

Basic data

Circulation: 3000 pc
 Number of pages: 80 + cover (total 84)
 Frequency: quarterly
 Distribution: subscription, direct mailing and retail network of PNS a.s.
 Price per issue: 120 CZK
 Annual subscription: 450 CZK / 35 EUR (incl. postage within Europe)

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www.periodik.cz
 or contact the editorial office

Pneu revue™ is a professional business-to-business magazine for tyre industry, tyre business and service and all aftermarket areas related to tyres. Pneu revue covers all aspects of these areas on the supply side (producers, traders, retailers and service providers) as well as on the demand side (particularly company fleets). It is also devoted to fields which are becoming a natural part of the tyre service branch as it develops (e.g. fast fits, sales of accessories, etc.). Pneu revue observes and monitors situation and trends in the sector in the Czech Republic and also in European and global context. It has been a respected source of information for fifteen years, and also a means of communication for the industry, helping to form public opinion. Pneu revue works together with a number of renowned experts from the Czech Republic and from abroad. Information partners of Pneu revue include the magazines Tyres & Accessories (Great Britain), Neue Reifenzeitung (Germany), Retreading Business (Great Britain), Pneurama (Italy) and others. Since 2002 Pneu revue partners a similar tyre industry magazine issued in Ukraine called Shina Plus (Tyre Plus).

Target groups

- ▶ Importers and manufacturers of tyres, wheels and other accessories
- ▶ Wholesalers and distributors
- ▶ Tyre service depots and other retail outlets
- ▶ Providers of service concepts
- ▶ Suppliers of tyre service / fast fit equipment and technology
- ▶ Suppliers of retreading material
- ▶ Retreading plants
- ▶ Producers and retailers of consumable material (repair material, etc.)
- ▶ Suppliers of related commodities traded with at tyre service stations (rims, batteries, exhausts, etc.)
- ▶ Fleet companies (both passenger and truck)
- ▶ Leasing and insurance companies
- ▶ Schools, institutions, government



Regular product supplements

- No. 1 / 2011** Passenger **summer tyres**
- No. 2 / 2011** **Truck** tyres and retreads
- No. 3 / 2011** **Winter tyres**
- No. 4 / 2011** **Service equipment** for tyre outlets and fast fits

2011 Production schedule

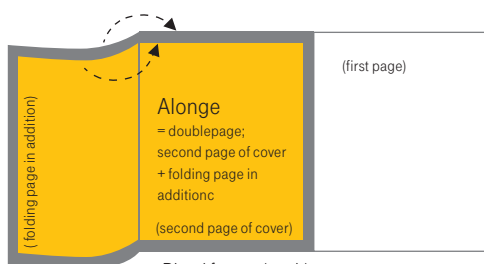
Issue	Deadline for ad orders	Deadline for printing material	Distribution
1/11	8.2.	15.2.	2.3.
2/11	9.5.	16.5.	2.6.
3/11	12.8.	19.8.	1.9.
4/11	7.11.	14.11.	1.12.

Advertising material to be processed by the editorial office must be delivered not later than 5 working days after the deadline of ad orders. Production of print material is included in the price up to two proof-readings. An amount of 75 EUR will be charged for further instance of proof-reading.

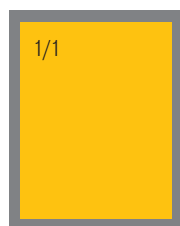
Formats



■ Clean size (w x h)
165 x 233 mm

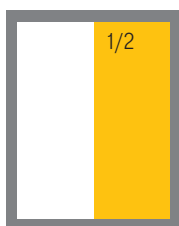


■ Bleed format (w x h)
414 x 280 mm



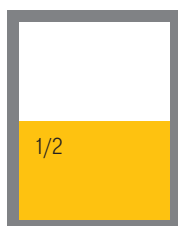
■ Clean size (w x h)
191 x 232 mm

■ Bleed format (w x h)
215 x 280 mm



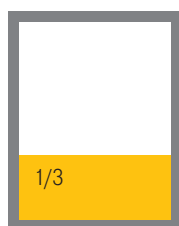
■ Clean size (w x h)
94 x 232 mm

■ Bleed format (w x h)
106 x 280 mm



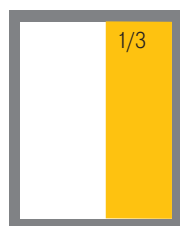
■ Clean size (w x h)
191 x 114 mm

■ Bleed format (w x h)
215 x 129 mm



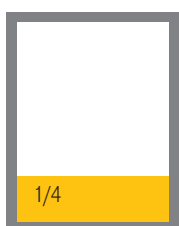
■ Clean size (w x h)
191 x 80 mm

■ Bleed format (w x h)
215 x 95 mm



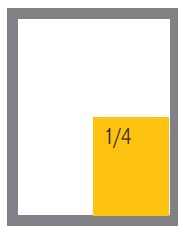
■ Clean size (w x h)
62 x 232 mm

■ Bleed format (w x h)
72 x 280 mm

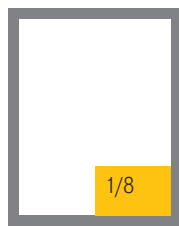


■ Clean size (w x h)
191 x 56 mm

■ Bleed format (w x h)
215 x 71 mm



■ Clean size (w x h)
94 x 114 mm



■ Clean size (w x h)
92 x 63 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 Pneu revue:

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@pneurevue.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*

Alonge	3450 EUR
2/1	3100 EUR
1/1 inside	1680 EUR
1/2	1040 EUR
1/3	840 EUR
1/4	640 EUR
1/8	380 EUR

Cover pages*

Back cover page	2320 EUR
2 nd cover page and 3 rd cover page	1960 EUR
Front page (format 165 x 233)	2520 EUR

Inserts*

A4 leaflet	
double-sided	1680 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

10 % frequency discount (subject to advertising in all four issues of Pneu revue in 2011 regardless the size). The discount will be deducted from the price of the last ad in issue 4/2011.

15 % agency commission (applicable on delivery of ready - for - print ad material only)