

MEDIA INFORMATION 2012



COVER PRICE	3 €
FREQUENCY	Monthly
ON SALE DATE	Normally the 21st of each month (subject to change)
MAGAZINE SIZE	230 x 300 mm
PRINTING METHOD	Offset (colour)

Altagama MOTOR

CIRCULATION

15,161 copies every month

READERSHIP

103,456

Source: OJD July 10 - June 11



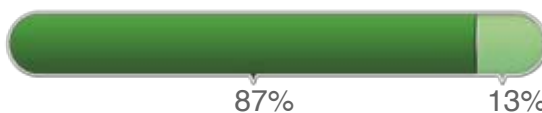
"The number one magazine for lovers of top quality and prestige brand cars"

SOCIAL CLASS



■ Upper ■ Upper-Middle ■ Middle-Middle ■ Others

READER PROFILE



■ Men ■ Women

Source: Publisher's own data

OUR READERS

Men of all ages who love great cars and understand and appreciate the qualities and style which makes car brands prestigious.

Readers of the magazine demand the very highest quality test drives and comparisons and use the magazine to help them decide what is the right make and model car for them and their family.

EDITORIAL CONTENT

The most well respected, practical and entertaining magazine editorial available anywhere.

With in-depth reports and tests on all prestige vehicles available and using the best motoring photography and illustrations possible, Altagama is THE bible for "petrol heads" and motoring porn"junkies" everywhere.



ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions	£
Double page spread	(460 x 300)	12,195
Inside page	(230 x 300)	6,660
Outside back cover	(230 x 300)	8,865
Inside front cover	(230 x 300)	8,330
Inside back cover	(230 x 300)	7,200
1/2 Page (ver.)	(115 x 300)	3,815
1/2 Page (hor.)	(230 x 150)	3,815
1/3 Page (ver.)	(63,5 x 270)	2,685
1/3 Page (hor.)	(200 x 85,5)	5,685
1/4 Page (ver.)	(43,75 x 270)	2,100
1/4 Page (hor.)	(200 x 66,5)	2,100
CLASSIFIED ADVERTISEMENTS	Dimensions	£
Classified Advertisements Page	(230 x 300)	4,300
1/2 Page (hor.)	(230 x 150)	2,200
Page footer	(270 x 40)	1,395



MAIN CONTACTS

For further information or to discuss your advertising requirements please contact our International Advertising Representatives:

Major Media Sales Ltd,
Tel 0044 1453 756388 or via email,
enquiries@majormediasales.com

Artwork should be sent to,
Angel L. Fernández-Palacios
afernandezpalacios@grupov.es

GUARANTEED PREMIUM POSITIONS
+20% surcharge

AD BOOKING DEADLINE: e.g. 10th of previous month to publication

CANCELLATIONS: minimum of at least 30 days advance notice, in writing, prior to publication date.

GRUPO V OFFICES:

Valportillo Primera 11
28108 Alcobendas (Madrid)
Telephone 91 662 21 37
Fax 91 661 47 54

C/ Moià, 1, floor 2
08006 Barcelona
Telephone 93 241 42 51 /
625155153