

ADVERTISING RATES PRINT



PROFILE

PRESTIGE CARS is a glossy quarterly bi-lingual magazine published in both German and English. With a core emphasis on exclusive cars, it is aimed at a wealthy, predominantly male audience aged 30 and upwards.

More than any other medium, PRESTIGE CARS relies on the creation of an emotional bond between its readers and the magazine. This relationship is based on the many and various ways in which the themes of “cars” and “luxury” are handled.

PRESTIGE CARS is positioned in the “Car & High-Class” segment, and is the only print magazine covering this area in the German-speaking world, as well as the international market.

PRESTIGE CARS is distinctive both as a brand and for fulfilling its role in its targeted segment. A passion for quality and the readers’ desire to enjoy the “best of the best” positions the magazine perfectly, and provides its USP.

Under the magazine’s glossy surface, readers will find depth and accuracy in the editorial, backed by stunning imagery. The readers in this premium lifestyle target group, whether exponents of discreet or ostentatious consumption, appreciate the exceptional quality.

Sections covering topics like personalities, finance, travel, accessories and classic cars are presented in a contemporary and appropriate manner.

The magazine’s style is unique and individualistic, its exceptional design a vehicle that clearly conveys its commitment to excellence. Each issue takes the reader by surprise with a cover design that gives it collector’s status.

PRESTIGE CARS consolidates the position of major name brands, placing exciting new products centre stage and titillating the readers senses. PRESTIGE CARS is the first taster for things that are good and exciting.

READER STRUCTURE

FACTS ABOUT OUR READERS

GENDER

“PRESTIGE CARS is predominantly a men’s magazine.”

89% male

11% female

AGE

“The readers of PRESTIGE CARS are in the prime of life.”

83% are between 30 and 59 years old.

INCOME

“The readers of PRESTIGE CARS are characterised by their financial independence.”

80% have the highest income in their household.

41% have a net household income of over 4,000 euros per month.

EDUCATION

“The readers of PRESTIGE CARS are well educated.”

62% have an Abitur (German university degree) or high school diploma.

PROFESSION

“The readers of PRESTIGE CARS are movers and shakers in the German-speaking world.”

44% are company owners, board directors, CEOs or self-employed.

33% occupy senior positions.

CAR BRAND

“More readers own an Aston Martin than a Renault.”

“More readers own a Ferrari than a Ford.”

“A third of our readers own a car for leisure reasons (luxury/vintage car).”

“One percent of our readers own a Maybach or a Rolls Royce.”

“Over one third of our readers have a company car, and were entitled to select it themselves.”

TOP BRANDS

Mercedes-Benz 31%

Audi 29%

BMW 24%

Porsche 15%

NEW PURCHASE

Just under 50% of readers are planning to buy a new car worth over 50,000.00 euros in the next 24 months.

CAR PURCHASE

42% describe their car as an expression of their attitude to life and of their personality.

38% are prepared to pay more for demonstrably better quality.

DESIRE FOR LUXURY

55% of readers have an interest in wristwatches as well as in hotels and travel.

46% value good clothing.

45% want to own good electronic devices.

37% use expensive accessories and perfumes.

23% are interested in real estate.

BRAND AWARENESS

86% pay attention to the brand first when buying a new item.

ADVERTISING

49% wish to have the emotion and fascination of a brand communicated to them.

38% value aesthetically pleasing advertising themes.

31% prefer advertising that involves an image of the product.

