

**Auto  
Bild**

# klassik

The magazine for young- and old-timers.

## The young magazine for old cars. or: the lobby for the hobby.

**AUTO BILD Klassik** begins where others stop: with models that are more than 15 years old. Cars that have shown character in the course of their life and are therefore not scrap iron on the heap.

**AUTO BILD Klassik** reports on future classics, young- and old-timers.

*We explain:* automobile history and bring it to life.

*We want:* to preserve what history wrote and sharpen awareness for it;

*We want:* to re-ignite the young love for old steel plate and allow the old ones to age gracefully.

*We will:* make your dream-car realistic and supplement the old-timer scene with the part that is its origin: young-timers.

**AUTO BILD Klassik** is classic AUTO BILD: with reports and features, test, engineering and technology, as well as an extensive guide on subjects like restoration/repair, sourcing of spare parts, up-keep and maintenance, registration, insurance, clubs and literature.

**AUTO BILD Klassik** is quite simply modern heritage.

**AUTO BILD Klassik** respects the old ones and rescues the rare ones

**AUTO BILD Klassik:** with large advertising section and hot bargain market

**AUTO BILD Klassik** analyses, uncovers and communicates.

**AUTO BILD Klassik** is different than the classic old-timer magazines. It is the central control organ for the smooth operation of the young old-timer scene. For the love of the car.



<b>Print run:</b>	<b>170.000 copies</b> (source: publisher)
<b>Publication date:</b>	<b>22.01. + 19.03. + 21.05. + 23.07. + 17.09. + 19.11. 2010</b>
<b>Closing date:</b>	<b>14.12.09 + 12.02. + 16.04. + 18.06. + 13.08. + 15.10. 2010</b>
<b>Deadline for printing data:</b>	<b>21.12.09 + 19.02. + 23.04. + 25.06. + 20.08. + 22.10. 2010</b>
<b>Ad price 1/1 page 4c:</b>	<b>9.100,- Euro</b>

You can get additional information at any time at:



**B&M Marketing GmbH**  
Hansastraße 4a, 91126 Schwabach  
Tel.: +49 (0) 91 22/985-221, Fax: +49 (0) 91 22/985-251  
info@bm-marketing.net  
www.bm-marketing.net

AutoBild klassik