

Audi

magazine

2014 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: 58,750
75% married	National

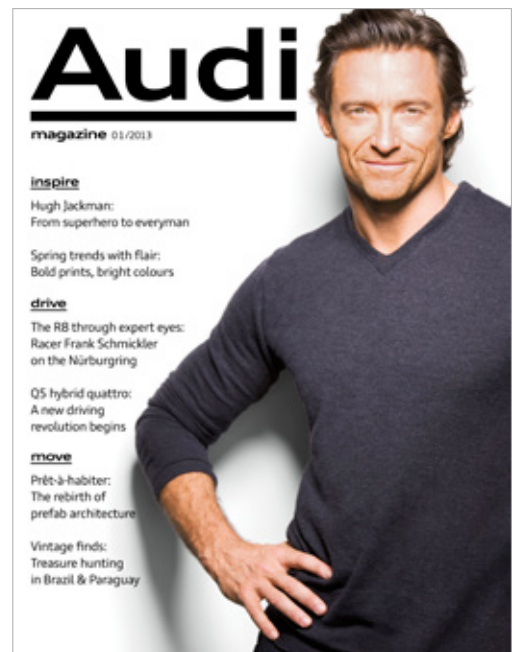
Audi

magazine 2014 rates, dates and specifications

Circulation: 58,750 National
English and French Editions

Maritimes	1,245
Quebec	14,438
Ontario	28,500
Alberta	6,956
BC	7,611
Total	58,750

Plus:
Exclusive Audi events and other special events such as Fashion Week, Design Show, TIFF, and a selected list of premium individuals.
44,250 English / 14,500 French



Advertising Dates

Issue	Release date	Material due date	Booking deadline
Spring	March 20 th	February 27 th	February 18 th
Summer	June 10 th	May 20 th	May 9 th
Fall	September 10 th	August 22 nd	August 12 th
Winter	November 27 th	November 7 th	October 24 th

Advertising Rates (Net)

	1x	2x	4x
DPS	12,040	10,960	9,990
Full Page	6,750	6,320	5,780
IFC (DPS only)	15,080	14,000	12,920
OBC	9,160	8,510	7,970

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Specifications

Format	High-resolution PDF with proof
Cover	Coated 7PT
Text	Coated 120M
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"

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