



BMW MAGAZINE.

MEDIA KIT 2012



DYNAMIC, CULTURED, CHALLENGING – BMW IS SYNONYMOUS WITH LUXURY

CIRCULATION: 69,268*

BMW Magazine has a wide reach, with an audited circulation of more than 69,000 copies direct mailed to the homes of new BMW owners throughout Australia – guaranteeing access to a premium, qualified audience of consumers who choose only the best.

READERSHIP: 203,000**

A median age of 49, with an annual household income of approximately \$306,000, *BMW Magazine* readers have the time and inclination to indulge in life's luxuries.

READERS PER COPY: 2.93

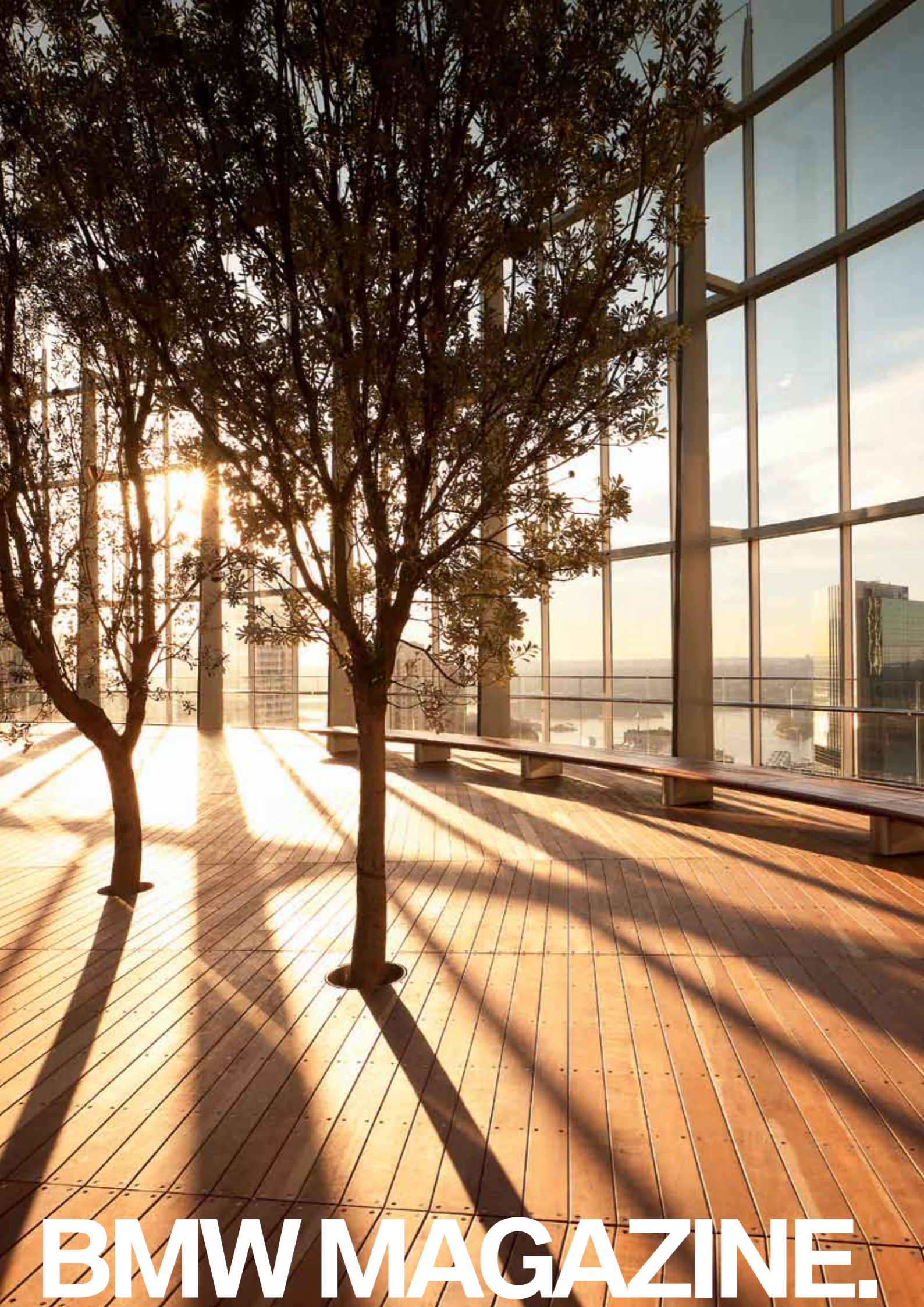
Extended to an audience of more than 69,000 affluent and influential BMW owners around Australia, *BMW Magazine* – the social magazine for BMW Australia – offers a sense of energy and excitement not unlike that felt by BMW owners when driving their BMW. Dynamic, cultured and challenging, *BMW Magazine* epitomises a lifestyle of luxury.



