

BMW MAGAZINE

BMW regards design as more than just curves and lines. They see it as a means to create emotion. It's what makes a BMW every bit as joyful to look at, as it is to drive. Its five thousand individual parts, packed into a V8 engine that weighs just 95 kilograms are the mark of engineering genius. As it navigates its way through the world's cities, *BMW Magazine* whisks its readers to exclusive hotels, clubs, and intriguing venues. With inspiring aesthetic and stylish features, *BMW Magazine* views the world as a place where creative ideas, infectious personalities, and the latest trends stimulate drive and excitement.

BMW Magazine



PUBLISHED

- Two times per year

DISTRIBUTION

- 750,000 in the United States

HIGHLIGHTS

- Median Age: 49
- 55% Male / 45% Female
- HHI: \$250,000+
- *BMW Magazine* only accepts a limited number of advertisers



2015 DATES

	CLOSING DATES	PUBLICATION DATES
Issue 1	January 14, 2015	March 19, 2015
Issue 2	July 10, 2015	September 24, 2015

2015 RATES

Page	\$25,000 net
Spread	\$50,000 net
Cover 2	\$31,079 net
Cover 3	\$24,122 net
Cover 4	\$31,019 net



SPECIFICATIONS (MM)

Page	215 x 280 / Live Area: 183 x 244
Spread	430 x 280 / Live Area: 366 x 244
Bleed	+5

Dates are subject to change by publisher.

Hugh Malone
hughm@rmsmg.com
978.824.2804

rms
media group, inc.