



Audi Magazine national circulation approximately 500,000. Circulation will vary.

Mission

The Audi brand conveys innovation, luxury and worldly curiosity. These tenets form the foundation for Audi Magazine—and characterize its mission.

Audi Magazine’s chief objective is to celebrate the brand, not soft-sell its models. This publication connects with readers on an evocative level: tapping into the most progressive avenues of cultural, artistic, and technological endeavors; sharing conversations with those who define the vanguard; seeking out the hallmarks of timeless design on an international stage. The magazine creates both a sense of exclusivity and an arresting experience for its readers.

The magazine is compelling enough that non-Audi owners who leaf through it become more inquisitive about the marque. Visually engrossing, dynamically worded, provocatively presented, and of the highest caliber, it becomes a tool to add value to the ownership experience. It builds brand confidence and loyalty, because it shows that Audi truly understands its customers, their interests and their desires.

What we are delivering is a lifestyle, a way of seeing the world, and a brand that is synonymous with the forward looking values of both.

Top 10 Cities

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|----------------------|---------------------|
| 1. Tri-state Area | 6. Chicago, IL |
| 2. Los Angeles, CA | 7. Philadelphia, PA |
| 3. Miami, FL | 8. Houston, TX |
| 4. San Francisco, CA | 9. Dallas, TX |
| 5. Washington, D.C. | 10. Boston, MA |

Audience: Audi Owner Composite

- Median household income \$170,000
- Median age 51
- Married 69%
- College graduate 82%
- Children 29%
- Male/Female 64%/36%

Advertising Rate Card			
Advertisement	Single Edition	Annual Page	2-year Page
	Page price (1)	Price (2)	Price (4)
Full-page 4C	\$30,000	\$27,000	\$24,000
2-page Spread 4C	\$55,000	\$49,500	\$44,000
Inside Front Cover	\$52,000	\$46,800	\$41,600
Inside Back Cover	\$42,500	\$40,050	\$35,600
Back Cover	\$58,000	\$52,000	\$46,400

All advertiser fees will be accepted as cash based on the desired insertion and schedule. An Insertion Order will be issued for all advertisers clearly outlining agreed upon placement.

Audi Magazine Publication Specifications

Bleed: 8.75" x 11.25"
Live: 7.75" x 10.25"
Trim: 8.5" x 11"
Format: Hi-res PDF/X-1a at 100%, 300 dpi
Maximum ink density: 300 dpi

Safety: All live matter must be 1/4" from trim on all sides.
Gutter Safety: 3/16" on each side (total 3/8")
Minimize Size Knockout Type: 8 pt
Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

Please make sure that all fonts are embedded and images used in the ad are at least 300 dpi and CMYK. True Type fonts cannot be used. No RGB or LZW compressed formats will be accepted. No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK. One-color contract proof to arrive no later than one day after file posting.

Copy Requirements

An accurate copy of any furnished insert must be submitted to Publisher for review prior to the printing of the insert. Publisher's review and/or approval of such copy does not release or relinquish Advertiser/Agency from its responsibilities hereunder. Publisher is not responsible for errors or omissions in, or the production quality of, furnished inserts.

Materials Deadlines:

Edition 112 Dec 15, 2016
Edition 113 May 15, 2017

File / Artwork Delivery:

If files are under 2MB, please e-mail to:
audi.magazine@designnory.com
If files are larger than 2MB, please contact:
Doug Clark at 562.624.0282 for posting instructions.

Contact Proof Delivery:

Designnory.
Attn: Kurt Renfro
211 E. Ocean Blvd., Suite 100
Long Beach, CA 90802

Production Manager:

Kurt Renfro | 562.624.0200

Disclaimer

Advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend, and save harmless the Publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter, or libelous statement, in connection with advertising purchased according to the terms of the applicable rate card.

All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason, without liability, even though previously acknowledged or accepted. Publisher reserves the right to exclude any advertisement that in the Publisher's opinion does not conform to the

Publisher's standards.

Publisher shall not be liable for errors made in the advertising listing, or for costs and damages if for any reason Publisher fails to publish an advertisement. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published hereunder. The advertiser assumes all liability with respect to the integrity and compatibility of its digital files.



►The Drive Section

The Audi Magazine Drive section brings together news, commentary and features on all the latest Audi models and cutting-edge technology.

►The Move Section

From sports car racing to travel stories from around the globe—if it stimulates your sense of adventure, you'll experience it in the Move section.

►The Inspire Section

Devoted to the creative people and ideas that capture our imagination and redefine our culture, the Inspire section engages and entertains.