and renowned classical vehicles. Especially loyal to our magazine, Clásicos Populares readers are real cars enthusiastic, particularly of those which have written the most important pages of Spanish motor history.

### EDITORIAL CONTENT

Reports and articles about the cars that are part of our history, the ones that we -our parents, uncles and grandparents- have driven. The history of the popular car in Spain in the magazine that brings back so good memories from our youth and childhood. Furthermore, it includes the most complete guide of classic cars trading. It includes the most complete guide of classic cars classified ads.



## ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions mm	€
Full page	(220 x 285)	3,930
Outside back cover	(220 x 285)	7,610
Inside front cover	(220 x 285)	6,220
Inside back cover	(220 x 285)	5,385
Double page spread	(440 x 285)	7,350
1/2 page	(220 x 142,5)	2,220
1/3 page	(220 x 95)	1,300
1/4 page	(220 x 72)	1,050
1/8 page	(95 X 60)	465

CLASSIFIED ADVERTISEMENTS	Dimensions mm	€
Full page	(220 x 285)	2,440
1/2 page	(195 x 125)	1,335
1/3 page	(195 x 82)	915
1/4 page	(195 x 60) (95 x 125)	695
1/8 page	(95 x 60)	380



### Advertisins Director:

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### Artwork should be sent to,

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### 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