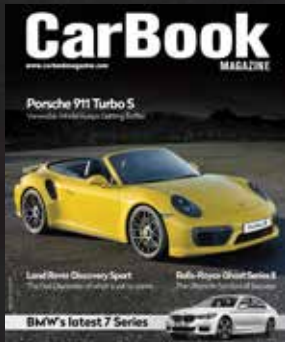


CarBook



~~BRAND VALUES~~

- We will always be clear and straight forward with our approach to our readers.
- Our aim is to present a balanced and informative view in our reviews.
- We will focus on all the facts that are given to us and look for those that are not.
- The reviews in CarBook will center on the vehicle, the experience and the drive.
- Carbook always promotes the pleasure of driving safely.
- We will always cover the complete automobile market from Kia to Bugatti ■

~~SETTING NEW STANDARDS~~

Carbook sets a new benchmark in content photography & design.

Our aim is to inspire, entertain and inform ■



BIGGER SIZE FOR A LARGER PICTURE

Carbook's large pages (largest in its category), provide impactful photography allowing a detailed view examining all the intricacies woven into the design, exterior and interior of vehicles completely missed with smaller formats ■

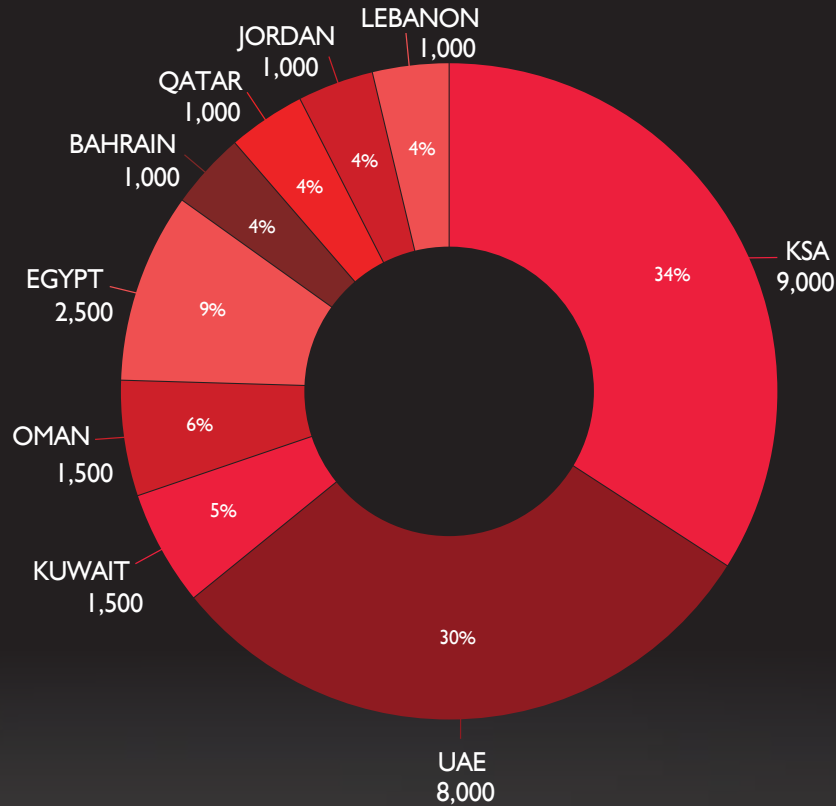
LASTING IMPRESSION

Leave a lasting impression. Our editorial is memorable and carries authority without dictating to our readers. In Carbook your advertisement is superior to the market by exceeding the restricting size of A4.

Alongside our editorial your message is simply stronger and carries more impact ■



TOTAL CIRCULATION 26,500



Distribution

VIP List, Car Dealers, Showroom, Direct Mail, News Stands, Malls, Coffee Shops, Major, Supermarkets ■

READERSHIP PROFILE

Sex: Male 80% - Female 20%

Age: 18-24 years old 45% - 25-46 years old 35% - 46+ years old 20% ■

REGULAR POSITIONS

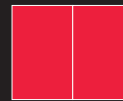
REGULAR POSITIONS	US\$
Front Gatefold	4,000
Reverse Gatefold	1,000
Outside Back Cover	5,000
Inside Front Cover	,000
Inside Back Cover	,000
Inside Front Cover Spread	3,000
Full Page (Facing Index)	,000
Facing Editorial Page	,000
Double Page Spread	1,000
Full Page	,000
Half Page	,500
Quarter Page	,000

AGENCY DISCOUNTS

1-3 Ads	4-5 Ads	6 Ads
15%	20%	25%

TECHNICAL DATA

W x H (mm)



DPS
Bleed: 565 x 345
Trim: 550 x 335
Type: 510 x 280



Full Page
Bleed: 285 x 345
Trim: 275 x 335
Type: 235 x 285



Half Page Horizontal
Trim: 170 x 275
Type: 130 x 235



1/4 Page Vertical
Trim: 68 x 335
Type: 45 x 285



1/4 Page Horizontal
Trim: 275 x 85
Type: 235 x 45



Half Page Vertical
Trim: 75 x 335
Type: 50 x 285



1/4 Page Portrait
Trim: 137 x 170
Type: 100 x 125

ADDITIONAL INFORMATION & PRODUCTION DATA

Frequency: Bimonthly

Published: Jan-Feb, Mar-Apr, May-Jun, Jul-Aug, Sep-Oct, Nov-Dec.

Cancellation date: 12 weeks before publication date

Guaranteed special positions: 20% extra

Inserts/special operations: Rates available on request.

Paper: 350 gsm cover & inside 170 gsm ■

MATERIALS

Artwork must be supplied digitally in any of the following formats:

PDF (press quality), Adobe Illustrator (AI or EPS format type in created outline or embeded links.)

Photoshop or (EPS format with no colour profiles embedded, EPS options: JPEG (maximum quality encoding)

Please note that all the artwork must be in CMYK (colour mode) at 300dpi (resolution) on final output preferably with a colour printout to cross-check. ■

CarBook

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