Survey 4/2010, 1.000 interviews



PUBLISHING HOUSE

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E: print@prestigecars.ch

AXEL WÄHRISCH

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JAN-CHRISTOPHER SIERKS

T: +49 (0)160 14 44 100
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ADVERTISING RATES PRINT

FACTS

Pages: 148 Magazine
Price: €9.00
Print run: 50,000
Format: 210 x 280 mm
Frequency of publication: Quarterly

PRINTING PROCESS

Cover: Sheet-offset 300g/m²
Contents: Sheet-offset 100g/m²

DISTRIBUTION

65% Germany, Austria, Switzerland
35% international foreign market

50% Premium locations:

shops, airports,
railway stations

30% Top locations:

hotels, luxury suites,
luxury car dealers,
business clubs,
fashionable locations

10% Top displays:

Media partner events

8% VIP distribution:

Disseminators

2% Specimen copies:

Media, PR

WINTER 2011/12 FP: CW 3

DD: 19.12.2011

SPRING 2012 FP: CW 16

DD: 31.03.2012

SUMMER 2012 FP: CW 29

DD: 30.06.2012

AUTUMN 2012 FP: CW 41

DD: 28.09.2012

WINTER 2012/13 FP: CW 3

DD: 17.12.2012

*FP = First Publication *DD = Delivery Date for Printing Data.

MULTIPAGE DISCOUNTS

3 pages = 5 %

4 - 5 pages = 10 %

6 - 7 pages = 15 %

8 or more pages, terms on request.

COMPANY EDITION

PRESTIGE CARS can also be issued as an exclusive bespoke edition for your company/brand, independent of the public FP. In this instance, we will produce a bespoke edition tailored to your products, themes, targets and services, to the high quality standards associated with PRESTIGE CARS.

You will receive a valuable collector's edition that can be displayed at your premises, used at events, presented to your premium customers or used as a means of corporate communication.

Prices and production schedule on request.

OFFPRINT

All articles published in PRESTIGE CARS are available as individual off-prints. You can present the off-print to clients, business partners, the media, and make it available for download from your website. Our publisher will be pleased to undertake the project design, presentation and printing if required.

INSERTS

Inserts are items of printed material distributed with the magazine. Standard inserts should not exceed the magazine format (mm).

Inserts must be supplied seamed and trimmed.

PRICES

Up to 8 pages

Up to 25 g weight

Insert price per thousand: 250,- €

Postal charges

Other sizes, weights and print runs on request.



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ADVERTISING RATES PRINT

POSTCARD LOOSE INSERTS

Only in connection with a 1/1 page.

Format: e.g. 105 x 148 mm (DIN A6)

PRICES

1/1 page

Postcard loose insert per thousand: 200,- €

Postal charges

Additional charges for other treatment (leaflets, envelopes) on request.

Other sizes, weights and print runs on request.

SUPPLEMENTS

Supplements are items of printed material that are attached to the magazine.

Supplements that are smaller than the magazine format will be positioned and truncated below. The supply must be seamed, trimmed and be provided with a trim

Prices, sizes and weights on request.

SPECIAL ADVERTISING FORMATS

Special advertising formats such as scented prints, DVDs, loose inserts, bookmarks etc. on request.

TECHNICAL DATA

Advertising formats should be delivered as PDF data.

Please send them on a CD by post or directly by email to:

advertising@prestigecars.ch

The file name must include the name of the advertising client. Please keep to our deadlines so that we are able to supply a proof.

For any other questions, please contact your personal contact person or our technical department.

T: +49 (0)69 75 93 84 83

E: technique@prestigecars.ch

The delivery of inserts, supplements and loose inserts should be made by post to our print office:

www.kerndruck.de

DISTRIBUTION



TERMS AND CONDITIONS

All orders are covered by the General Terms and Conditions for Advertising Formats, Advertisements and External Inserts in Newspapers and Magazines.

See www.prestigecars.de.

TERMS AND CONDITIONS OF PAYMENT

Delivery against invoice. Invoice issued upon publication, payable within 14 days. In case of late payment, interest of an amount equivalent to standard

banking overdrafts will be applied. 3% discount if payment is received by the first day of sale, as long as the client account does not have any payments outstanding.

