

# Volkswagen Magazine

MEDIA KIT 2012



## Volkswagen Magazine

---

Intelligent, contemporary and innovative, Volkswagen Magazine represents one of the world's most sophisticated car manufacturers. Reaching more than 90,000 readers twice a year, Volkswagen Magazine brings to readers all the news from their favorite motoring brand.

Our global team covers all the latest news on motoring, vehicle technology and lifestyle features such as dining and travel.

Volkswagen's continued commitment to excellence is mirrored in the magazine's visual style. In line with their vehicle of choice, our discerning readers expect taste and subtlety in design and each article reflects that expectation.



## The Audience

---

Volkswagen Magazine readers are ABs and most have purchased a new Volkswagen vehicle in the last three years.

They are tertiary educated and are often leaders in their fields. Whilst being discerning consumers with tremendous spending power, these individuals value quality over price.

As affluent professionals they have a keen eye for fashion, architecture, design and innovation. These readers are brand conscious and enthusiastic about design in all forms. They appreciate genuine luxury in every aspect of their lives.

Research shows the Volkswagen reader is an urban dweller, living in the metro area of a major Australian city. They are early adoptors, relishing the latest gadgets, computers and technologies.

They are professionals as well as visible achievers, going out of their way to find the products and services they read about in the magazine. Few publications can rival Volkswagen Magazine's targeted AB demographic and strong distribution channel.

This desirable, affluent and socially aware audience is the perfect target for any promotional schedule, providing very little if any duplication across the media landscape. If you want to target sophisticated spenders, Volkswagen Magazine will take you there.



## Demographics

---

CIRCULATION: 93,000  
(CAB March 2011)



CIRCULATION AUDIT BOARD

Readership estimate: 272,490  
Average 2.93 readers per issue

Based on an official Volkswagen Group Australia survey through 2009:

- 67% of customers are male; 33% are female
- 88% are over 30 yrs old
- 68% earn household income above \$100,000
- 23% earn household income above \$200,000
- 62% are managers or professionals
- 63% of Volkswagen drivers are tertiary educated
- 68% have no children
- 72% live in metropolitan areas

Roy Morgan April 2010

In the last 3 months:

- 85.9% went to a clothing store/boutique
- 83.4% went to a department store
- 70.6% went to a restaurant
- 80.9% entertained friends/relatives
- 83.7% used a computer at home

## The Power of Custom Magazines

---

- 95% of readers will read custom magazines as soon as they get them, as well as hold on to them for future reference.
- Readers spend an average of 40 minutes reading custom magazines.
- 64% of readers talk to someone about the brand as a result of reading a custom magazine.
- Direct marketing beats TV advertising in terms of awareness, sales and recollection of the campaign\*.

(Source: The Australian Custom Magazines Report, McNair Ingenuity, 2011 \*Source: Mumbrella Conference 2011)



## Innovation and Design

---

Visually appealing and intelligently written, Volkswagen Magazine brings stories and images from our local and global partners to the reader twice a year.

Features on travel, dining, the arts and other experiences all add to the many layers of content on offer to the reader.

Volkswagen Magazine brings the world of Volkswagen alive, with all the latest news, advances in design, new technologies and visions, whilst keeping the reader fully engaged.





**GOLF** | **EOS** | **TOUAREG** | **POLO** | **PASSAT** | **NEW BEETLE** | **JETTA**

**RATES:**

|             | <b>CASUAL:</b> | <b>2 ISSUES:</b> | <b>3 ISSUES:</b> | <b>SPECIAL POSITIONS:</b> |
|-------------|----------------|------------------|------------------|---------------------------|
| Double page | \$9,500        | \$8,500          | \$7,250          | Inside front cover or     |
| Full page   | \$5,500        | \$4,950          | \$4,250          | outside back cover        |
|             |                |                  |                  | carry 30% additional      |
|             |                |                  |                  | loading                   |

