

Audi

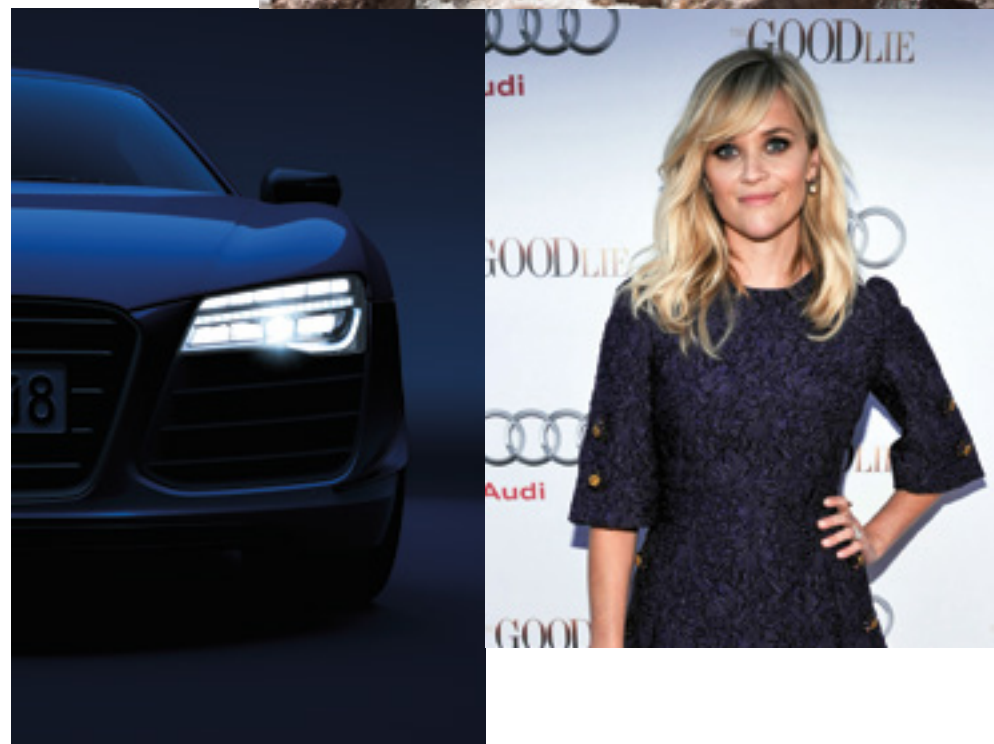
magazine

2015 Media Kit
Canadian edition





Progressive Sophistication



travel
luxury
culture
fashion
motoring
adventure
technology
celebrities
fine living
leisure
sports
design
style

The dynamic nature of Audi encapsulates technology, innovation and design—the perfect foundation for a **lifestyle magazine aimed at intelligent and discerning Canadians.**

The chief objective of the Audi Canada magazine is to celebrate the brand through editorial that speaks to the interests of Audi owners and prospective owners alike. Through its consistently premium environment, expressive imagery and avant-garde design, Audi magazine attracts the interest of sophisticated like-minded individuals.

Audi magazine connects with readers on an evocative level, tapping into the heart of their cultural, artistic and technological worlds; it shares conversations with those who define its vanguard, seeking out the hallmarks of timeless design on an international stage. The magazine is an exclusive and arresting experience for its readers.

This is a magazine so compelling even those who don't own an Audi car should find its content fascinating, and those who do own one would seek out the magazine if it weren't sent directly to them. The magazine builds brand confidence and loyalty because it shows Audi truly understands its customers—their interests, desires, and preoccupations—and that their lifestyle includes an array of similarly premium brands and products.

// Michael La Fave
Editorial and Creative Director

Exclusive Audience. Exclusive Opportunity

Companies that seek to target this premium consumer are now able to reach the select community of Audi automobile owners in Canada. The Audi magazine is crafted for a national scope with English and French editions.

Audi reader profile:

73% Male	94% homeowners
27% Female	88% university educated
64% aged 25 -54	71% MOPE's
74% HHI 100k+	
52% HHI 200k+	Circulation: 90,000
75% married	National

Audi

magazine 2015 rates, dates and specifications

Circulation: 90,000 National
English and French Editions

Maritimes	1,907
Quebec	22,118
Ontario	43,660
Alberta	10,656
BC	11,659
Total	90,000

Plus:
Exclusive Audi events and other special events such as Fashion Week, Design Show, TIFF, and a selected list of premium individuals.
70,167 English / 19,833 French

Advertising Dates 2015

Issue	Release date	Material due date	Booking deadline
Spring/Summer	May 4 th	April 1 st	March 23 rd
Fall/Winter	November 2 nd	October 19 th	October 5 th

Advertising Rates (Net)

	1x	2x
DPS	15,050	12,495
Full Page	8,440	7,000
IFC (DPS only)	18,850	15,645
OBC	11,450	9,505



Specifications

Format with proof	High-resolution PDF
Cover	Coated 12PT
Text	Coated 140M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	8.375" w x 10.875" h
Type safety	7.375" w x 9.875" h
DPS trim size	16.750" w x 10.875" h
DPS type safety	15.750" w x 9.875" h
Bleed	0.125"

FTP

Please submit files into the folders of the issue your ad is to appear.

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magazine

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www.audi.ca

Getting to know the 2016 Audi A6
on and off the autobahn

Innovative installations shine a light on
the newest illuminating Audi technologies

Land of quattro: 35 years of all-weather prowess



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