


**Circulation**

Distributed circulation in Germany: 640,497 (III/2008 IVW) copies.   
 Total distributed circulation worldwide: approx. 2.7 million copies.

**Distribution**

The edition Germany is distributed to private buyers of a new BMW three times a year, and is IVW audited.

Addressees are sent a questionnaire which they can return to ensure that future issues will be sent to them. In this way, BMW Magazine readers choose to become "subscribers". This guarantees a loyal readership and controlled circulation without diluting the target audience.

**By placing an advertisement in BMW Magazine, you will be in good company.**

**Our advertisers:**

**Automotive** Alcantara, Aral, Bosch, Boysen, Bridgestone, Continental, Goodyear, Harman-Becker, Michelin, NavTeq, Osram, Swizöl, Total

**Fashion/Accessoires** Jaques Britt, Eduard Dressler, Eterna, E. Zegna, Ferragamo, Land's End, Loro Piana, Marc O'Polo, Versace

**Telecommunications** Alice, Nokia, O2, Samsung, Sony Ericsson

**Finances** Commerzbank, Credit Suisse, Dresdner Bank, Kreditbank Luxemburg, LGT Bank Liechtenstein, Union Investment, VP Bank

**Perfume + Cosmetics** Chopard, Davidoff, E. Zegna, Giorgio Armani

**Tourism** Allgäu Tourism, British Tourist Authority, Hapag-Lloyd Cruises, Kempinski, various Hotels, Ontario Tourism, Schweiz Tourism, Tahiti Tourism

**Consumer Electronics** Bang&Olufsen, Bose, Harman-Becker, Harman-Kardon, Konica Minolta, Nikon, Olympus, Sony, Technisat

**Watches/Jewellery** Breitling, Bulgari, Certina, Corum, Frederique Constant, Girard-Perregaux, Longines, Mido, Noor Jewels, Omega, Rolex, Tutima, Ulysse Nardin, Union Glashütte, Wellendorff

**Home Interior** Bega, Bulthaup, De Longhi, Duravit, Ekornes, Gaggenau, Garpa, Jura, Kampa, Konior, Leicht, Liebherr, Saeco, Swissflex, WMF

**Your Contacts**

**France**  
 International Magazine Company  
 26, Avenue Victor Hugo  
 F-75116 Paris  
 phone +33/1/53 64 88 90/91  
 fax +33/1/45 00 25 81  
 e-mail: imc@international.fr

**Austria**  
 Publimedia Internationale  
 Verlagsvertretungen GmbH  
 Nordbahnstrasse 36/2.2  
 A-1020 Vienna  
 phone +43/1/211 53 42  
 fax +43/1/212 16 02  
 e-mail: andrea.kuefstein@publicitas.com

**Italy**  
 Media & Service  
 International Srl  
 Piazza Wagner, 5  
 I-20145 Milano  
 phone +39/02/48 00 61 93  
 fax +39/02/48 19 32 74  
 e-mail: info@it-mediaservice.com

**Switzerland**  
 Publicitas International AG  
 Magazines  
 Kornhausgasse 5/7  
 P.O. Box 3843  
 CH-4002 Basel  
 phone +41/61/275-46 09  
 fax +41/61/275-47 30  
 e-mail: basel-international-magazines@publicitas.com

**Great Britain**  
 Publicitas Ltd  
 Gordon House  
 10 Greencoat Place  
 GB-London SW1P 1PH  
 phone +44/20/75 92 83 06  
 fax +44/20/75 92 83 01  
 e-mail: jeremy.butchers@publicitas.com

**Spain**  
 Alcalá Media  
 International Media  
 Representations  
 C/. Pedrezuela, 3  
 (Pl. Baja Dcha.)  
 E-28017 Madrid  
 phone +34/91/3 26 91 06  
 fax +34/91/3 26 91 07  
 e-mail: m.vandereb@alcalamedia.com

**Portugal**  
 BMW Group Portugal  
 Lagoas Park, Ed. 11-2º Piso  
 2740-244 Porto Salvo  
 phone +351/214 873 067  
 fax +351/214 873 005  
 e-mail: teresa.viegas@bmw.pt

**Greece**  
 BMW Group Greece  
 33, Zeppou st.  
 Glyfada, 16675  
 phone +30/210/911 82 53  
 fax +30/210/911 80 02  
 e-mail: kyriaki.salavanitou@bmw.gr

**Denmark**  
 DG Media as  
 Gammeltorv 18  
 DK - 1457 Copenhagen K  
 phone +45/70 27 11 55  
 fax +45/70 27 11 56  
 e-mail: henrik.soe@dgmedia.dk

**Turkey**  
 PARALEL TASARIM LTD  
 TUZAMBARI Kasimpasa  
 Bedrettin Mah. Havuzbasi  
 Degirmeni Sok. No: 2  
 34440 Beyoglu-Istanbul  
 phone +90/212/311 47 80  
 fax +90/212/311 47 90  
 e-mail: elif@paraleltasarim.com.tr

**U.S.**  
 The McVey Michaels Group Inc.  
 325 Riverside Drive, ste. 51  
 New York, N.Y. 10025  
 phone +1/212/316 03 83  
 fax +1/212/666 19 80  
 e-mail: billm@mcveymichaels.com

**Middle East**  
 Interone Resonance Middle East  
 Suites 205 B & 206 B  
 Al Habroosh Center - Mina road  
 P.O. Box 112255  
 Dubai, UAE  
 phone +971/4/345 80 05  
 fax +971/4/345 70 05  
 e-mail: faris.abouhamad@u5group.com

**Japan**  
 ACCESS Planning, Inc.  
 #203, Murashima Bldg.  
 2-21-2, Akasaka, Minato-Ku,  
 Tokyo 107-0052  
 phone +81/3/55 62 69 61  
 fax +81/3/55 62 69 71  
 e-mail: access-planning@eva.hi-ho.ne.jp

**Rate Card 2009**

BMW Magazine is a premium customer magazine for private buyers of new BMW cars worldwide. Reports, interviews and commentaries from top international journalists convey quality, image and the associated attitude towards life of the world brand BMW to the recipients of BMW Magazine.

