

auto touring 2024

Target group: FITs



FACTS

- 1.961.652 copies
- 1.920.000 readers
- Distribution: Austria
- 11x per year



GOOD REASONS

- 25% coverage in Austria
- Regional advertisement supplements possible
- Most economical advertising medium with the monthly magazines
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Auto Touring is the member magazine of ÖAMTC and comes with its own travel section - with around 2 million readers you have a reach of over 30%. A split run in the different states is available. It is published 11x a year.

Format	€ -rate 4c	B	H
1/1 page	28.800,-	188 mm	244 mm
1/2 page	14.400,-	188 mm	123 mm
1/3 page	9.600,-	60 mm	244 mm
1/4 page	7.200,-	92 mm	123 mm

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2024	Feb 2024	01.01.2024	07+08/2024	Jul/Aug 2024	01.06.2024
03/2024	March 2024	01.02.2024	09/2024	Sept 2024	01.08.2024
04/2024	April 2024	01.03.2024	10/2024	Oct 2024	01.09.2024
05/2024	May 2024	01.04.2024	11/2024	Nov 2024	01.10.2024
06/2024	June 2024	01.05.2024	12/2024	Dec 2024	01.11.2024

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Unser Herz schlägt für den Tourismus.

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Valid from September 2023 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included.
Price changes and errors excepted. [General terms & conditions](#)