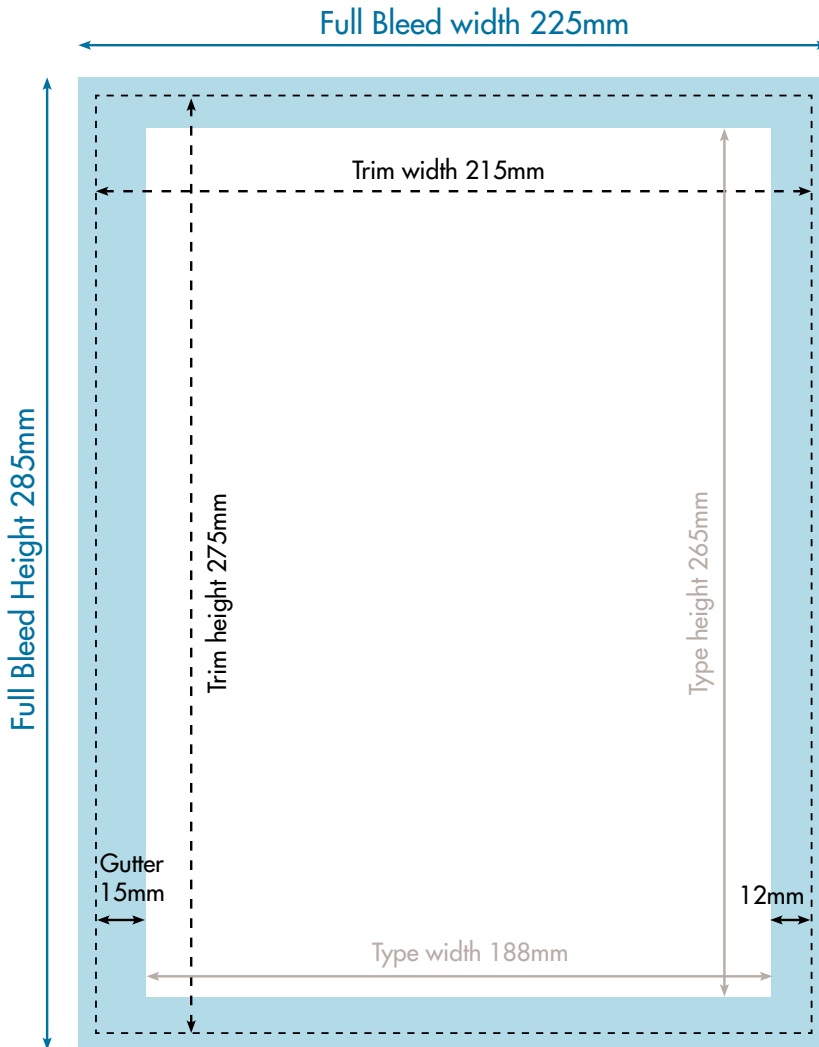
**PUBLISHING DATES:**

|                      | <b>BOOKING DEADLINE</b> | <b>ARTWORK DEADLINE</b> | <b>PUBLICATION DATE</b> |
|----------------------|-------------------------|-------------------------|-------------------------|
| July 2012 / Issue 19 | May 22, 2012            | May 29, 2012            | July 6, 2012            |
| Dec 2012/ Issue 20   | Oct 22, 2012            | Oct 29, 2012            | Dec 6, 2012             |

**CONTACT**

Sales Executive - Luxury  
 Dennis Lee  
 t: +61 (02) 8962 2681  
 m: 0411 797 177  
 dennis.lee@edgecustom.com.au

*All prices are GST exclusive  
 For Full Material Specifications email: [advertising@edgecustom.com.au](mailto:advertising@edgecustom.com.au)*



## MATERIAL SPECIFICATIONS

Publication size: 275mm x 215mm.

- The magazine is published electronically and we would prefer artwork be supplied through [www.quickcut.com.au](http://www.quickcut.com.au)
- However, artwork can be supplied on CD or DVD. Files under 10MB can also be emailed directly to us.
- Artwork must be supplied in 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 ONLY.
- Include a "read me" document with your files to communicate any special instructions.
- Clearly label supplied discs and proofs with your name, address, phone no. and job name.
- 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 gutter edge by a minimum of 3mm each side (total 6mm).

## AD SPECIFICATIONS

| Advert Type        | Trim                                      | Type              | Bleed             |
|--------------------|---|-------------------|-------------------|
| Double page Spread | Must be supplied as two single Full Pages |                   |                   |
| Full Page          | 275mm H x 215mm W                         | 265mm H x 188mm W | 285mm H x 225mm W |

### Send advertising material to:

Sydney Stevenson  
 T: 02 8962 2600  
 E: [advertising@edgecustom.com.au](mailto:advertising@edgecustom.com.au)  
 Or <ftp://ftp.edgecustom.com.au>  
 Username: vwaust | Password: golf(r)  
 If sending material via FTP please email the above address to confirm when sent.

### Please post artwork to:

Edge  
 Ad Co-ordinator  
 GPO Box 661, Manly NSW 1655

### Please deliver artwork to:

Edge  
 Ad Co-ordinator  
 51 Whistler Street, Manly NSW 2095

### Disclaimer

Whilst internal production processes may verify that material is within specifications the onus is firmly on the trade house to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Edge reserves the right to refuse any material that does not meet the Edge specifications.

