



Vi Menn Bil

TopGear
MAGAZINE

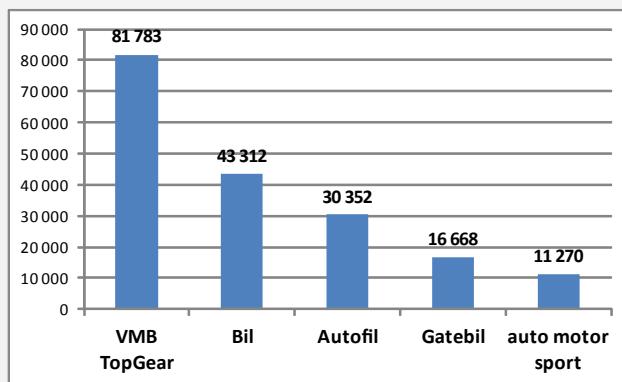
Norway's leading Car Magazine

2012

Vi Menn Bil TopGear Magazine is a potent force on the Norwegian media market. It appears 8 times annually, co-distributed with its parent magazine Vi Menn.

Vi Menn is the country's largest circulating magazine with a predominantly male readership. In addition, Vi Menn Bil TopGear Magazine also has a stand alone circulation period of 4 - 8 weeks, bringing the total net audited circulation to an impressive 81.783!

Credibility, volume and unbeatable value!



The 5 largest Norwegian Car Magazines by circulation (2010)

PUBLICATION PLAN

Formats and prices on reverse side of leaflet

Issue	Copy date	On sale	
1	17. Jan.	06. Feb.	
2	17. Feb.	12. March	
3	28. March	23. April	
4	04. May	29. May	
5	08. June	02. July	Double summer Issue
6	10. July	03. Sept.	
7	21. Sept.	15. Oct.	
8	09. Nov.	03. Dec.	Double X-mas / New Year Issue

FORMATS AND PRICES 2012

	Surface		Col	Bleeded (1)		FORMAT	PRICE
	W	H		W	H		
2/1p spread	398	260	8	416	278	4/1 p	79 900
2x1/2 side by side	398	129	8	416	138	3/1 p	65 800
1/1p	192	260	4	208	278	2/1 p	46 900
Back cover	192	238	4	208	243	1/1 p	29 400
3/4p	143	260	3	152	278	3/4 p	24 900
1/2p hor	192	129	4	208	138	1/2 p	17 900
1/2p vert	94	260	2	103	278	1/4 p	9 900
1/4p	94	129	2	-	-	1/8 p	5 900
1/4p hor	192	64	4	-	-	Inside front cover	36 500
1/4p vert	45	260	1	-	-	Page 3	36 500
<p>(1 For bled full page please add 4 mm all sides to attain gross format. Please keep all essential information a minimum of 12 mm from edge. Cancellation must be made in writing at the latest 6 weeks before publication.</p>						PP 2 and 3	51 900
						1/1 facin contents	35 900
						First rh page	35 900
						Inside back cover	33 900
						Back cover	38 400



Booking and information: