

fresh

MEDIAOFFER

2019





WHY FRESH?

Information, news, trends, thoughts, ideas - this is what **Fresh**, Slovnaft's monthly lifestyle magazine offers its readers. The free publication, available at the company's more than **253 filling stations**, is unique in the country in the sense, that it appears in Slovakian language in **45 thousand copies**, and in South Slovakia, in an additional **5 thousand** Hungarian copies. The informative, engaging and sometimes humorous writings of **Fresh** magazine cover a number of interesting topics. The magazine offers the latest car news, while car drivers can also obtain adequate and useful advices for the given season. Ratislav Chvala, the well-known automotive journalist will be testing the latest models for our magazine.

Supporting local producers is a key project of Slovnaft, and the company puts great emphasis on promoting the products marketed under the brand name **Naše najlepšie**. Each month, a local Slovakian producer and his hand crafted products will be showcased in the magazine. Aside from interviews with credible and famous Slovakian artists and athletes, **Fresh** magazine readers can also read exclusive interviews with Hollywood stars. All this is tastefully wrapped in a relevant and sophisticated layout, with a modern and vibrant design, as you would expect of an international magazine, that appears, not only in Slovakia, but in other European Union countries as well (Hungary, Romania) with special content tailored and suited for each country.

FRESH MAGAZINE IS A USEFUL COMPANION FOR...

...the passionate travellers, to whom the road itself is as important as the destination. The thematically compiled content, with its varied destination recommendation tips (from a romantic weekend to the country's most scenic routes), the magazine offers interesting ideas each month for families, friends and romantic travellers.

...those, who are keen to read about the most important innovations and novelties of the automotive industry, and to whom it is important to obtain comprehensive and systematic information regarding new models in the Slovakian market.

...those individuals, who like to set the tone and dictate rather than follow trends, who are well-informed and are always one step ahead of the pack - whether it's with regards to fashion, beauty and cosmetics, gastronomy, events, trendy new places, or any other aspect of a sophisticated lifestyle.

ÉKE OÁZISA A VÁG MENTÉN

ÚJULUNK MEG FRISS TAVASZI ÉTELEKKEL!

FEJZŐKÉNT DÖLTÖ LEVESÉKÉNT

NEW CSAK A ZÖLDSÉGEKNEK VAN TAVASZAL SZÉZONJUK!

TÁLALJUNK EGÉSZSÉGET!

TÖNKÉLYVÉZA-SALÁTA PARABOLISSZOMMAL, BROKKOLIVAL, FEJA SAJTJAL

ROZMARINOS BAKÁRYSÁLT QUINÓVAL

SLOVNAFT'S SPECIAL DEALS – WORTHWHILE FINANCIALLY

Although **Fresh** is free of charge, it does not only inform and entertain its readers, but also offers them numerous discounts and financial benefits. Aside from the monthly specials deals on certain products, readers can learn all about the services and development activities of the filling stations. It certainly pays-off to take it home!

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ADVERTISING RATES

ADVERTISING AREA	2019
1/1	4,413 EUR
2/1	6,635 EUR
1/2	2,508 EUR
1/3	1,873 EUR
2/3	2,825 EUR
1/4	1,238 EUR
C2	5,048 EUR
C3	4,730 EUR
C4	5,683 EUR
Folding cover page	6,952 EUR

ADVERTISEMENT DIMENSIONS

ADVERTISING AREA	TYPE AREA	TRIM SIZE	BLEED SIZE
1/1	185 × 265 mm	210 × 297 mm	220 × 307 mm
2/1	400 × 265 mm	420 × 297 mm	430 × 307 mm
1/2 landscape	185 × 130 mm	210 × 146 mm	220 × 156 mm
C2	185 × 265 mm	210 × 297 mm	220 × 307 mm
C3	185 × 265 mm	210 × 297 mm	220 × 307 mm
C4	185 × 265 mm	210 × 297 mm	220 × 307 mm

MAGAZINE SPECIFICATIONS

Length: 36 colour pages
Dimension: 210×297 mm (A/4)
Paper quality: 80g Galerie single-colour coated paper
Printing: rotary offset

DISTRIBUTION

130,000 copies at MOL service stations in Hungary
50,000 copies at service stations in Slovakia
70,000 copies at service stations in Romania

ADVERTISING SPECIFICATIONS

Advertisement formats: jpg, tif, 300 dpi
CMYK, proof colour samples
Grid density: 60

PUBLICATION DATES

ISSUE	RELEASE DATE	ORDER DEADLINE	MATERIAL DELIVERY DEADLINE
January	January 2, 2019	December 3, 2018	December 10, 2018
February	February 1, 2019	January 11, 2019	January 18, 2019
March	March 1, 2019	February 11, 2019	February 18, 2019
April	April 1, 2019	March 11, 2019	March 18, 2019
May	May 2, 2019	April 9, 2019	April 16, 2019
June	June 3, 2019	May 10, 2019	May 17, 2019
July	July 1, 2019	June 11, 2019	June 18, 2019
August	August 1, 2019	July 10, 2019	July 17, 2019
September	September 2, 2019	August 9, 2019	August 16, 2019
October	October 1, 2019	September 11, 2019	September 18, 2019
November	November 4, 2019	October 10, 2019	October 17, 2019
December	December 2, 2019	November 12, 2019	November 19, 2019
January	January 2, 2020	December 2, 2019	December 9, 2019