***CAB AUDITED DISTRIBUTION:** 69,268 copies 1 October, 2010 – 30 September, 2011

**Average 2.93 readers per copy (readership estimate: 203,000)

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TARGET AUDIENCE – SUCCESSFUL BUSINESSPERSON, AGED 35–50. SOPHISTICATED, PROFESSIONAL, HIGH DISPOSABLE INCOME

Already committed to the purchase of luxury goods, the *BMW Magazine* reader is a prosperous individual of impeccable taste and keen judgement, with the time, means and inclination to indulge in life's luxuries and reap the rewards of their success.

- + 66 per cent of readers are men
- + 34 per cent of readers are women
- + 88 per cent of readers are married
- + 29 per cent of readers have a postgraduate degree
- + 34 per cent of readers have a university degree or diploma
- + 13 per cent of readers have a technical certificate
- + Median annual household income of \$306,000

In general, BMW drivers are more inclined to be tertiary educated with a degree and pursue a career in finance, property and / or business services.

Based on the Salmat Profile, BMW drivers are four times more likely than the average population to be Prestigious and High Status Urban Dwellers. They are frequent travellers for business and pleasure, with a higher propensity than the average population to be heavy users of air travel, with more than 5,000 travelling overseas two or three times a year.

In Roy Morgan's Value Segments, BMW drivers perform best among Visible Achievers (the group who have 'made it') and Socially Awaras (people who have a strong interest in the new and different, including the arts, design and fashion).

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CONTENT

Travel, culture, arts and architecture – *BMW Magazine* features breathtaking photography of some of the world's most beautiful locations. We take readers on vivid journeys mapped out by lyrically energetic articles on travel, lifestyle, technology and more. *BMW Magazine's* commitment to covering the best in design from around the world brings this affluent audience subject matter that is relevant, fresh and inspiring, mirroring the BMW commitment to design excellence in its automobiles.

COMMENT Highlights from the latest edition, plus the inside word from BMW Group Australia's Managing Director.

NEWS The latest news from BMW Group Australia, including key trends and accessories, technology and dealer news.

FEATURES Step into a world of innovation, design, art, architecture, lifestyle and fashion... our feature stories take readers to exclusive and exciting places, and introduce them to engaging, creative and intriguing people.

90+ Wine adept Adrian Read, of Wine IQ, blends expert knowledge with recommended palate pleasers to give keen insights into the Australian wine scene.

HAUTE CUISINE Renowned Australian food critic John Lethlean – former *Gourmet Traveller* editor, contributor to *The Age Epicure* and (*melbourne*) magazines and now with *The Weekend Australian Magazine* – applies his tastebuds to uncover Australia's finest dining experiences.

THE SCENE Where the beautiful people cool their heels – the hottest hotels, restaurants, galleries and concept stores across Australia and the globe.

TRAVEL Whet your appetite for wanderlust with a travel section that transports readers to enticing and intriguing locations around the world.

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2012 RATE CARD

	Casual	Schedule x 2	Schedule x 3
Full page	9,850	9,450	8,850
Double-page spread	18,850	18,050	16,850
Inside front cover spread	21,500	20,700	19,500
Inside back cover	11,250	10,850	10,250
Outside back cover	12,500	11,940	11,380

- 15% loading is applicable for premium positions.
- All rates quoted are exclusive of GST.
- All advertising creative is subject to BMW Group Australia's approval prior to publishing.

DEADLINES

Issue	Booking	Material	Cancellation	Released
May 2012	23 March	30 March	17 March	30 May
Nov 2012	21 September	28 September	14 September	30 November



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MECHANICAL SPECIFICATIONS

D x W mm	Type Area	Trim Size	Bleed Area
Double-page spread	257 x 393	280 x 430	290 x 440
Full page	257 x 180	280 x 215	290 x 225

- We would prefer all advertising artwork to be supplied through www.quickcut.com.au or email advertising@edgecustom.com.au
- Artwork must be supplied as a high resolution PDF. Ensure all colours are specified and set to CMYK format. Fonts are to be embedded in the PDF.
- Supply artwork with trim or registration marks for bleed advert type.
- A colour proof or print in actual size must be provided as a guide to the final appearance of the advertisement (no responsibility for colour accuracy).
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the inside gutter edge by a minimum of 18mm.

CONTACT

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