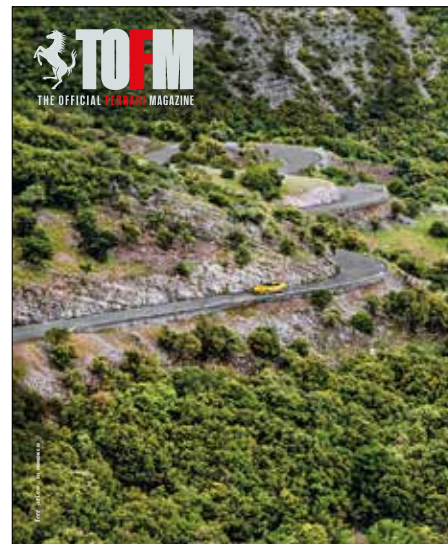


T H E O F F I C I A L
Ferrari
M A G A Z I N E



THE WORLD OF FERRARI OWNERS AND FERRARI LOVERS

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The Official Ferrari Magazine is a quarterly lifestyle title (produced by GEDI Gruppo Editoriale SpA.) with a privileged inside view of the extensive world of Ferrari and beyond, from the legends of the past to the innovations of today and tomorrow, combining Ferrari in-depth knowledge with art, culture, fashion and luxury.

A truly unique, exclusive publication, *The Official Ferrari Magazine* reflects the excellence, innovation and world of Ferrari clients.

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FERRARI'S WORLD

Exclusivity is absolutely central to Ferrari: the Company's cars are the most sought after and anticipated throughout the automotive world, with production always kept below demand. It follows that Ferrari's clients include the world's wealthiest and most influential people.

Yet at the same time, the brand enjoys a high profile, attracting intense interest from the public at large.

Ferrari is known worldwide as the company that doesn't just sell cars, but sells a dream. Being with Ferrari means being a part of this dream.

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The Official Ferrari Magazine is a highly exclusive lifestyle publication dedicated to the selected community of Ferrari owners and enthusiasts, who are passionate about style, design, performance, technology, culture and art, Italian spirit, fashion and perfection. It features ground-breaking articles and commentaries by high-profile writers, accompanied by photographs by internationally renowned photographers, on all matters of interest to Ferrari owners.

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TARGET

Each issue reaches more than 160,000 of the world's most affluent individuals.
Ferrari has 16,500,000 fans on Facebook.

30% of the readers own more than one Ferrari **80%** of the readers own at least one boat **10%** of the readers own a private plane or helicopter.

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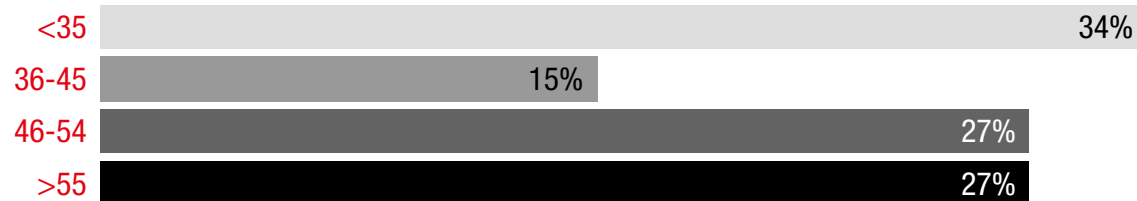
READER'S PROFILE

MAIN INTERESTS: Travel **60%** Food and wine **55%** Sport and fitness **80%** Theatre and music **35%** Art and design **45%**

PRACTISED SPORTS: Golf , skiing, jogging and fitness, tennis, watersports

MAIN HOBBIES: Technology, watches, boats, cars, art, antiques, wine

AGE



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DISTRIBUTION

The Official Ferrari Magazine is mailed to named owners of new and classic Ferraris around the world from the Ferrari headquarters at Maranello, Italy. The Magazine has a projected worldwide readership of 160,000 (source: Readership survey).

The distribution includes more than 50 countries, in all the top markets:



EMEA 50%

Germany **9.6%**

Austria **0.7%**

Switzerland **5%**

Eastern Europe **3%**

Italy **7.4%**

Middle East and Africa **7%**

United Kingdom **7.8%**

Denmark, Holland, Sweden **2%**

France **4%**

Belgium, Luxembourg **2%**

Monaco **0.7%**

Spain, Portugal **0.8%**

FNA 29%

USA **24%**

Canada **3%**

Central and South America **2%**

FAR EAST 11%

Australasia **2%**

Japan **6%**

South East Asia **4%**

GREATER CHINA 10%

China **6.3%**

Hong Kong **3%**

Taiwan **0.7%**



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DISTRIBUTION

The Official Ferrari Magazine is published three times a year, with a distribution of **30,000** copies and **50,000** for the Yearbook issue.

