



PRODUPRESS

RATECARD PRINT **2024**

MAR. 2024

# THE ESSENTIALS



- ✓ 8 out of 10 buyers consult an automotive magazine or specialized website before making a purchase.
- ✓ The buyer of a new car seeks the opinion of a professional journalist to guide them in their investment.
- ✓ A suitable context has a multiplier effect on attention, brand credibility, and the encouragement to test drive a car.
- ✓ Content that is 100% brand safe and 100% dedicated to automobiles.
- ✓ Magazines build trust in the brand and increase understanding of the message.

«New Car Buyers: Touchpoints Survey» by Profacts, 2020.

## SPECIAL ISSUE

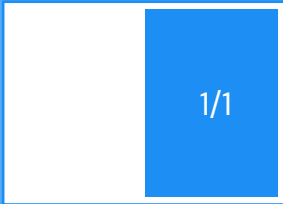
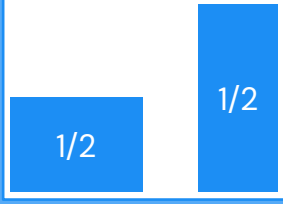
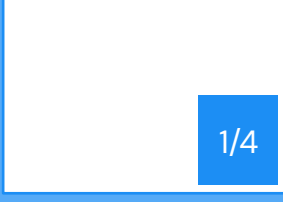
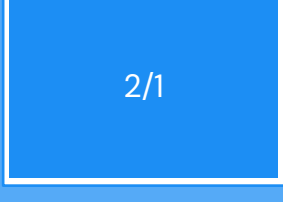
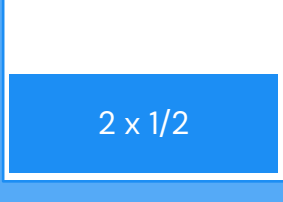
|  |            |
|--|------------|
| MILES<br>1/1P                          | 10 450 €   |
| BUYERS GUIDE<br>2024                   | 13 200 €   |
| SPECIAL FEATURES &<br>SPECIAL EDITIONS | 10 450 €   |
| AUTOSHOW<br>2024-2025                  | Contact us |

## SPECIAL FORMATS

|   |                    |      |
|---|--------------------|------|
| PRIMA POSTA<br>(Reserved for 1/1P & 2/1P) | Brand quote        | +15% |
|   | Preferred Location | +15% |
|   | Non-sectorial      | -10% |

Rates 2024 / Auto / Produpress / All prices are exclusive of VAT.  
 See general terms and conditions of sale at [www.produpress.be/CGV](http://www.produpress.be/CGV)

# FORMATS & PRICES (EXCL. SPECIAL ISSUES)

| SPACES  | CARMENPACK* | LE MONITEUR AUTO / AUTOGIDS | USABLE AREA<br>H x W (mm) | BLEED<br>H x W (mm) + 5 mm |
|---|-------------|-----------------------------|---------------------------|----------------------------|
|    | 13 200 €    | 6 600 €                     | 260 x 180                 | 297 x 210                  |
|    | 8 580 €     | 4 290 €                     | 128 x 180<br>297 x 105    | 150 x 210<br>297 x 105     |
|    | 4 950 €     | 2 475 €                     | 128 x 88                  | 150 x 105                  |
|  | 26 400 €    | 13 200 €                    | 260 x 384                 | 297 x 420                  |
|  | 18 480 €    | 9 240 €                     | 128 x 384                 | 150 x 420                  |
| 2 <sup>nd</sup> cover   | 18 535 €    |                             | 1/1                       | 1/1                        |
| 3 <sup>rd</sup> cover   | 15 180 €    |                             | 1/1                       | 1/1                        |
| 4 <sup>th</sup> cover   | 21 120 €    |                             | 1/1                       | 1/1                        |

\* CARMENPACK: Le Moniteur Automobile + AutoGids.

## NATIVE

|                |      |
|----------------|------|
| NATIVE ARTICLE | +25% |
|----------------|------|

## BOUND INSERTS

|                                      |
|--------------------------------------|
| <b>MAXIMUM FORMAT</b><br>287 x 200mm |
| On demand                            |

*In combination with the CarMenPack. Other formats available.*

## POP UP

|   |              |
|---|--------------|
| ALWAYS COMBINED WITH A 1/1 PAGE PROCESS COLOR |              |
| SIMPLE  | 0,18 € / ex. |

