

Miles

Gentleman Driver's
Magazine

RATECARD PRINT **2024**

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THE GENTLEMAN DRIVER’S MAGAZINES



- ✓ MILES is a high-end lifestyle supplement, accompanying Moniteur Automobile and AutoGids three times a year, with a circulation of **50 000 copies** (FR+NL), some distributed selectively. While masculine in focus, MILES is also appreciated by women. Our Gentleman Driver’s Magazine prioritizes quality content: dense texts, photography, design, paper, and printing.
- ✓ Produced by an experienced team, MILES offers lifestyle content in line with the interests of mechanical enthusiasts: Watches, Design, Travel, Fashion, Technology, Fitness, Gastronomy, and Culture. An extensive international agenda highlights global events, and profiles of sports, art, and cultural personalities complement its content. The magazine also features relevant products and services available in the market.
- ✓ While the multimedia newsletter version closely follows current events, the print format – carefully presented – is ideal for extended reading sessions. MILES is also available online via our website, Facebook, and Instagram.

PUBLICATIONS

NUMBER	DATE	TITLE	RESERVATION	MATERIAL
APRIL #48	24/04/2024	Le Moniteur Automobile AutoGids	24/03/2024	03/04/2024
SEPTEMBER #49	25/09/2024	Le Moniteur Automobile AutoGids	25/08/2024	04/09/2024
NOVEMBER #50	27/11/2024	Le Moniteur Automobile AutoGids	27/10/2024	06/11/2024

FORMATS & PRICES

SPACES	PRICES	USABLE AREA H x W (mm)	BLEED H x W (mm) + 5 mm
	10 450 €	265 x 203	297 x 225
	20 900 €	265 x 420	297 x 450
	6 800 €	130 x 203 265 x 95	—
Prima posta	13 585 €		
2 nd cover	15 675 €		
3 rd cover	12 540 €		
4 th cover	16 720 €		

All prices are excluding VAT.

SPECIAL FORMATS

- ✓ Front-of-magazine placements (Prima Posta): The first positions are reserved for ads in 2/1 and 1/1 page formats. For the 1/1 format, placement on the right or left page cannot be guaranteed but will always be facing the text. Rates will be increased by 30% for the first position, 25% for the second, and 20% for subsequent positions. For any other preferential placement, there will be a 15% surcharge.
- ✓ Priority will be given to gatefolds and any special formulas.
- ✓ Orders regarding covers, inserts, and pop-ups are irrevocable.
- ✓ Options not confirmed beyond 14 days will be automatically canceled.

DIGITAL PACKS

	BANNERING PACK	ADMAIL PACK
2 weeks duration	✓	✓
2 Facebook posts	✓	✓
2 Miles Instagram posts	✓	✓
100 000 impressions bannering native or classic on MA/AG target 'Premium Cars'	✓	✗
1 dedicated Admail with direct link to your website (110,000 SUBSCRIBERS)	✗	✓
	5 000 €	5 000 €

SOCIAL MEDIA

	FOLLOWERS	13 000
	TARGET AUDIENCE 25-54 YEARS	70 %
	GENDER MALE	68 %
	FOLLOWERS	13 000
	TARGET AUDIENCE 18-44 YEARS	74 %
	GENDER MALE	78 %

MAGAZINE TECHNICAL SPEC.

FILE TYPES

PDF 300 dpi certified Medibel+ (www.medibelplus.be)

FORMATS

- A 100%, with pages centered and crop marks at 297 mm x 225 mm (for a full page). For bleed documents, provide 5 mm of bleed on all sides).
- Useful page area format: 265 x 203 mm (text cannot exceed useful page area).
- Double pages: provide 2 separate PDFs or 1 PDF per single page.

Please note, no corrections can be made to the supplied material.

INFORMATION

For any further information, please contact Bert Baekelandt, tel. +32 (0)2/333 32 89, email: bbaekelandt@produpress.be

DELIVERY

By email: ads_materials@produpress.be

POP-UP & INSERT

SIMPLE POP-UP*	0,27 € / ex.
INSERT	On demand
SUPPLEMENT FOR OPEN INSERTIONS	On demand

** Always in combination with a process color page*

DELIVERY

3 WEEKS BEFORE PUBLICATION

Miles — MODERNA — Schoebroekstraat 50, 3583 Paal-Beringen

PROOF OF THE INSERT

It's essential to send to Produpress (to Bert Baekelandt), 4 weeks before the publication date, 5 proofs of the insert for approval. A printed copy of the insert must be sent 15 days before publication.