

MEDIAKIT

2021

Carrera Motors Magazine
Porsche



astrix*

ADDING VALUE TO YOUR BRAND



PORSCHE

Carrera Motors Magazine Porsche



Carrera Motors Magazine™ is a luxury lifestyle magazine for car enthusiasts with a broad interest in fine things. Published on behalf of the Carrera Motors Porsche Centre in the Belgian city of Sint-Martens-Latem, the magazine is sent for free to the large customer base of Carrera Motors Porsche Centre and liberal professions within the wide East Flanders region. In doing so, Carrera Motors Magazine™ guarantees that it reaches a select audience within the higher segment.

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CONCEPT

Philippe De Groulaer

CONTENT

In addition to the latest news and behind-the-scenes info about everything that is Porsche, **Carrera Motors Magazine** offers a wide range of independent editorial pages and categories:

- Lifestyle & fashion
- Gastronomy
- Art & culture
- Sport & yachting
- Travel
- Photography

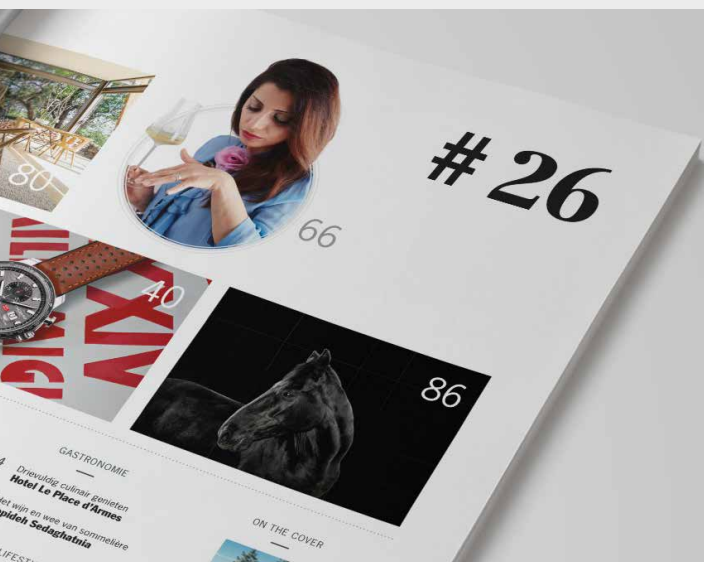
*“For bon vivants
with more taste than time.”*

TARGET AUDIENCE

What connects readers of Carrera Motors Magazine? They are bon vivants with more taste than time. A dynamic and modern target audience, who live to enjoy luxury experiences and luxury items. The biggest part of the target group consists of educated readers with an entrepreneurial spirit. This select audience is in search of inspiration in terms of cars, travel, culture, gastronomy and living.



DIGITALLY AVAILABLE AT ISSUU.COM.





PORSCHE



7 reasons TO ADVERTISE IN CARRERA MOTORS MAGAZINE



Advertise

RESERVATIONS

Astrix Agency
Yannick Dheedene: + 32 476 88 89 02
magazines@astrix.be

FORMATS

1/1 PAGE (full page)
2/1 PAGE (spread)



