



What you can find on its pages

- > Tests of new motorhomes and caravans
- > News from the world of technical innovation
- > Materials about accessories
- > Traveling guides around Europe and from exotic destinations
- > Reports from camps and caravan salons
- > Line advertising

Basic information

Published by:	MotorCom s.r.o.
Editor-in-Chief:	Eva Skořepová
Periodicity:	quarterly
Issues:	23 000 copies
Magazine format:	215 x 280 mm
Paper:	chalk + UV Drip-off + matte dispersion varnish / 200 g cover / 90 g inside
Binding:	V2

Advertisement rates*

1. cover page (motive picture)	4 000 EUR
1. cover page (motive + flap with advertisement)	6 000 EUR
4. cover page	6 000 EUR
3. cover page	4 500 EUR
2. cover page	5 000 EUR
2/1 page	4 500 EUR
1/1 page	3 700 EUR
1/2 page	1 875 EUR
1/3 page	1 200 EUR
1/4 page	790 EUR
1/8 page	625 EUR
A3 poster	2 000 EUR

* Prices are for four-color advertising and do not include VAT of 21%
When ordering 1/2, 1/3 or 1/4 page, it is necessary to specify the vertical or horizontal position of the ad.

Office address

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Advertising department

Tel.: +420 777 802 543, e-mail: inzerce@caravan-magazine.cz

Repeat or volume discounts

Repetition	or	volume	discount
3 x	or	10 000 EUR	5 %
5 x	or	15 000 EUR	7 %
6 x	or	16 000 EUR	10 %

Volume and repeat discounts cannot be combined

Extra fees

Graphical processing of advertisement	15 %	4 weeks before the deadline	0 %
Placing of advertisement according to client's request	20 %	after the above deadline	100 %

Cancellation fees

Complete advertisements

Format:	composite print PDF
Color space:	CMYK
Image resolution:	CMYK and gray images 300 dpi, pen inks min 600 dpi
Page bleed:	4 mm on all sides

In order to clearly check the color consistency of the data and the print, it is necessary to supply a chemical or certified digital proof according to the ISO 12647-2 standard (Fogra 39).

Image data must only be in black & white, grayscale or CMYK color spaces.

The document must not contain spot colors or ICC profiles. Direct colors will be automatically converted to the CMYK scale, changes in color may occur.

All fonts must be inserted correctly in the document or in curves.

JPEG image data compression: none or maximum image quality.

The image must be centered in the PDF.

Trimming and fitting marks must not interfere with the area of the bleed (offset 4 mm).

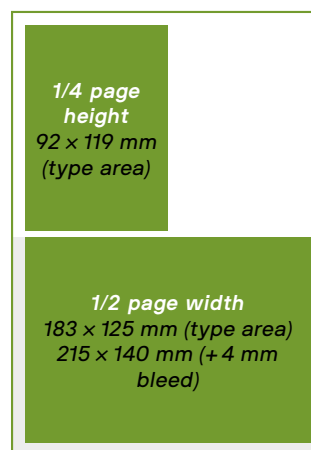
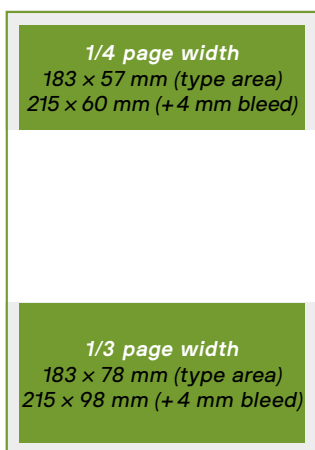
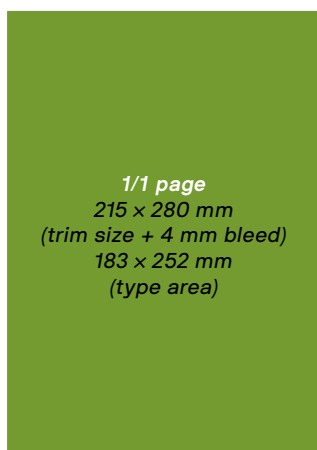
Legible image data offset from crop for visibility by 5 mm and min. 10 mm at the spine (binding V2).

Note: the dimensions of the advertisement in the case of a flap-shaped envelope must be consulted individually (this is the position inside the flap and the 2nd cover page).

In the same way, in the case of double-sided advertising with a continuous motive, it is necessary to consult the offset from the spine.

1/8 page width

183 × 35 mm (type area)
215 × 45 mm (+ 4 mm bleed)



Publishing schedule 2024

Issue	Editorial deadline	Deadline for Advertising	Expedition
1.	13. 2.	27. 2.	5. 3.
2.	21. 5.	4. 6.	11. 6.
3.	27. 8.	10. 9.	17. 9.
4.	26. 11.	10. 12.	17. 12.