

# MEDIA CARD 2022



16 issues per year

Readership 59 000

Reads per issue 1,8

Time spent reading 40 min

National Media Survey KMT 2021

**Auto Bild Suomi** shows the big turning point in car industry when electric cars rapidly increase their share in new car market. We offer more tests than any other magazine, comparisons, information on new models – not to forget test runs for used cars. We test Finland's most popular car makes under Finnish conditions in all seasons. These test runs are carried out by our own top professionals in editorial. Worldwide expertise and international success concept are behind this magazine.

## Schedule

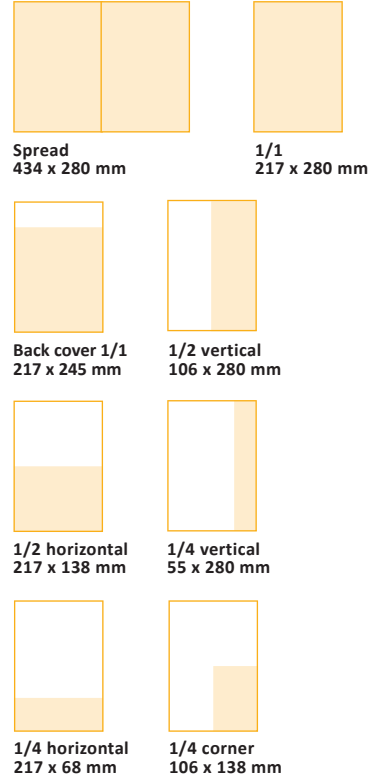
Issue	Pub.date	Ad dl	Themes
1	12.1.	22.12.2021	New Cars 2022. All new models and latest trends.
2	2.2.	14.1.	SUV and four-by-four, a look into most popular SUV's.
3	23.2.	4.2.	Used cars. Is it worth bringing one from abroad? A buyer's guide to used cars. 100 000 km durability test.
4	23.3.	4.3.	Spring maintenance. Find the right materials and methods.
5	13.4.	25.3.	The big summer tyre comparison.
6	4.5.	13.4.	Road trips and motor home novelties.
7	25.5.	6.5.	Electrification of cars and electric car novelties.
8	15.6.	25.5.	Safely amongst the holiday traffic. What's new in summer driving?
9	6.7.	16.6.	Cabriolets. 100 000 km durability test.
10	10.8.	22.7.	The big SUV. Power trains in comparison.
11	31.8.	12.8.	Transportation. Test driving delivery vans.
12	21.9.	2.9.	Palvelu 1 buying survey. How is the service of the car business doing?
13	12.10.	23.9.	Comparing different forms of car ownerships. 100 000 km durability test.
14	2.11.	14.10.	Biggest revelations of the driving year 2023.
15	23.11.	4.11.	Winter driving and tyres.
16	14.12.	25.11.	Best gadgets for winter driving. 100 000 km durability test.

More info [fokusmedia.fi/media/auto-bild](https://fokusmedia.fi/media/auto-bild)

**FOKUS MEDIA**

Fokus Media Finland Ltd, Hämeentie 135 A, 00560 Helsinki (The Business ID 3157774-2), [fokusmedia.fi](https://fokusmedia.fi)

## Advertising sizes



Please note! 5 mm bleed will be added.

## Rates 1.1.2022

Size	FC/€
2/1	5 550
1. spread	5 900
1/1 page	3 450
back cover	3 950
2.cover / 3.cover	3 800
1/2 page	2 100
1/4 page	1 600

Fixed position +10 %

Classified	FC/€
1/4 93 x 122 mm	620
1/8 93 x 59 mm	330
1/16 45 x 59 mm	180
1/32 45 x 28 mm	140

+ VAT 24%

Please upload the PDF materials to [www.aikakausmedia.fi/ADS](https://www.aikakausmedia.fi/ADS)

Or e-mail to [aineistot.autobild@fokusmedia.fi](mailto:aineistot.autobild@fokusmedia.fi)

Printhouse: Kroonpress Ltd.  
Tähe 133  
51013 Tartu, Estonia