*Other formats available on request.*

# MAGAZINES FIGURES (CIM 2022)

|                                 | CARMENPACK** | LE MONITEUR<br>AUTOMOBILE | AUTOGIDS |
|---------------------------------|--------------|---------------------------|----------|
| TOTAL READERS<br>(TB)           | 914 500      | 507 200                   | 453 900  |
| LDP READERS<br>(P+D)*           | 405 100      | 216 200                   | 204 200  |
| CIRCULATION                     | 56 200       | 25 900                    | 30 350   |
| TARGET AUDIENCE                 |              |                           |          |
| % MALE<br>(% of LDP)            | 75 %         | 76 %                      | 73 %     |
| AGE 18-44<br>(% of LDP)         | 45 %         | 45 %                      | 45 %     |
| AGE 25-64<br>(% of LDP)         | 80 %         | 81 %                      | 78 %     |
| SOCIAL GROUPS 1-4<br>(% of LDP) | 50 %         | 51 %                      | 47 %     |
| ACTIVE<br>(% of LDP)            | 62 %         | 61 %                      | 63 %     |

Excluding special issues | \*Paper + Digital. | \*\* CARMENPACK: Le Moniteur Automobile + AutoGids.

# ROADPLANNER2024

## Buyers Guide

The Buyers Guide from Le Moniteur Automobile / AutoGids is a special edition that gathers in 280 pages all the useful information about all cars sold in Belgium: test reports from our journalists, technical data, performance, fuel consumption, budget, taxes... An essential tool to make an informed choice among the most representative categories of the Belgian market: city cars, estates, family cars, minivans, SUVs,...

## Fleet & Leasing Supplements

Three times a year, Le Moniteur Automobile & AutoGids publish a supplement dedicated to the company car sector in Belgium. Out of 10 registrations of new cars, seven concern a company car. These supplements cover all aspects of this crucial sector: taxation, practical guide, decision-making aid, advice... Three essential supplements to know everything about company cars.

## Various Specials

Throughout the year, Le Moniteur Automobile & AutoGids publish specific specials on everything related to the daily lives of motorists in the broadest sense: "Which winter tyres to choose? Should I opt for a used car? What about light commercial vehicles? How to install a charging station at home? Should I still buy a Diesel?" These are all crucial questions answered by the Moniteur Automobile & AutoGids specials.

## Miles

Miles is the lifestyle supplement of the Moniteur Automobile & AutoGids and covers all the sectors that fuel this passion: historic cars, exceptional meetings, watches, fashion, travel, gastronomy, culture, literature, escape, unprecedented encounters... The "Gentlemen Driver's Magazine" supplement of the Moniteur Automobile & AutoGids is published three times a year and aims to be a must-have for any epicurean lover of beautiful things.

|           |                |   |
|-----------|----------------|---|
| DECEMBER  | 24/12<br>18/12 | — MA #1821 / AG #1147<br>— BUYERS GUIDE                                       |
| NOVEMBER  | 27/11          | — MA #1820 / AG #1146<br>— MILES #50<br>— LCV                                 |
| OCTOBER   | 30/10          | — MA #1819 / AG #1145<br>— FLEET & LEASING #3<br>— WINTER TYRES               |
| SEPTEMBER | 25/09          | — MA #1818 / AG #1145<br>— MILES #49<br>— LCV<br>— TEST DRIVE DAYS GUIDE      |
| AUGUST    | 28/08          | — MA #1817 / AG #1143   |
| JULY      | 31/07          | — MA #1816 / AG #1142   |
| JUNE      | 26/06          | — MA #1815 / AG #1141<br>— FLEET & LEASING #2                                 |
| MAY       | 29/05<br>12/05 | — MA #1814 / AG #1140<br>— TEST DRIVE DAYS GUIDE<br>— ZOLDER TRACKDAY (EVENT) |
| APRIL     | 24/04          | — MA #1813 / AG #1139<br>— MILES #48<br>— 2 <sup>ND</sup> CARS SPECIAL        |
| MARCH     | 21/03<br>27/03 | — BUYERS GUIDE<br>— MA #1812 / AG #1138                                       |
| FEBRUARY  | 28/02          | — MA #1811 / AG #1137<br>— FLEET & LEASING #1                                 |
| JANUARY   | 31/01          | — MA #1810 / AG #1136   |

- SEPARATE SPECIALS UNDER BLISTER
- SPECIALS INTEGRATED IN MAGAZINE
- ANNUAL GUIDE

# MAGAZINE TECHNICAL SPEC.

Please use the following address: [ads\\_materials@produpress.be](mailto:ads_materials@produpress.be)

For any further information, please contact Bert Baekelandt: [bbaekelandt@produpress.be](mailto:bbaekelandt@produpress.be)

## SPECIFICITIES

- ✓ 2nd, 3rd, or 4th cover only in combination with Moniteur Automobile + AutoGids.
- ✓ Orders regarding covers, inserts, and pop-ups are irrevocable.
- ✓ Priority to Gatefolds & special formulas.
- ✓ Cancellation of unconfirmed options beyond 14 days.
- ✓ No guarantee of placement on right-hand or left-hand page.