COVER DATES

March, June, September

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2020 ISSUE DEADLINE

Issue 46 March

Publication date 13/03/2020

Final PDF deadline 12/02/2020

Booking deadline 05/02/2020

Issue 47 June

Publication date 12/06/2020

Final PDF deadline 12/05/2020

Booking deadline 05/05/2020

Issue 48 September

Publication date 11/09/2020

Final PDF deadline 31/07/2020

Booking deadline 24/07/2020



DISPLAY ADVERTISING (€)

Full page run-of-paper **10,000**

Outside back cover **18,000**

Inside back cover **15,000**

Double page spread **17,000**

Front gatefold (three pages) **37,000**

VOLUME DISCOUNT

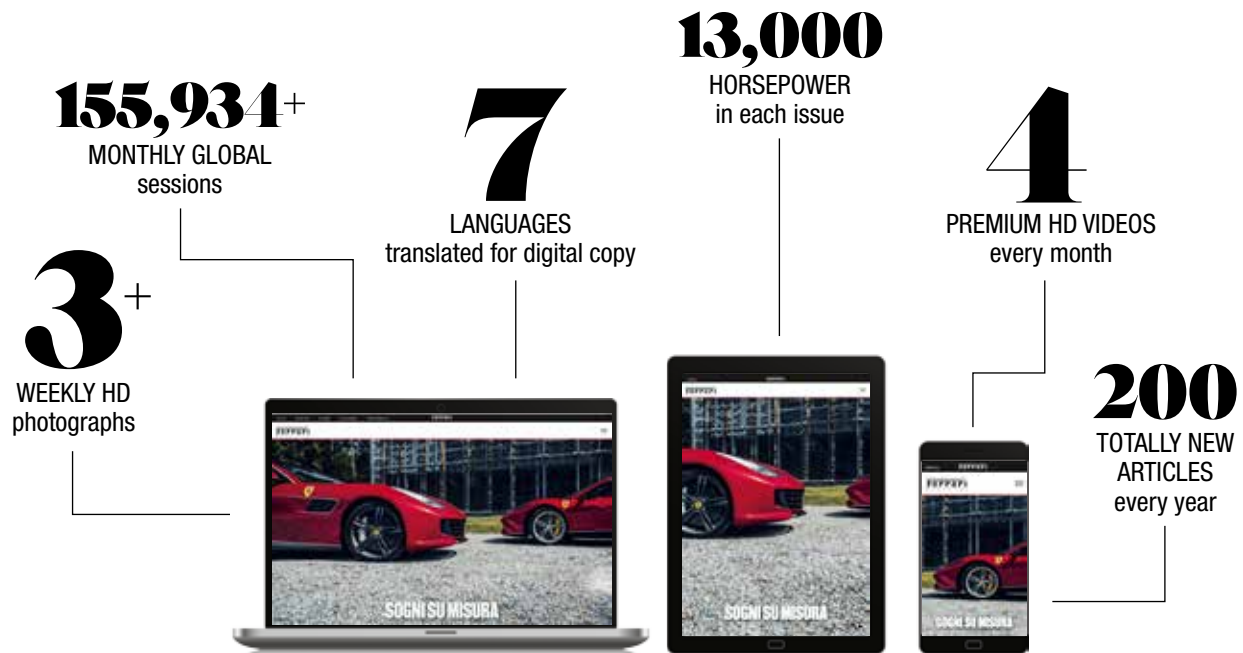
For two ads **5%**

For three ads **10%**

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TOFM.COM

As well as the printed edition, *The Official Ferrari Magazine* is now available online, on desktop and handheld devices. Subscribers can enjoy access to exclusive, regularly updated content, additional photography, special behind-the-scene videos and interviews, plus all the latest news from Maranello, straight from the Prancing Horse's mouth. Visit tofm.com for further details



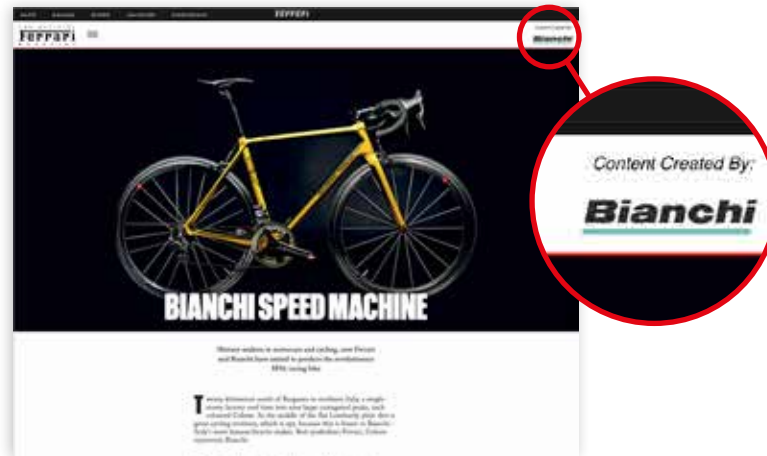
ADVERTISING ON TOFM.COM

Our co-content program aligns with our original programming, the advertiser is encouraged to create original content that compliments TOFM's weekly coverage

