

Audi

magazine

2017 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:

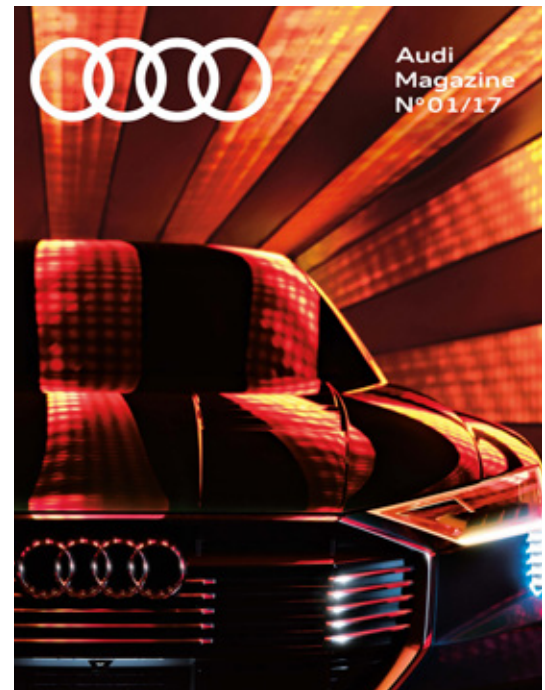
73% Male	94% homeowners
27% Female	88% university educated
64% aged 25 -54	71% MOPE's
74% HHI 100k+	
52% HHI 200K+	Circulation: 90,000
75% married	National

Audi

magazine 2017 rates, dates and specifications

Circulation: 90,000 National
English and French Editions

Maritimes	1,907	Plus: Exclusive Audi events and other special events such as Fashion Week, Design Show, TIFF, and a selected list of premium individuals.
Quebec	22,118	
Ontario	43,660	
Alberta	10,656	
BC	11,659	
Total	90,000	
70,167 English / 19,833 French		



Advertising Dates 2017

Issue	Release date	Material due date	Booking deadline
Audi 1	February 13 th	January 17 th	January 10 th
Audi 2	July 6 th	June 9 th	June 2 nd

Advertising Rates (Net)

	1x	2x
DPS	15,500	12,900
Full Page	8,700	7,250
IFC (DPS only)	19,415	16,125
OBC	11,800	9,800

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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