



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.

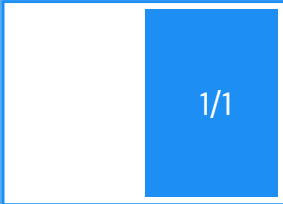
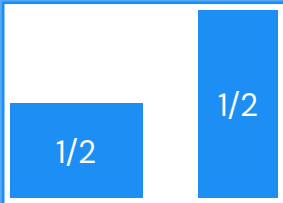
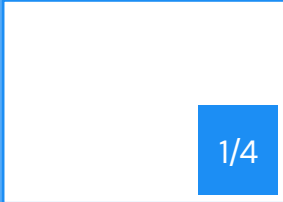

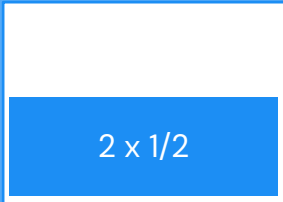
SPECIAL ISSUE

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

SPECIAL FORMATS

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

FORMATS & PRICES (EXCL. SPECIAL ISSUES)

SPACES	CARMENPACK*	LE MONITEUR AUTO / AUTOGIDS	USABLE AREA H x W (mm)	BLEED H x W (mm) + 5 mm
	13 200 €	6 600 €	260 x 180	297 x 210
	8 580 €	4 290 €	128 x 180 297 x 105	150 x 210 297 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 nd cover	18 535 €		1/1	1/1
3 rd cover	15 180 €		1/1	1/1
4 th cover	21 120 €		1/1	1/1

* CARMENPACK: Le Moniteur Automobile + AutoGids.

NATIVE

NATIVE ARTICLE

+25%

BOUND INSERTS

MAXIMUM FORMAT
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 AUTOMOBILE	AUTOGIDS
TOTAL READERS (TB)	914 500	507 200	453 900
LDP READERS (P+D)*	405 100	216 200	204 200
CIRCULATION	56 200	25 900	30 350
TARGET AUDIENCE			
% MALE (% of LDP)	75 %	76 %	73 %
AGE 18-44 (% of LDP)	45 %	45 %	45 %
AGE 25-64 (% of LDP)	80 %	81 %	78 %
SOCIAL GROUPS 1-4 (% of LDP)	50 %	51 %	47 %
ACTIVE (% 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 18/12	— MA #1821 / AG #1147 — BUYERS GUIDE
NOVEMBER	27/11	— MA #1820 / AG #1146 — MILES #50 — LCV
OCTOBER	30/10	— MA #1819 / AG #1145 — FLEET & LEASING #3 — WINTER TYRES
SEPTEMBER	25/09	— MA #1818 / AG #1145 — MILES #49 — LCV — 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 — FLEET & LEASING #2
MAY	29/05 12/05	— MA #1814 / AG #1140 — TEST DRIVE DAYS GUIDE — ZOLDER TRACKDAY (EVENT)
APRIL	24/04	— MA #1813 / AG #1139 — MILES #48 — 2 ND CARS SPECIAL
MARCH	21/03 27/03	— BUYERS GUIDE — MA #1812 / AG #1138
FEBRUARY	28/02	— MA #1811 / AG #1137 — 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

For any further information, please contact Bert Baekelandt: 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.

