

# MQ.

MARQUE



THE AUTO CLASSIC MAGAZINE

## *Media Kit*



## welcome

It is with great pleasure that I welcome you to *Marque*, the luxury lifestyle magazine mailed directly to the homes and offices of over 13,000 BMW and MINI owners here in WA.

Carefully crafting our features and advertising partnerships around what our readers want, *Marque* is your opportunity to partner with the success story of Auto Classic – one of the largest BMW dealerships in the southern hemisphere - and present your business to its broad customer base with time and money to spend enjoying the finer things in life.

Research\* shows that, on average, people who receive custom magazines spend approximately 40 minutes reading each issue. It also shows that BMW owners are quality conscious and discerning customers, all of which has gone into shaping *Marque* into the high quality, luxury lifestyle magazine they love to read.

Choosing to advertise in *Marque* will bring your brand to the forefront of our readers' minds, as part of this lucrative, glossy magazine delivered straight to many of Perth's most high market-value addresses.

Happy reading – and please see the back of this booklet for how to contact our dedicated sales team for more information on our attractive advertising packages.

Best regards,

*Gabi*

Gabi Mills

Editor, *Marque* ~ the BMW magazine



\* Statistics from McNair Ingenuity Research Pty in association with Publishers Australia, research into custom publishing, 2011.



## about marque

*Marque* – the BMW magazine is a new high quality, quarterly publication, produced for Auto Classic, one of the largest BMW dealerships in Australia.

Each issue will include beautifully written and designed BMW and MINI-related features, as well as lifestyle features including travel, food, luxury living, active sports, business profiles, property and arts articles.

Delivered free-of-charge to Auto Classic's database of 13,000 clients, 97% of which are street addresses, *Marque* provides a unique direct-marketing opportunity to reach a captive and lucrative audience of industry leaders, business owners and professionals, whose median income is nearly six times the national average.

Take this opportunity to align your business with some of the best local, national and international brands in a publication with a low advertising ratio. This means your advertisement will not get lost in a sea of other brands, allowing your message to be heard, loud and clear, especially by those who have the means to spend comfortably.

So there's only one question you need to ask yourself if you are serious about making your brand soar above the rest.

**can I afford not to reach this market?**



## statistics and distribution

Our research shows that the Marque reader is a prosperous individual with impeccable taste, participates in affluent sports, has a keen judgement, and the time, means and inclination to indulge in life's luxuries and reap the rewards of their success.

- + 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 disposable income between \$150,000 and \$250,000 and above.

Marque magazine is retained in the household as a luxury coffee table publication. It is shared between family members and visiting friends, increasing the readership to at least 40,000 per issue - almost 4 times the print run.

Based on the Auto Classic typical customer, their top three leisure activities are golf, fine dining and travel, with other affluent sports coming in close behind.

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

### distribution details

- + 13,000 copies per issue, of which 11,000 mailed directly to Auto Classic's top clients (97% posted to Perth Metro residential addresses) + 2,000 presented in various showrooms.



# rates

Add 10% for preferred positions and 15% for the inside front cover, double page spread and outside and inside back cover positions.

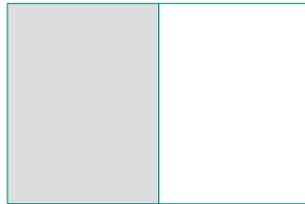
position	1 issue	2 issues	3 issues	4 issues
		(less 10%)	(less 20%)	(less 30%)
First DPS	\$6,000	\$5400	\$4800	\$4200
2nd, 3rd & 4th DPS	\$5500	\$4950	\$4400	\$3850
Premium Full Page	\$3850	\$3465	\$3080	\$2695
Full Page	\$3500	\$3150	\$2800	\$2450
Half Page	\$2500	\$2250	\$2000	\$1750
Third Page	\$1500	\$1350	\$1200	\$1050
DPS Sponsored Content	\$6250	\$5000 (less 20%)		
FP Sponsored Content	\$3850	\$3080 (less 20%)		

[Prices do not include GST. The rates quoted are exclusive of agency commission.]

*\* All advertisement bookings are subject to the Editor's approval.*



# graphics specifications



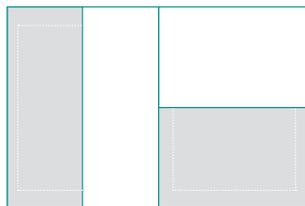
**FULL PAGE**

215 x 275 (trim)  
+ 3mm bleed  
180 x 231 (text area)



**DOUBLE PAGE**

430 x 275  
+ 3mm bleed  
400 x 231 (text area)



**HALF PAGE (VERTICAL)**

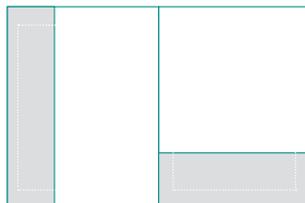
103 x 275 (trim)  
+ 3mm bleed  
88 x 231 (text area)

**HALF PAGE (HORIZONTAL)**

215 x 133.5 (trim)  
+ 3mm bleed  
180 x 113.5 (text area)

## technical

- + All advertisements should be supplied in high resolution pdf or tiff formats, CMYK with 3mm bleed + crop marks
- + Logos should be in .eps or .ai (vector)
- + Images must be supplied at 300dpi



**THIRD PAGE (VERTICAL)**

67.5 x 275 (trim)  
+ 3mm bleed  
52.6 x 231 (text area)

**THIRD PAGE (HORIZONTAL)**

215 x 93 (trim)  
+ 3mm bleed  
180 x 73 (text area)



# deadlines

ISSUE	BOOKING	MATERIAL	PRINT	DISTRIBUTION
spring	31 Jul 2015	12 Aug 2015	17 Aug 20145	01 Sep 2015
summer	30 Oct 2015	11 Nov 2015	16 Nov 2015	01 Dec 2015
autumn	01 Feb 2016	10 Feb 2016	15 Feb 2016	01 March 2016
winter	02 May 2016	12 May 2016	17 May 2016	01 June 2016

*\* Cancellation must be made 30 days before booking deadline to not incur any fees. Ads cancelled less than 30 days before booking deadline will incur a 50% fee of the booked rate/s.*



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contact

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*published by*

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**Auto Classic**

