



MEDIA INFORMATIE 2018



CARROS

PREMIUM CARS, PROMINENT PEOPLE

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, Residence and WINELIFE.

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 collects 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

2017 CALENDAR

Edition	Reservations	Material	Issue dates
1	03-01-2018	08-01-2018	08-02-2018
2	12-02-2018	19-02-2018	22-03-2018
3	21-03-2018	28-03-2018	03-05-2018
4	02-05-2018	09-05-2018	14-06-2018
5	18-06-2018	25-06-2018	26-07-2018
6	30-07-2018	06-08-2018	06-09-2018
7	10-09-2018	17-09-2018	18-10-2018
8	12-11-2018	19-11-2018	20-12-2018

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



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Delflandlaan 4, 1062 EB Amsterdam | tel. +31 (0)20 758 1000