The high standards of in-depth research and the quality and originality of the texts and photographs are the basis for an intelligent and interesting magazine.

With regards to its design and picture language as well, the BMW Magazine ranks among the leading international magazines.

**JAHRESZEITEN VERLAG**

**Head Office:**  
**Jahreszeiten Verlag GmbH**  
 Poßmoorweg 2, D-22301 Hamburg  
 phone +49 (0)40 27 17-20 83  
 fax +49 (0)40 27 17-20 65  
 e-mail: anzeigen-cp@jalag.de



**International Advertising Rates 2009**

Edition	Circulation	Language	1/1 page b/w	1/1 page 4c/3c/2c	Inside front cover	Inside back cover	Outside back cover
			€/Euro	€/Euro	€/Euro	€/Euro	€/Euro
<b>Europe</b>							
Germany	550,000	German	12,670	14,900	16,900	14,900	16,900
Austria*	40,000	German	2,660	3,320	3,890	3,320	3,890
Switzerland	45,000	German	3,980	4,920	5,660	4,920	5,660
<b>= Combi D (incl. 15% discount)</b>	<b>635,000</b>		<b>16,413</b>	<b>19,669</b>	<b>22,482</b>	<b>19,669</b>	<b>22,482</b>
Great Britain	350,000	English	9,900	9,900	11,000	11,000	11,800
Italy	220,000	Italian	7,100	7,100	7,820	7,100	8,130
France	160,000	French	8,800	8,800	10,500	9,500	12,000
Spain	130,000	Spanish	4,800	6,400	6,750	6,400	6,750
Portugal	20,000	Portuguese	2,150	2,710	3,040	2,710	3,040
Greece	25,000	Greek	3,000	3,000	4,000	3,550	4,500
Turkey	25,000	Turkish	1,530	2,040	3,580	3,070	4,090
Denmark	20,000	Danish	2,500	2,750	3,270	2,750	3,410
<b>North/South America</b>							
United States	750,000	American	13,200	17,500	22,000	17,500	22,000
Canada	55,000	English/French	2,500	3,000	3,500	3,000	3,500
Latin America	20,000	Spanish	1,000	1,220	1,420	1,220	1,420
<b>Middle East</b>							
Middle East	35,000	Arabic	2,900	4,500	5,720	5,400	7,000
<b>Asia</b>							
Japan	100,000	Japanese	5,200	6,200	7,200	7,000	8,400
Singapore	26,000	English	2,700	2,700	3,200	2,900	3,600
Malaysia	20,000	English	2,330	2,330	2,850	2,550	3,230
Hong Kong	25,500	Cantonese	4,020	6,200	7,490	6,560	10,000
Indonesia	20,000	English	3,200	3,200	3,350	3,200	3,550
Thailand	20,000	Thai	1,150	1,150	1,790	1,540	1,920
Taiwan	75,000	Mandarin	5,250	5,250	6,670	6,050	7,880
<b>= Combi world (incl. 30% discount)</b>	<b>2,731,500</b>		<b>71,778</b>	<b>83,363</b>	<b>99,120</b>	<b>88,298</b>	<b>106,869</b>

2/1 pages possible. Rates on request.

Part-page formats only available in the edition Germany.

\* plus 5% advertising tax (Austria)

**Other country editions on request: e.g. China, Czech Republic, Hungary, Russia.****Discounts**

Frequency discount	Volume discount	Country discount*
from 2 insertions – 5 %	from 2 pages – 5 %	from 2 editions – 10 %
from 3 insertions – 10 %	from 3 pages – 10 %	from 3 editions – 15 %
		from 5 editions – 20 %
		from 10 editions – 25 %
		Combi world – 30 %

\* For insertions other than fixed country combinations. Country discounts only apply for advertisements placed in the same issue of the international editions and booked centrally through a single client.

**Schedule 2009**

Issue		Publication date/Germany*	Closing date	Copy date
March	1/2009	02. 03. 2009	09. 01. 2009	27. 01. 2009
July	2/2009	01. 07. 2009	08. 05. 2009	26. 05. 2009
November	3/2009	02. 11. 2009	09. 09. 2009	25. 09. 2009

\* The publication dates of international editions may vary from those indicated, for technical reasons.

**Technical Data**

<b>Printing process:</b>	Offset
<b>Magazine size:</b>	215 x 280 mm 5 mm trim allowance
<b>Type area:</b>	183 x 244 mm
<b>Artwork:</b>	Please submit digitally as EPS or TIFF files, do not compress and attach all fonts
<b>Recommended data formats:</b>	Open file – QuarkXPress, Photoshop, Freehand, Illustrator
<b>Resolution:</b>	Min. 300 dpi, optimal 400 dpi
<b>Data carrier:</b>	CD-Rom
<b>Proof:</b>	A binding Iris proof is required for colour and copy

For information and technical examination, please send us an advertising motif in advance.