

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.

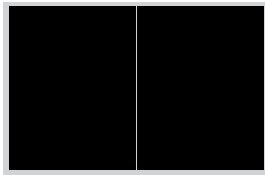
EVENT 2023

Stockholm Car Meet

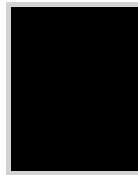
August

FORMAT / PRICES / PUBLICATION DATES

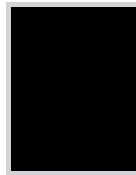
PUBLICATION SCHEDULE 2023



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



1/1-page 2nd and 3rd cover
225 x 298 mm + 5 mm bleed
Back cover,
225 x 263 mm + 5 mm bleed
SEK 20,000



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

Issue	Copy date	Publication date
2	05 Dec	12 Jan
3	05 Jan	09 Feb
4	10 Feb	16 Mar
5	06 Mar	13 Apr
6	04 Apr	11 May
7	09 May	15 Jun
8	08 Jun	13 Jul
9	14 Jul	17 Aug
10	11 Aug	14 Sep
11	08 Sep	12 Oct
12	13 Oct	16 Nov
1-2024	20 Nov	28 Dec

Classic Motor Special
Motor Turist På Väg
Copy date 24/3
Publishing date 3/5

Classic Motor Special
(Classic Motor Album)
Copy date 29/9
Publishing date 2/11



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

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

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements.

Requested position: +10%

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

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, AI, 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

Ad Delivery Portal:

<https://simplead.egmont.com/swe/>

CANCELLATION RULES

Cancellation less than 14 days prior to the price list copy deadline will be charged a booking fee of 25% of the value of the booked space. If cancellation is made less than a week before copy deadline, we reserve the right to bill agreed ad rates. Cancellation regarding our premium ad placements, Back cover and 1st Spread less than 30 days prior to the price list copy deadline will be charged a booking fee of 50% of the value of the booked space. When canceling a part of a campaign we reserve the right to charge a discount that has been incorrectly received.

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 shall be delivered as a left and a right side in the same file.

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

RGB/CMYK
We accept image files in both RGB and CMYK. Spot colours (PANTONE) will be converted to CMYK.

● Joboptions for print can be downloaded at annons.storyhouseegmont.se/adspecs

● 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

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

All titles at:
annons.storyhouseegmont.se

We bring stories to life

storyhouse
EGMONT