



# BMW MAGAZINE – INNOVATIVE AND INTERNATIONAL

BMW Magazine is a premium publication for private buyers of new BMWs worldwide.

Reports, interviews and features by top international journalists give readers a sense of the quality, image and lifestyle associated with the global BMW brand.

The high standards and seriousness of the research, along with the quality and originality of the articles and photos, form the basis of an intelligent and fascinating magazine.

The magazine's layout and visuals also put it among the top flight of international publications.

[www.bmwmagazine.com](http://www.bmwmagazine.com)

Frequency 2 times p. year  
 Circulation Germany 400,000  
 Rate full page 4c 15,500 EURO  
 Copy price 8.00 EURO

## READERS

% breakdown / Index

### Gender

Men 62 | 126  
 Women 38 | 75

### Age

30–59 years 61 | 124

### Income

#### (Calendar month/EURO)

Net household income > 4,000 37 | 254  
 Disposable income > 750 17 | 232

### Education and Occupation

School leaving certificate, university entrance qualification 16 | 132

Degree (university, technical college) 33 | 220

Self-employed, freelance professionals 18 | 268

### Consumer attitudes

I like to buy myself expensive items 16 | 313

I buy mainly exclusive brands 12 | 353

Buying well-known brand articles ensures you get good quality 26 | 184

### Range where I allow myself the very best quality

Fashion 33 | 190  
 Living/Furnishing 21 | 183

Source: b4p 2014 I, Index: total population = 100

## SCHEDULE 2015

	Publication date/Germany*	Booking and cancellation date	Copy deadline
<b>1/2015</b>	24. March	14. January	23. January
<b>2/2015</b>	24. September	10. July	31. July

\*The publication dates of international editions vary from those indicated (Germany edition), for technical reasons.

## DISCOUNTS

### Volume discounts

from 2 pages – 5%  
 from 3 pages – 10%

### Country discounts\*

from 2 editions – 10%  
 from 3 editions – 15%  
 from 5 editions – 20%  
 from 10 editions – 25%

### Fixed country combinations

Combi world – 30%

\*Country discounts only apply for advertisements placed in the same issue of the international editions and booked centrally through a single client.

## CIRCULATION

Circulation Germany 400,000 copies  
 Circulation worldwide approx. 3 mio copies

## BMW Magazine / ADVERTISING RATES

Edition	Circulation	full page bw/4c EURO	Edition	Circulation	full page bw/4c EURO
<b>Europe</b>			<b>Africa</b>		
Germany	400,000	15,500.-	South Africa	75,000	4,200.-
Austria*	42,000	3,320.-	<b>Asia</b>		
Belgium	150,000	5,100.-	China	580,000	15,500.-
Czech Republic	12,000	2.860.-	Indonesia	20,000	3,200.-
Great Britain	400,000	10,200.-	Japan	100,000	6,200.-
Netherlands	75,000	3,800.-	Malaysia	12,000	1,400.-
Sweden	85,000	8,000.-	Singapore	15,000	3,100.-
Turkey	25,000	2,040.-	South Korea	100,000	6,730.-
			Taiwan	60,000	5,510.-
<b>North-/South America</b>			<b>Combi world</b>	<b>2,796,000</b>	<b>83,556.-</b>
Canada	120,000	4,000.-	(incl. 30% discount)		
Latin America	25,000	1,220.-			
USA	500,000	17,500.-			

\* plus 5% advertising tax (Austria)

### TECHNICAL DATA

Magazine format: 215 x 280 mm+ 5 mm trim-reserve, Type area: 183 x 244 mm

Printing process: Offset, Color-Management: CMYK

Artwork: Please deliver a print-PDF with 300 dpi resolution

Please find the current and binding technical data on: [www.duon-portal.de](http://www.duon-portal.de) 

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>

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