

Basic data

Circulation: 7 000 pc
Number of pages: 36 + cover (total 40)
Periodicity: 6/year
Distribution: subscription, direct mailing and retail network of PNS a.s.
Price per issue: 75 CZK
Annual subscription: 700 CZK / 68 EUR (incl. postage within Europe)

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or contact the editorial office

Specialized magazine for car sales and aftermarket

AutoBusiness™ is a specialized business-to-business magazine for car sales and the after-sales market in the Czech Republic. It is devoted to all aspects of car trading, both from national and international perspective. The magazine also deals with the whole aftermarket area, primarily from the business point of view. AutoBusiness surveys emerging trends in context with the integration of the European market and legislative changes and brings not only information, but also useful tips, suggestions and advice for doing business. Regular profiles of significant car industry suppliers in the Czech Republic make an integral part of the magazine.

Throughout the relatively short period of time of its existence (from May 2003), the AutoBusiness magazine has developed itself the position of information leader and opinion maker in the field. It addresses a diverse range of people working or/and operating in the field of car sales/after-sales, particularly middle and top management of companies. It gives high attention to the car retail for which there is a separate section "Modern Car Dealer".

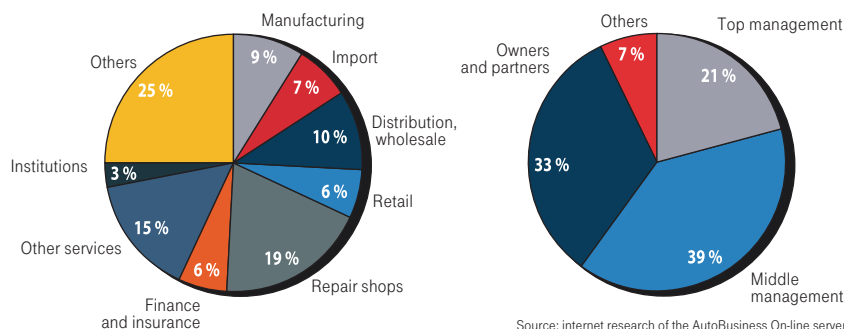
AutoBusiness works together with a number of renowned specialists and companies in the areas of economics, marketing, forecasting, market analyses and finance, as well as with many distinguished entities from retail. There are also many contributors from abroad, such as Professor Peter N. C. Cooke from Nottingham University, one of the most recognized European writers in the automotive field. AutoBusiness acts as traditional partner and sponsor of several conferences in automotive business.

Target Groups

- ▶ Production, import and wholesale entities for automotive sales/after-sales market
- ▶ Providers of financial and insurance services
- ▶ Car dealers, dealers of spare parts and accessories
- ▶ Authorized and independent car repairers, tyre and accessory outlets, fast fits
- ▶ Schools, associations, government administration, etc.

Reader profiles

- ▶ Business groups
- ▶ Company position



Selection from 2010 Topics

No.1 - February

- Czech and European market in 2009 – where we are?
- Which future for block exemption?

No.2 - April

- Specialisation: Fleet Manager (not only a seller)
- The body repair trends – there is always shortage of good bodymans

No.3 - June

- Car navigation – The newest trends in (non)wandering
- Cooperation of dealer and insurance company

No.4 - August

- Bikes in showroom – supplemental goods or good business?
- A tough times of small dealers

No.5 - October

- Warranty period and its impact on client retention
- Selling spare parts – inevitable nuisance or gold mine?

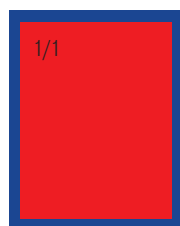
No.6 - December

- Software solution for dealers – there is an alternative way
- Aftersales care of the client – it pays off!

