
The FREE nationwide German car magazine.



SoSCENE®

Media Pack 2015/16

Intro duction.

Introduction

SoScene is a FREE nationwide magazine catering for the German car enthusiast.

Available at popular car meets, forum events, retailers and distributors, in addition to modified car shows, weekend and day events.

Soscene is not just for the car enthusiast looking to connect with the best content and products, it is for everyone; the publication is about the scene, for the scene, by people from the scene.

Our Mission.

Our Mission

Here at SoScene, we aim to bring together all the different genres and aspects from the global German car scene, in one place.

We will be affording free access to the latest content; from club and individual features, to articles, show coverage and retail offers, straight into the hand of the enthusiast.

The publication will appeal to everyone; from the purest aficionado, to the grass roots car kid.

There will be a delicate blend of modern classics, new wave show cars and old school racers, with everything in between.

Content.

Content

We have outlined just some of the material that will be found in the magazine;

- **Individual Vehicle & Owner Features**
- **Meet Coverage**
- **Show Reports**
- **Spotted Section**
- **'How to' Guides**
- **Offers / Competitions**
- **Product Reviews**
- **Event Calendar**
- **Group and Club editorials**
- **Advertorial**

Distribution.

Distribution

We have formulated strong bonds and ties with some of the major and most active car clubs both in the UK and abroad. This friendship has enabled us to organize distribution channels that will see the publication placed into the hand of your target audience.

We will also be placing copies on the counter tops of the establishments of our advertisers and the tables at trade stands at popular car shows, that we will be affiliating ourselves with.

Our calculated potential reach is in excess of **120,000 people**, through our printed publication alone.

Shows & Meets.

Shows & Meets

So Scene is bought to you by the organisers of the HomeGrown, Fourinstance & Gutenstance clubs, we are very proactive in the UK car scene and organise some of the largest meets in the UK.

Our affiliation with the main UK car clubs will mean your branding is seen nationwide and is distributed straight in to the hands of your potential future clients.

With the help of our advertisers and with the sponsorship deals we have in place we will be in attendance at the following 2016 shows:

Dub Shed
Fast show
Early Edition
BHP Show
Players Classic
Mod Nats
BMW Show
Spring Cleaning
RollHard Charity
Gravity

FittedUK
Players
Edition38
The Big Meet
GTI Spring Fest
Show & Glow
PrestigeUK
Trax
LowCollective
Titanic Dubs
Oh So Retro
GTI Fest
Vag Tuner Expo
Dubs In The Park
Waterstock
Ultimate Stance
Ultimate Dubs
Vags at the Manor
GTI International

We will be also in Worthersea, VW days, total tuning and MIVW to name but a few.

Mechanical Data.

Mechanical Data

Single Page (Portrait)

- Trim Size:
148mm x 210mm
- Bleed Size:
154mm x 216mm
- Type Area:
138mm x 200mm

Double Page Spread (Landscape)

- Trim Size:
310mm x 210mm
- Bleed Size:
316mm x 216mm
- Type Area:
300mm x 200mm

FILE FORMATS ACCEPTED FOR PRINT

All files must be high resolution (300dpi minimum) with all fonts embedded and CMYK separated or Grayscale, (JPEG, Tiff, PDF or Adobe Illustrator EPS files with fonts saved as outlines). Word document are NOT acceptable. Full pages must be supplied with trim marks and 3mm bleed included in the file.

*Any text or important images should NOT be placed too close to the centre of the advert, we have a crease here and important information can be lost, please allow at least 15mm either side.



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ED INDUCTION

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Editions





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