

THE MINI INTERNATIONAL



Frequency: 2 times p. year
 Circulation
 German edition: 60,000
 Rate 1/1 4c: 5,900 EURO

The MINI Summary of Urban Life, Culture and Design.

THE MINI INTERNATIONAL is the magazine from MINI. A unique magazine concept combining the typical characteristics of a newspaper – readability, guidance, trustworthiness and efficiency – with the high standards of a journal.

Boasting a feature newspaper style, THE MINI INTERNATIONAL embraces a wide and compelling variety of topics and attractive illustrations to meet modern demands. The focus is on MINI Life, Culture and Design.

Its discerning readership is composed of those within the MINI Community, MINI buyers and drivers, and the postmodern mainstream target group.

READERS

The MINI drivers and buyers represent mostly people of the „Upper Liberal Segment“, „Postmodern Segment“ or „Progressive Modern Mainstream“ (SIGMA Euro Sensor):

In short: „**The Postmodern Mainstream**“!

A very attractive target group, because...

... they are young or young at heart, well-educated and come from good families

... they represent the lifestyle avant-garde

... they live as modern cosmopolitans in urban environments

... they invest in ideas, design, brands and quality

ADVERTISING RATES

Size	4c, b/w EURO
1/1 page	5,900.-
2/1 page	11,800.-

DISCOUNTS

Frequency discounts

from 2 pages – 10%
 from 4 pages – 20%

CIRCULATION

German edition

60,000 copies German edition

International editions (upon request)

English (UK)
 English (USA)
 English (international)
 French
 Spanish
 Chinese
 Japanese

Total circulation: approx. 330,000 copies

THE MINI INTERNATIONAL / SCHEDULE

Issue	Publication date	Booking and cancellation deadlines	Copy deadline
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2/2012	05. 09. 2012	13. 07. 2012	03. 08. 2012

TECHNICAL DATA

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Color-Management:	CMYK

Technical Data:

Please find the current and binding technical data on: www.duon-portal.de



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