





MEDIA INFORMATION 2017

Coches

| | |
|-----------------|---|
| COVER PRICE | 1,5 € |
| FREQUENCY | Monthly |
| ON SALE DATE | Normally the 21st of each month (subject to change) |
| MAGAZINE SIZE | 230 x 300 mm |
| PRINTING METHOD | Offset (colour) |

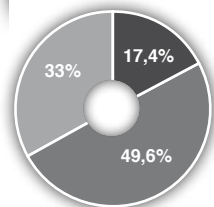
CIRCULATION 
42,487 copies every month*

READERSHIP 
130,000**

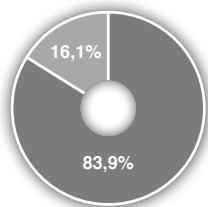
*Source: OJD July 15-June 16
**Source: EGM 3^a wave 2016



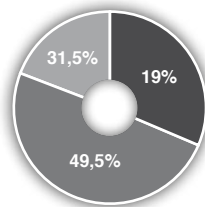
“The best selling general car magazine in Spain”



■ From 14 – 24
■ From 25-44
■ From 45+



■ Women
■ Men



■ A - B
■ C1
■ Other

OUR READERS

Read by both sexes Coches Magazine provides all the latest news and information from the world of motoring. Our readers buy the magazine each month to help them in their plans to purchase a new or replacement car and who need general advice, comparisons and suggestions to suit their budget and lifestyle.

EDITORIAL CONTENT

Each issue Coches brings you practical information on the latest innovations in the world of motoring. The magazine is packed full of reports from the professionals on the most popular new vehicles, forthcoming releases on the car market and the most up to date and comprehensive guide to buying a new car. We also include details on car accessories and the latest “must have” gadgets to enhance your enjoyment of motoring.



ADVERTISING RATES

| DISPLAY ADVERTISING | Dimensions mm | € |
|---------------------|---------------|--------|
| Inside page | (225 x 297) | 10,920 |
| Outside back cover | (225 x 297) | 16,380 |
| Inside front cover | (225 x 297) | 14,195 |
| Inside back cover | (225 x 297) | 11,790 |
| Double page spread | (225 x 297) | 21,295 |



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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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