

STIL & ELAN

MEDIAOFFER

2019





can also find the most important and useful seasonal advices. Aside from the domestic and foreign travel recommendations and tips, the magazine's gastronomy columns are also very popular, same as the celebrity interviews. Readers can read Stil&Elan's exclusive interviews with the value-creating, authentic and famous artists of Romania, as well as the most famous Hollywood stars of our times. All this is wrapped in a relevant, sophisticated, modern design, with a fresh and dynamic layout, as you would expect of an international magazine, that also appears in other EU countries aside from Romania, (Hungary, Slovakia) with content tailored and adopted to the specific country.

STIL&ELAN MAGAZINE IS A USEFUL COMPANION FOR:

... a passionate traveller, to whom the journey itself is more important than the destination. Its thematic collection of diverse travel tips (be it a romantic getaway, or showing the most spectacular scenic routes throughout the country), the magazine offers interesting ideas to these four-wheeled adventurers.

... those individuals who are most curious to know about the latest automotive innovations and novelties, for people who seek to obtain comprehensive and systematic information regarding the new models available on the Romanian market.

... those who like to set the trends, who do not wish to march after the trends, but rather, via being well informed, stay ahead of their game – be it with regards to fashion, beauty, gastronomy, new events, trendy new places or anything else related to sophisticated, fine living.

WHY STIL&ELAN?

Information, news, trends, thoughts, ideas, is what MOL Romania's monthly car and lifestyle magazine, **Stil&Elan** offers its readers. The free publication, which is available at the company's **219 filling stations**, is unique, in addition to appearing in Romanian language in **60 thousand copies**, another **10 thousand** is also available in **Hungarian** in Transylvania.

Stil&Elan is rich, spirited, its engaging writings offer a number of interesting topics. In the magazine, you can read about the latest, most up-to date car news, meanwhile, drivers

THE MOL SPECIAL DEALS – ARE ALSO WORTHWHILE FINANCIALLY

Although the **Stil&Elan** magazine is a free publication, it does not only inform and entertain, but also contains discounts and financial benefits for its readers. MOL Romania offers a substantial amount of discount vouchers to its readers each month. Readers can learn all about the company's current discounts and promotions, as well as about the fillign station services and developments. It's worth taking home!

PROVOCĂRI EXTREME
RALIUL DAKAR 2017

SCHI ÎN EUROPA
5 REGIUNI RECOMANDATE ÎN 2018

ENERGIZĂTOR SZUPERMENÜ
A tél dereán igen nagy szükség van szervezetünk az energiára, így ilyenkor érdemes a környezetünk élelmiszeranyagokban, orvosoknál különösen gazdag superfoodokhoz nyúlni.

SCHIA ÎN EUROPA
5 REGIUNI RECOMANDATE ÎN 2018

SLOVENIA – MARIBOR-POHOŘE
București
Slovenia este o țară care este aproape de România și este în apropierea Alpilor, fiind o țară ideală pentru cei care doresc să se relaxeze în natură și să se bucură de frumusețea peisajului său. În Maribor, capitala, se poate găsi o atmosferă relaxantă și o priveliște frumoasă asupra râului Drava. În Pohoře, o regiune montană, se poate găsi o atmosferă de liniște și o priveliște frumoasă asupra munților.

SLOVACIA – ČHOPŮK-JASNA
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OBANĂLMÁS SÍLT PÁNLÓZSÁN FŐZÉRES TÁJÉKOZÁS

ZSÁLYÁS ÉRESBŐRÖNYV KESZÜDÉS AVOKADÓKÉMMEL

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STIL&ELAN

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
Fold cover	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 1, 2018	December 5, 2018
February	February 1, 2019	January 7, 2019	January 9, 2019
March	March 1, 2019	February 7, 2019	February 12, 2019
April	April 1, 2019	March 6, 2019	March 11, 2019
May	May 2, 2019	April 5, 2019	April 9, 2019
June	June 3, 2019	May 6, 2019	May 9, 2019
July	July 1, 2019	June 5, 2019	June 11, 2019
August	August 1, 2019	July 8, 2019	July 12, 2019
September	September 2, 2019	August 5, 2019	August 7, 2019
October	October 1, 2019	September 9, 2019	September 12, 2019
November	November 4, 2019	October 7, 2019	October 10, 2019
December	December 2, 2019	November 7, 2019	November 12, 2019
January	January 2, 2020	December 02, 2019	December 4, 2019