CONTENT IS BRANDED WITH THE ADVERTISERS LOGO

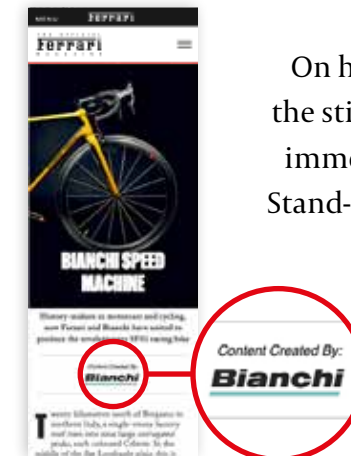
DESKTOP

On the desktop your sticker will be positioned above the fold to the right of the TOFM logo.



MOBILE

On handheld devices the sticker is positioned immediately below the Stand- first guaranteeing visibility.



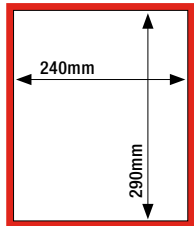
MECHANICAL DATA

For Mobile and Desktop the sticker size, including the text

Content Created by: is 150px x 60px

MECHANICAL DATA & PDF PROFILES

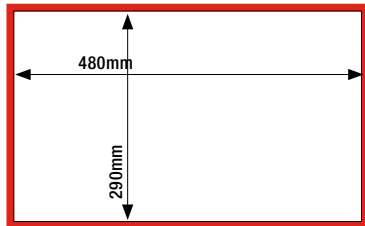
SINGLE PAGE



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 Bleed size 296mm x 246mm
 (3mm bleed all round)
 Type size 270mm x 220mm

3mm bleed all round

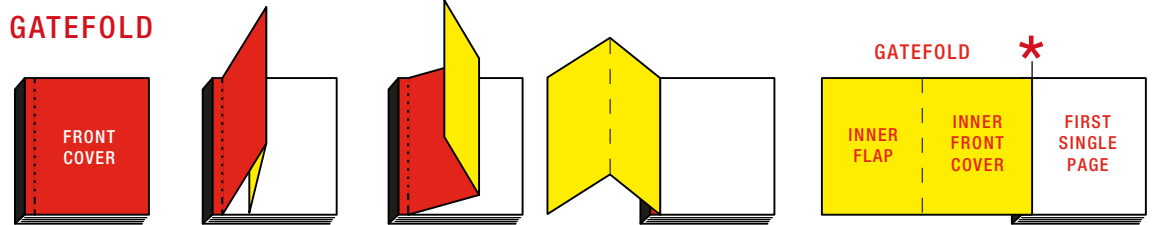
DOUBLE PAGE SPREAD



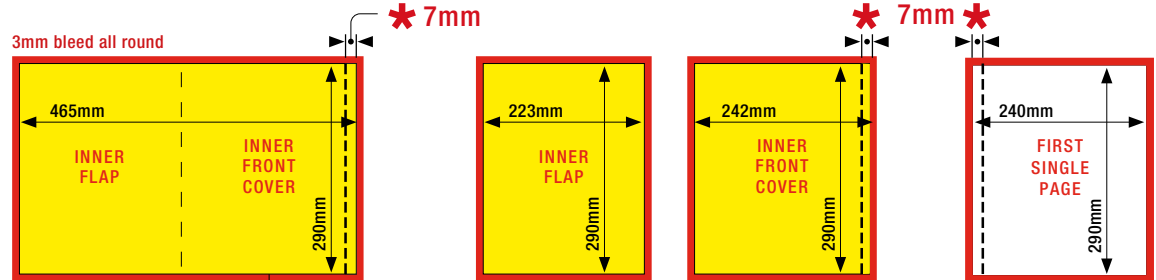
Trim size 290mm x 480mm
 Bleed size 296mm x 486mm
 (3mm bleed all round)
 Type size 270mm x 460mm

3mm bleed all round

GATEFOLD



3mm bleed all round



* 7mm

* 7mm *

3mm bleed all round

3mm bleed all round

INNER FLAP + INNER FRONT COVER

Trim size 290mm x 465mm
 Bleed size 296mm x 471mm
 (3mm bleed all round)

INNER FLAP

Trim size 290mm x 223mm
 Bleed size 296mm x 229mm
 (3mm bleed all round)

INNER FLAP COVER

Trim size 290mm x 242mm
 Bleed size 296mm x 248mm
 (3mm bleed all round)

* If the advertisement crosses from the Inner Front Cover to the First Single Page take into consideration the 7mm area used for glueing on both pages as shown above