PUBLISHING HOUSE

Prestige & Luxury GmbH

PRESTIGE CARS Magazine

An der Welle 4

D- 60322 Frankfurt



PRESTIGECARS.DE

Managing Director: Bernd Korbach

USt.-Id.: DE271885857 | HRB: 24934

EAN: 4191964609005 | ISSN: 2191-2971

Wiesbadener Volksbank

IBAN: DE41 5109 0000 0025 2121 00

SWIFT / BIC: WIBADE5W



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ADVERTISING FORMAT

- Please always provide a 3 mm trim around the advertisement.
- 5 mm minimum distance between important text and picture elements and the trim line, as well as 10 mm to the band.
- If text or important picture elements run over the band on double pages, the image data must be doubled by 4 mm on either side in the middle. This band addition must be included in the final format of the double page.



OPENING SPREAD | 420 x 280 mm | 17.500,- €



2/1 PAGES | 420 x 280 mm | 15.000,- €



INSIDE BACK | 210 x 280 mm | 8.750,- €



BACK COVER | 210 x 280 mm | 9.500 €



1/1 PAGE | 210 x 280 mm | 7.500,- €



SUPPLEMENTS



INSERTS



POSTCARD-INSERTS



1/2 CROSS | 210 x 140 mm | 4.500,- €



1/2 HIGH | 105 x 280 mm | 4.500,- €



1/3 CROSS | 210 x 95 mm | 3.000,- €



1/3 HIGH | 70 x 280 mm | 3.000,- €

Samples are not definitive in respect of positioning.



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ADVERTISING RATES ONLINE



PROFILE

PRESTIGECARS.DE is a website with a focus on cars, and is positioned in the “Car & High Class” segment as the online counterpart to the PRESTIGE CARS print magazine. The glossy print magazine associated with it is issued every three months.

High quality reports from the luxury and automobile sectors: The editorial content ranges from expensive automobile creations from current and past years of manufacture, interviews, people and

videos through to premium topics such as accessories and lifestyle.

“Delicious” to “investigative” – PRESTIGECARS.DE appeals to passionate car drivers, who are focussed on brands, enjoyment and success. The magazine is as distinctive as a brand and conveys expertise in the target segments. A passion for quality and the readers’ desire to enjoy the “best of the best” position the magazine in the top segment for this format.

This provides PRESTIGE CARS with an exclusive USP. Underneath the magazine’s glossy surface, educated readers always find editorial and pictorial content which displays depth and authenticity. The readers find a point of orientation in the exceptional quality, are adherents of both discreet as well as ostentatious consumption and belong to the premium lifestyle target group. The web portal is an automobile meeting point for those interested in luxury and an exclusive joie-de-vivre.

ADVERTISING RATES ONLINE

FACTS:

- USP in the German-speaking world
- wealthy, predominantly male target group
- high-class and up-to-date
- linked with social networks
- page impressions: 500,000
- unique users: 35,000

PUBLISHING HOUSE:

Prestige & Luxury GmbH
PRESTIGE CARS Magazin
An der Welle 4
D- 60322 Frankfurt

Material	Superbanner	Skyscraper	Content Ad	Wallpaper	Layer Ad	Banderole Ad	Special Formats	Advertorials
Pixel	468x60 und 728x90	120x600 und 160x600	300x250	on request	400x400	770x250	on request	on request
KB	< 20	< 30	< 25	< 60	< 50	< 50	on request	on request
Data File	swf, jpg, gif, html	swf, jpg, gif, html	swf, jpg, gif, html	swf, jpg, gif, html	swf	swf, jpg, gif, html	on request	on request
Booking	CPM	CPM	CPM	CPM	CPM	CPM	CPM	
Homepage	35	35	70	80	85	95	on request	on request
Cars	35	35	70	80	85	95	on request	on request
Luxury	35	35	70	80	85	95	on request	on request
People	35	35	70	80	85	95	on request	on request
Videos	35	35	70	80	85	95	on request	on request



SUPERBANNER | 468 x 60 und 728 x 90 px



SKYSCRAPER | 120 x 600 und 160 x 600 px



WALLPAPER



CONTENT AD | 300 x 250 px



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