TIMING 2X PER JAAR

DEADLINE DELIVERY AD MATERIAL

28 February / 30 August

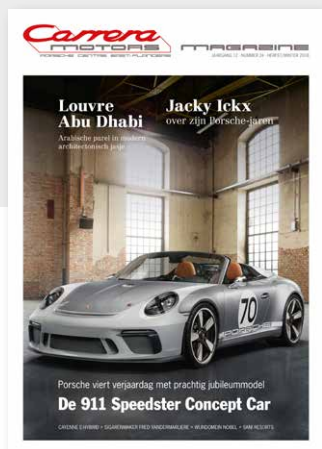
DATE OF APPEARANCE MAGAZINE

March / September

- 1 EXCLUSIVE TARGET AUDIENCE** With Carrera Motors Magazine you will reach a select group of readers with real spending power, who are looking for stylish and high-quality products and experiences.
- 2 VALUABLE CONTENT** A mix of interviews, in-depth articles and reviews give shape to Carrera Motors Magazine. Both up-and-coming talent and well-known people get their place in the magazine, within a wide range of topics. Carrera Motors Magazine only uses visual material of the highest level.
- 3 EYE FOR DETAIL AND FINISH** Carrera Motors Magazine is printed and finished with the utmost care. The matt cover and contemporary lay-out ensure maximum reading pleasure.
- 4 TOP BRANDS AND QUALITY** Both commercial and editorial pages of Carrera Motors Magazine are screened by our editorial team. All brands fit within the sphere of interest of the target group.
- 5 ONLINE PRESENCE** Carrera Motors Magazine is also available online through Issuu and via carreramagazine.be.
- 6 LONG LIFESPAN** Because of the semi-annual publication and the luxurious character of the magazine, Carrera Motors Magazine establishes itself as a true 'coffee table magazine' with a long lifespan. Readers keep every edition for a long time, giving your ad extra attention.
- 7 LIMITED ADVERTISING SPACE** Your ad has more impact if it appears next to valuable editorial content. Carrera Motors Magazine has firmly chosen for a good divide between editorial and commercial content.

TIP! Are you looking to put your company in the spotlight, but in need of help with the content and layout of your ad? Astrix is happy to provide you with a customised offer.

Carrera Motors Magazine Porsche



Technical data sheet

DELIVERY AD MATERIAL & BILLING

Astrix Agency
Vredestraat 49 bus 21, B-8790 Waregem
Yannick Dheedene / Melanie Depypere
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SPECIFICATIONS

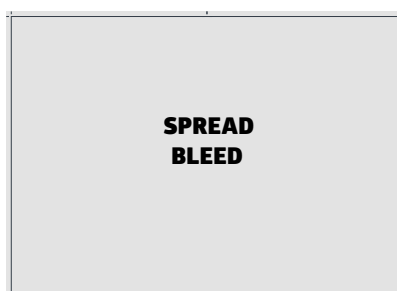
- Certified PDF in high resolution (300 dpi)
- Images and illustrations with minimal resolution of 300 dpi
- Colours converted to CMYK

FORMATS



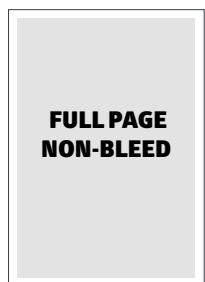
FULL PAGE BLEED

- Trimmed format:
W 210 x H 297 mm
+ bleed of 5 mm around:
W 220 x H 307 mm
- Crop marks:
at 5 mm of the trimmed format
- Typesetting area:
W 190 x H 277 mm



SPREAD BLEED

- Trimmed format:
W 420 x H 297 mm
+ bleed of 5 mm around:
W 430 x H 307 mm
- Crop marks:
at 5 mm of the trimmed format
- Typesetting area:
10 mm of cutting and backside



FULL PAGE NON-BLEED

- Format:
W 190 x H 277 mm
- No bleed
and crop marks needed
- Trimmed format
with white edge of 10 mm around:
W 210 x H 297 mm



SPREAD NON-BLEED

- Format:
W 400 x H 277 mm
- No bleed
and crop marks needed
- Trimmed format
with white edge of 10 mm around:
W 420 x H 297 mm

BANNER WEBSITE

- Format Desktop version: 1200px x 150px
- Format Mobile version: 544px x 344px

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Rates

Reach	5,000 contacts
Region	East Flanders
Date of appearance	March / September

AD RATES 2020

1/1 page (full page)	1,650 euros
2/1 page (spread)	2,850 euros
Cover 2 (inner side cover)	2,450 euros
Cover 3 (inner side backcover)	2,250 euros
Cover 4 (backcover)	2,850 euros

Discounts

Early booking discount (at least 60 days before publication)	100 euros
Reservation 2 editions	10%
Reservation 3 editions	15%
Reservation > 3 editions	20% + 1 year online banner * on the website

* to be provided by the advertiser

**Discounts for multiple editions are also valid when spread over the different titles.
Preferred placing: +10%.**

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