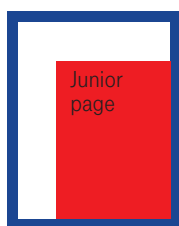
2009 Production schedule

| ČIssue | Deadline for ad orders | Deadline for printing material | Distribution |
|--------|------------------------|--------------------------------|--------------|
| 1/10 | 28.1 | 2.2 | 15.2 |
| 2/10 | 12.3 | 18.3 | 2.4 |
| 3/10 | 20.5 | 25.5 | 8.6 |
| 4/10 | 5.8 | 10.8 | 20.8 |
| 5/10 | 17.9 | 24.9 | 4.10 |
| 6/10 | 24.11 | 29.11 | 10.12 |

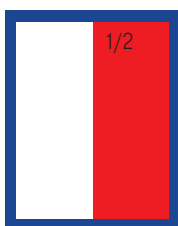
Formats



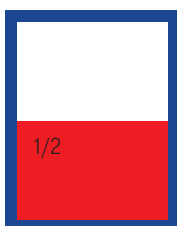
■ Clean size (w x h)
195 x 239,5 mm
■ Bleed format (w x h)
220 x 290 mm



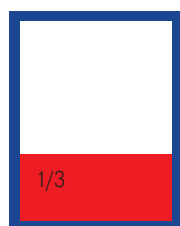
■ Clean size (w x h)
128 x 200 mm
■ Bleed format (w x h)
143 x 228 mm



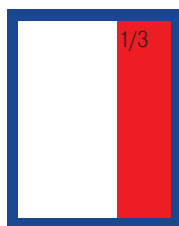
■ Clean size (w x h)
95 x 239,5 mm
■ Bleed format (w x h)
110 x 290 mm



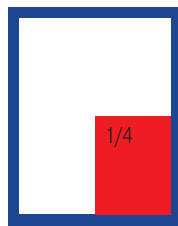
■ Clean size (w x h)
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■ Bleed format (w x h)
220 x 141 mm



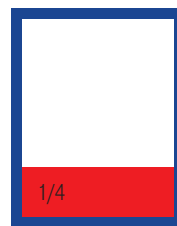
■ Clean size (w x h)
195 x 85 mm
■ Bleed format (w x h)
220 x 107 mm



■ Clean size (w x h)
61,5 x 239,5 mm
■ Bleed format (w x h)
76,5 x 290 mm



■ Clean size (w x h)
95 x 117 mm



■ Clean size (w x h)
195 x 63 mm
■ Bleed format (w x h)
220 x 86 mm

■ For all **Bleed formats** an extra **5 mm** must be **added for cut!**

Technical conditions for print advertisements

Ready for print material:

Standard composite PDF file (Acrobat 4/PDF 1,3; resolution 300 lpi, colour matching C = 15° M = 75° Y = 90° K = 45°), **types in curves**, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 5 mm, crop and matching marks minimum **3 mm from crop**. Format 1:1

Material for further processing by Auto Business:

Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

Please e-mail your printing material to:

E-mail: info@autobusiness.cz

General conditions for print advertising

Cancellation terms:

- cancellation 22 days and more prior to publishing date: 30 % of the price
- 21 – 15 days: 60 %
- less than 15 days: 100 %

For full version of General Conditions please refer to www.club91.cz

Price

Price list*

| | |
|------------------------|----------|
| 2/1 | 3960 EUR |
| 1/1 page | 3080 EUR |
| Junior page | 2360 EUR |
| 1/2 page | 1840 EUR |
| 1/3 page | 1400 EUR |
| 1/4 normal | 1080 EUR |
| 1/4 across banner type | 1080 EUR |

Cover pages

| | |
|----------------------------|--------|
| 3 rd cover page | + 20 % |
| 2 nd cover page | + 30 % |
| Back page | + 50 % |

Advertorial*

| | |
|-----------|----------|
| 1/1 page | 2760 EUR |
| 2/1 pages | 4800 EUR |

Vklady*

| | |
|-----------------|----------|
| A4 leaflet | |
| double-sided | 3800 EUR |
| Additional page | +50 % |

More voluminous prints and non-standard formats up to negotiation.

***) all prices are excluding VAT** (no VAT charged on orders from other EU countries)

Discounts

| | |
|---|-------|
| Based on financial turnover per one calendar year | |
| 3100 – 6200 EUR | -3 % |
| 6201 – 11 500 EUR | -5 % |
| 11 501 – 19 500 EUR | -8 % |
| 19 001 – 27 000 EUR | -12 % |
| Over 27 000 EUR | -15 % |
| 15 % agency commission | |

(applicable on delivery of ready - for - print ad material only)