

The Middle East's Leading Car Magazine

# AUTOCAR

MIDDLE EAST

## A Global Brand

AUTOCAR has been the essential news, entertainment and reference magazine for the committed car enthusiast for more than 110 years since motoring began.

It specialises in revealing details of secret new cars, and its famous road tests – invented by the magazine 75 years ago – are used by industry and consumers alike as authoritative benchmarks.

Already published in 18 countries worldwide, including Japan, India, Singapore, Denmark, China, Greece, Czech Rep, Malaysia, Indonesia, the United Kingdom... AUTOCAR is now in the Middle East.



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## Technical Specifications

### Production information

**Digital files:** All ads must be supplied on an Apple Maccompatible CD with colour laser proof. The Publisher will not be held responsible if a colour laser proof is not supplied. Ads must be saved in Quark Xpress 4.0, InDesign CS, Illustrator 9.0 or Photoshop 6.0. Illustrator files should be saved as EPS files and all type should be converted to outlines before saving, eliminating the

need to include fonts. All Photoshop files should be saved in TIFF or EPS format. Black and white ads should be saved in grayscale and Colour ads should be saved as CYMK. All Black and White line art should be scanned at a minimum of 1200dpi. All other images should be scanned at a minimum of 300dpi. All screen and printer fonts used in the job must be included. Press

proofs which meet SWOP standards must also be included.

**Retention of materials:** Separations will only be retained for up to one year following use unless return is specifically requested.

**Send materials to:** AUTOCAR, Production Department, PO Box 37262, Dubai, UAE.

**All questions:** Should be addressed to

AUTOCAR, The Media Factory,  
Tel: +9714 390 2260,  
Fax: +9714 390 8060.

**Publication services:** Conversion of original materials or services, such as layout, copy preparation, production of separations or typesetting, will all be charged at publisher's rates. Approximate costs can be quoted in advance.

### Mechanical data

Full Page	(Height x Width)
Type area	267 x 193mm
Trim	295 x 220mm
Bleed	301 x 226mm
DPS	
Type area	267 x 414mm
Trim	295 x 440mm
Bleed	301 x 446mm

Other advertising options include loose and bound inserts, cover mounts, wraparounds, bookmarks, section sponsorship, supplements, advertorials, reply cards, barn doors and questionnaires.

### Rate card

Premium Position	Price
Inside Front Cover Spread	US\$ 15,000 / AED 55,050
Inside Back Cover spread	US\$ 13,000 / AED 47,710
OBC	US\$ 9,850 / AED 36,150
DPS	US\$ 11,500 / AED 42,205
Full Page opposite contents	US\$ 7,500 / AED 27,525
Full Page before page 21	US\$ 6,500 / AED 23,855
Full Page after page 21	US\$ 5,500 / AED 20,185

### Distribution

Distribution - Total 19,000\*

UAE	13,500
KSA	500
Bahrain	200
Oman	500
Qatar	300
Etihad Airways	1,500
Emirates Airlines	800
Gulf Air	590
Qatar Airways	500
Bahrain Air	310
Kuwait Airways	300

\*Subject to upward change for promotional activities and complimentary launch copies.

### Contact

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PO Box 37262, Dubai, UAE.  
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www.themediafactory.ae

