



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.

Frequency: 2 times p. year
 Circulation Germany: 616,352 (IVW III/12)
 Rate full page 4c: 15,500 EURO
 Copy price: 8.00 EURO

READERS

	% breakdown
Total	100
Men	63
Women	37
Age	
30–59 years	58
Income (Calendar month/EURO)	
household income > 4,000	37
disposable income > 1,000	38
Education and Occupation	
Academic studies with A-levels	22
Senior managers	13
Self-employed	16
Consumer attitudes	
Luxury improves life	19
I would describe myself as a connoisseur	31
I like shopping in exclusive stores	22
To me quality is more important than price	36

Source: TDW 2012

SCHEDULE 2013

	Publication date/Germany*	Booking and cancellation date	Copy deadline
1/2013	12.March	11.January	23.January
2/2013	17.September	12.July	02.August

*The publication dates of international editions may vary from those indicated, for technical reasons.

DISCOUNTS

Frequency discounts	Volume discounts
from 2 insertions – 5%	from 2 pages – 5%
from 3 insertions – 10%	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 D (D, A, CH)	– 15%
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, IVW-audited, 3rd quarter 2012	
Distributed circulation Germany	619,891
Distributed circulation worldwide	ca. 3.2 mio

BMW Magazine / ADVERTISING RATES

Edition	Circulation	full page 4c EURO	Edition	Circulation	full page 4c EURO
Germany	600,000	15,500.-			
Austria*	40,000	3,320.-	Middle East	35,000	5,400.-
Switzerland	50,000	4,980.-			
Combi D	690,000	20,230.-	China	560,000	15,500.-
(incl. 15% discount)			Hong Kong	25,000	4,800.-
* plus 5% advertising tax (Austria)			Indonesia	20,000	3,200.-
			Japan	100,000	6,200.-
France	180,000	8,800.-	Malaysia	12,000	1,400.-
Great Britain	350,000	10,200.-			
			Singapore	15,000	3,100.-
Canada	55,000	3,000.-	Taiwan	75,000	5,510.-
Latin America	20,000	1,220.-	Combi world	2,887,000	76,741.-
USA	750,000	17,500.-	(incl. 30% discount)		

Additional country editions on request:

e.g. Belgium, Netherlands, Sweden, Croatia, Poland, Romania, Slovakia, Slovenia, Czech Republic, Turkey, Hungary, South Korea, South Africa, Australia.

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 

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

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