

Mercedes-Benz

# magazine

MEDIA KIT 2012

PUBLISHED BY spafax



# The Discerning Driver's Magazine

Taking its readers on a journey of pure luxury, excitement and innovation that is consistent with the brand, Mercedes-Benz magazine represents a unique and exclusive extension of the uncompromising Mercedes-Benz experience.

Like every Mercedes-Benz, each issue of Mercedes-Benz magazine strives to be evocative, provocative and emotional. Mercedes-Benz magazine maintains an underlying philosophy of engaging storytelling, dynamic photography and high credibility. In addition to "sneak peeks" at upcoming Mercedes-Benz designs that have not yet been made public, Mercedes-Benz magazine brings the worlds of travel, architecture, design, technology, fashion, arts and culture to the homes of its owners—the most discerning drivers one could imagine.



Take advantage of this unique opportunity and connect with a target audience that demands the best or nothing. You're sure to make a connection they will remember.



## Distribution

Mercedes-Benz magazine is published twice annually, in both English and French versions, with a circulation of up to 80,000, and is distributed by mail directly to Mercedes-Benz owners and through Mercedes-Benz dealerships across Canada.

# The Mercedes-Benz Owner

## AGE

66% of the customers are between the ages of 35 and 59

## HOUSEHOLD INCOME

60% of the customers earn \$150k+ a year, and, of these, 23% earn over \$350k

## MARITAL STATUS

82% are married

## GENDER

43% female / 57% male

## OCCUPATION

Primarily managers, owners, professionals and executives

*\*Source: Mercedes-Benz Canada Customer Demographics*



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## Advertising Rates\*

<b>FP</b>	\$13,674
<b>DPS</b>	\$24,613
<b>OBC</b>	\$15,609
<b>IFC</b>	\$30,766
<b>IBC</b>	\$14,471

All rates are Gross CDN \$.

\*Includes an ad in both the English and French versions.

## Closing Dates

ISSUE	SPACE CLOSE	MATERIAL DUE	IMPACT DATE
<b>SPRING 2012</b>	April 5	April 13	May 25
<b>FALL 2012</b>	September 14	September 21	October 30

## Page Specifications

French and English versions required. All measurements are width x height.



### FULL PAGE

**AD SIZE:** 8.4375" x 10.8125"  
**WITH BLEED:** 8.6875" x 11.0625"  
**TYPE SAFETY AREA:** 7.9375" x 10.3125"  
**NON-BLEED AD SIZE:** 7.9375" x 10.3125"



### DOUBLE PAGE SPREAD

**AD SIZE:** 16.875" x 10.8125"  
**WITH BLEED:** 17.125" x 11.0625"  
**TYPE SAFETY AREA:** 16.375" x 10.3125"  
**NON-BLEED AD SIZE:** 16.375" x 10.3125"

Please leave 0.375" gutter allowance for text on each side

## Delivery Procedures

### SPAFAX CANADA

1179 King Street West, Suite 101, Toronto, ON M6K 3C5

Phone: 416.350.2426

Attention: Mary Shaw, Production Manager

Files can be delivered electronically to our FTP site. A SWOP proof is still required. Please compress all files prior to transmission to minimize potential corruption errors.

**ADDRESS:** ftp2.spafax.com | **USERNAME:** mercedes | **PASSWORD:** spafax122w

Upon posting ad file to FTP site, please email the file name and low-res PDF (for placement only) to: mshaw@spafax.com.

## SPAFAX Sales Contacts

**Sales Manager,  
Marketing Solutions**  
Lori Fitzgerald  
416-350-2449  
lfitzgerald@spafax.com

**Manager,  
International Sales**  
Leith Mason  
416-350-2438  
lmason@spafax.com

**Manager,  
Western Canada Sales**  
Barb Welsh  
Welsh Sales Solutions  
604.656.2291  
barb@welshsalessolutions.com

## FILE REQUIREMENTS

French and English versions required. PDF X-1 with fonts embedded, all pictures saved in CMYK.

## AD FILE DETAILS

### FONT

Min. 6 pt type font,  
Min. 8 pt reverse type font

### RULES

Do not use any hairline rules. Black rules: 1/4 pt min. Colour rules: 1/2 pt min.

### PHOTOS

300 dpi CMYK mode. Maximum density 300.

### COLOURS

CMYK colours only. NO PANTONE COLOURS!

### CROP MARKS

Crop & registration marks and colour bars must be offset by .25".

### RICH BLACKS

Use 100K combined with 40C to provide rich black.

### TRAPPING

Do not perform trapping. Printer will perform trapping.

### PROOF

SWOP-certified colour proofs. Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Provide same size (100%) as file submitted. Include bleeds and trims.

*Spafax Canada will not be responsible for colour reproduction or any deviation from original proofs without a SWOP colour proof.*