



MEDIA INFORMATION 2019

CARROS

STRICTLY CARS WITH CHARACTER

- Two of a Kind Alpine A110 en de Mini John Cooper Works
- De wonderre wereld van Villa d'Este
- Rijden met de Peugeot 508 en Jeep Wrangler
- Character: Hein en Marissa van Laarhoven

25e JAARGANG • NUMMER 6 • SEPTEMBER/OCTOBER 2019 • € 6,95 • CARROS.NL



CARROS

STRICTLY CARS WITH CHARACTER

STRICTLY CARS WITH CHARACTER

CARROS is the oldest and best read premium magazine for cars with character in The Netherlands. Ever since 1994 CARROS has a very distinctive market position by focusing exclusively on the high-end segment. Furthermore CARROS also tells the story behind the cars, which results in magnificent reports and interviews. CARROS proves that high quality magazines in a distinctive niche, combined with a target audience that has purchasing power, are very successful and future proof.

BOOKAZINE

In this digital age the role of print magazines is very similar to books. Slow-reading and getting the reader's full attention in contrast to the superficial online scanning of content. This recent revival of print has led to a thorough restyling of CARROS into a bookazine. The result is an attractive, clean layout, photography of the highest quality and surprising stories you won't find anywhere else.

360 DEGREE BRANDING

CARROS is no longer just a print magazine. It has transformed in a 360 degree brand with numerous extensions. The magazine is supported online with carros.nl and popular social channels like Facebook, Twitter and Instagram. CARROS has published many successful special issues, for instance on Audi, BMW and Porsche. Furthermore CARROS participates in several great live events, such as rally's (e.g. Gijs van Lennep Legend) and shows (e.g. Capital Cars & Classics). This cross media approach makes CARROS even more attractive for advertisers. A specialized custom division offers extensive possibilities for creating branded content like specials and inserts. In addition advertisers benefit from attractive package deals together with Pelican Media's other labels like Big Black Book and Residence. Advertising on CARROS.nl is also possible.

EVEN MORE ATTRACTIVE FOR ADVERTISERS

- More distinctive than ever
- High quality in design, photography and stories as a perfect match for premium brands
- The renewed magazine formula offers more possibilities for branded content

MORE INFORMATION?

Please contact Paul Laurey, Sales Director:
tel +31 (0)20 758 1006 of +31 (0)6 5132 0398

TARGET GROUP

- Highly educated car lovers from the A/B1 class
- Interested in exclusive cars, young timers and classics, watches, fashion, travel and gadgets

HIGHLIGHTED

- Three-quarters of all CARROS readers collect the magazines (source: MediaTest)
- Various companies send CARROS to their most important clients as a customer relationship magazine
- CARROS is the only car-related magazine available in the World Business Class and worldwide airport lounges of KLM/Air France





MEDIA INFORMATION

| | |
|--------------------------------|--|
| 1/1 page | € 4,250 |
| 1/2 page | € 3,188 |
| 1/3 page | € 2,210 |
| 1/4 page | € 1,700 |
| Cover 4 | € 5,100 |
| Cover 2 | Not available |
| Cover 3 | € 4,675 |
| 2/1 pages | € 8,500 |
| Opening spread | € 9,755 |
| All other positioning requests | +10% |
| Avg. printed circulation | 40,000 |
| Paper inner pages | 100 grams |
| Paper cover | 300 grams |
| Outside cover | Glossy UV coating |
| Printing method | Sheet and rotation offset |
| Bleed | 5 mm all around |
| Trim size | 230 x 297 mm |
| Type area | 200 x 270 mm |
| Spread information | Please deliver both pages separately, with an all around bleed of 5 mm |
| Print Full | Full colour |
| Finish | Perfect bound |

2019 CALENDAR

| Edition | Reservations | Material | Issue dates |
|---------|--------------|------------|-------------|
| 1 | 03-01-2019 | 07-01-2019 | 07-02-2019 |
| 2 | 13-02-2019 | 18-02-2019 | 21-03-2019 |
| 3 | 26-03-2019 | 01-04-2019 | 02-05-2019 |
| 4 | 08-05-2019 | 13-05-2019 | 13-06-2019 |
| 5 | 18-07-2019 | 24-06-2019 | 25-07-2019 |
| 6 | 31-07-2019 | 05-08-2019 | 05-09-2019 |
| 7 | 11-09-2019 | 16-09-2019 | 17-10-2019 |
| 8 | 13-11-2019 | 18-11-2019 | 19-12-2019 |

Reservations: order@pelicanmedia.nl

Advertising material: certified PDF files with a colour proof.

Please send ad spreads as single pages, with a 5 mm bleed

Material to be sent to: materiaal@pelicanmedia.nl

Details: quotations for inserts are made on request

For more information please contact the Pelican Media Sales Department: tel. +31 (0) 20 758 1000



CARROS Magazine is published by Pelican Media
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