

The Nordic region's largest veteran car magazine



Photo: Anders Tegner

## CLASSIC MOTOR

Since its inception in 1969, Classic Motor has been the Nordic region's largest magazine in its genre. Classic Motor is unique in its position as the most popular magazine. The magazine inspires, instructs and helps readers to get as much out of their hobby vehicle as possible, or their dream of owning their own veteran vehicle.

## SPECIAL EDITIONS

Every spring Classic Motor's editorial office produces a special edition, Tourist en Route that provides tips for those who enjoy travelling in Sweden in the summer. It includes excursions, museums, cafés and many more locations with nostalgic features. We have Sweden's largest events calendar for car enthusiasts.

Another special edition will be published in November. under the theme Nostalgia.

## READERSHIP

The typical reader is a man aged 50, a homeowner with family.

Our readers are evenly distributed throughout the country in relation to the population. Dalarna, Värmland and Västergötland are the parts of the country with a higher proportion of readers.

Our approximately 80,000 readers do considerably more driving than the average Swede, more than 30,000 kilometres per year both privately and for work. For everyday use he usually drives a fairly new Volvo, BMW, Mercedes or VW.

The readers are in a good financial position with a high disposable income.

If you would like to communicate cost-effectively with Sweden's most devoted car enthusiasts and car ambassadors in order to create long-term and enduring sales, then Classic Motor is your first choice.

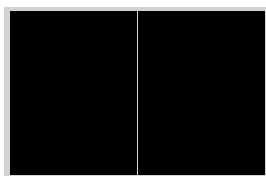
EVENT 2022

Stockholm Car Meet

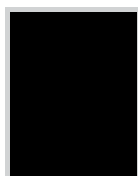
August

## FORMAT / PRICES / PUBLICATION DATES

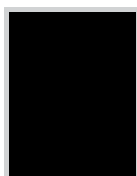
## PUBLICATION SCHEDULE 2022



**2/1-spread** (2x) 225 x 298 mm  
+5 mm bleed  
**SEK 25,000**



**1/1-page** 2nd, 3rd, 4th cover  
225 x 298 mm  
+5 mm bleed  
**SEK 20,000**



**1/1-page** 225 x 298 mm  
+5 mm bleed  
**SEK 15,000**



**1/2-page** horizontal  
200 x 132 mm  
**SEK 9,000**



**1/2-page** vertical  
98 x 268 mm  
**SEK 9,000**



**1/4-page** horizontal  
200 x 64 mm  
**SEK 5,000**



**1/4-page** vertical  
47 x 268 mm  
**SEK 5,000**



**1/4-page**  
98 x 132 mm  
**SEK 5,000**



**1/8-page** horizontal  
98 x 64 mm  
**SEK 3,000**



**1/8-page** vertical  
47 x 132 mm  
**SEK 3,000**



**1/16-page**  
47 x 64 mm  
**SEK 2,000**

Requested position: +10%

Issue	Copy date	Publication date
2	07 Dec	13 Jan
3	07 Jan	10 Feb
4	11 Feb	17 Mar
5	11 Mar	14 Apr
6	06 Apr	12 Maj
7	11 Maj	16 Jun
8	09 Jun	14 Jul
9	15 Jul	18 Aug
10	12 Aug	15 Sep
11	09 Sep	13 Oct
12	14 Oct	17 Nov
1-2023	24 Nov	29 Dec

Classic Motor Special  
Motor Turist På Väg  
Copy date 4/4  
Publishing date 4/5

Classic Motor Special  
(Classic Motor Album)  
Copy date 6/10  
Publishing date 3/11

### SUPPLEMENTS

- Fixed: stapled or glued on advertisement and as sample.
- Loose: max. format 215 x 288 mm, min. 105 x 148 mm.
- Selected: subscribers.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4–32 pages, material high-resolution pdfs, 225 x 298 mm bleed.

### Ask for quotation

### PRICES SUPPLEMENTS

#### WEIGHT IN GRAMS

< 20 g  
21–35 g  
36–49 g  
> 50 g

#### SEK/UNIT

1:30  
1:40  
1:50  
ask for quotation

Glued insert, additional price: 0,10 SEK per unit. Enclosed in plastic, additional price: 0,50 SEK per unit.

Additional costs apply when selected.

## TECHNICAL SPECIFICATION

### CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

**Price:** 245 SEK per every started period of 15 minutes.

The final cost for production of advertisements will be specified on your Advertising invoice.

### DELIVERY OF ADVERTISING MATERIAL

**Delivery address:** [trafficannons@egmont.se](mailto:trafficannons@egmont.se)

**Name the material:** format/customer/product/Magazine/year/issue

E.g. 11\_customer\_product\_CM2205

**Address:**

Story House Egmont  
Annonshantering  
SE-169 91 Solna, Sweden

### CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 25% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

## MATERIAL GUIDE



#### Material ready for printing

All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



#### 5 mm bleed

The creative should have 5 mm bleed. Spreads must be delivered as one left and one right page in two separate files.



#### 300 dpi

All pictures in the advertisement must have a minimum resolution of 300 dpi.



#### CMYK

All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.

- ICC-profiles for print can be downloaded at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

- We do not accept open documents.

- Note that important information should not be placed over the spine as the magazine is glue bound. If this has to be the case, the text should be spaced out a few extra mm over the spine.

To book advertising contact the sales department:  
switchboard: +46 (0)8-692 01 00 [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

QUESTIONS CONCERNING ADVERTISING MATERIAL:  
[trafficannons@egmont.se](mailto:trafficannons@egmont.se) switchboard: +46 (0)8-692 01 00

All titles at:  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

*We bring stories to life*

**story**  
**house**  
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