

# 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 ■

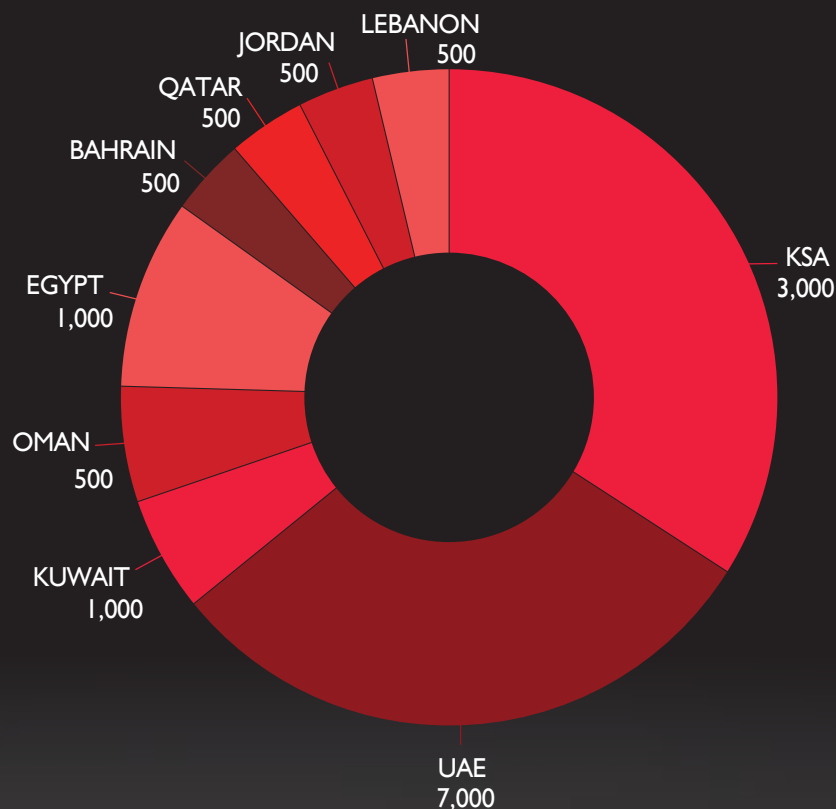
## **~~LASTING IMPRESSION~~**

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 14,500**



## **Distribution**

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

## **READERSHIP PROFILE**

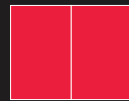
**Sex:** Male 80% - Female 20%

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



# TECHNICAL DATA

W x H (mm)



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



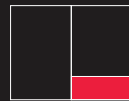
Full Page  
Bleed: 285 x 345  
Trim: 275 x 335  
Type: 235 x 285



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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