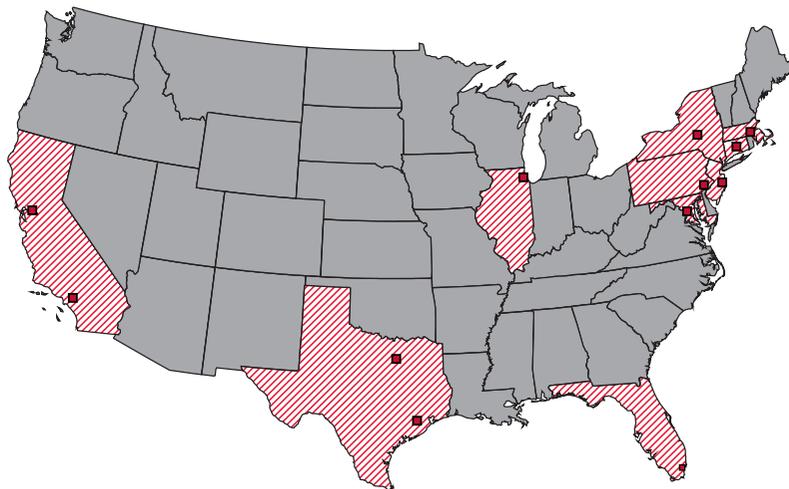


Audi

magazine/2016



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

Mission

While Audi aims to convey innovation, pleasure and sheer fascination, these tenets also lay the foundation for Audi Magazine—and characterize its mission.

Hardly a glorified brochure, its chief objective is to celebrate the brand; not soft-sell its models. This magazine must connect with readers on an evocative level. Tapping into the most progressive avenues of the cultural, artistic, and technological, sharing conversations with those who define the vanguard, seeking out the hallmarks of timeless design on an international stage, the magazine must create both a sense of exclusivity and an arresting experience for its readers, one that will continue to evolve with each successive issue.

The benchmark is a magazine so compelling that even those who don't own an Audi who leaf through it will 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 will build brand confidence and loyalty, because it will show that Audi truly understands its customers, their interests, their desires and their preoccupations.

This publication is, in a sense, clay with which Audi can sculpt public perception and reshape the brand toward what it seeks to become: a name ever more prestigious with each passing year, with a customer base ever more satisfied and loyal. 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

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

Audience: Audi Owner Composite

- ▶ Median household income \$191,375
- ▶ Median age 49
- ▶ Married 70%
- ▶ College graduate 85%
- ▶ Used OEM in Shopping 75%
- ▶ Male/Female 69%/31%

Advertising Rate Card

Advertisement	Single Edition Page Price (1)	Annual Page Price (2)	2-year Page 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	\$45,500	\$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. For details on advertising within Audi Magazine, please contact the Audi Magazine Advertising Department at (562) 624-0325 or audi.magazine@designory.com.

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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.

Materials Deadlines:

edition 110

Dec 23, 2015

edition 111

May 16, 2016

File / Artwork Delivery:

If files are under 2MB, please e-mail to:
audi.magazine@designory.com

If files are larger than 2MB, please contact:
Doug Clark at 562.624.0282 for posting instructions.

Contact Proof Delivery:

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

Production Manager:

Kurt Renfro | 562.624.0200

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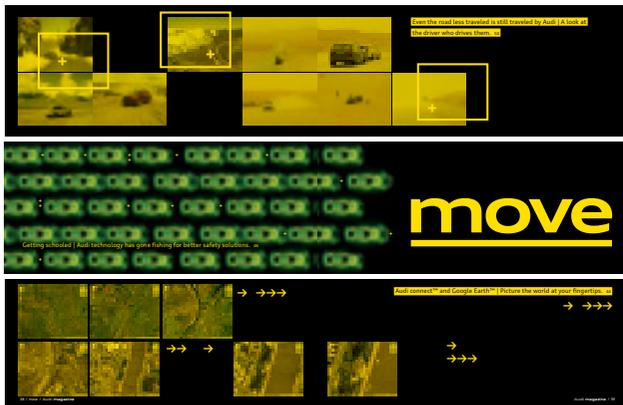
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Publisher shall not be liable for errors made in the advertising listing, or for costs and damages if for any reason publisher fails to publish an advertisement. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published hereunder.

The advertiser assumes all liability with respect to the integrity and compatibility of its digital files.

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



► **The Inspire Section** | Devoted to the creative people and ideas that capture our imagination and redefine our culture, the Inspire section engages and entertains.