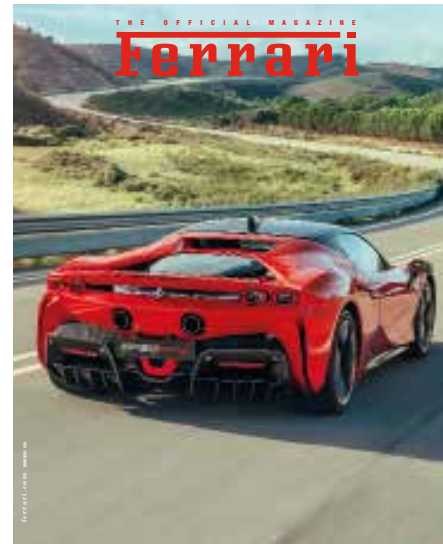
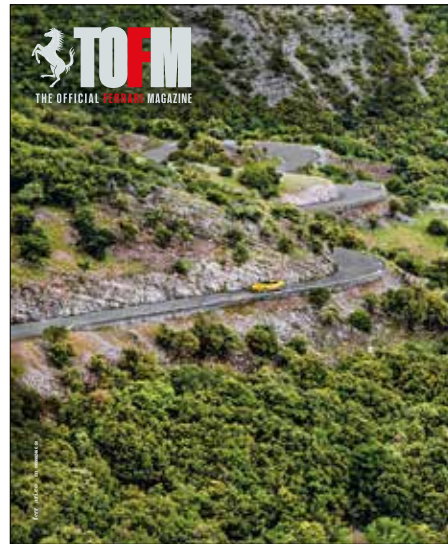


T H E O F F I C I A L
Ferrari
M A G A Z I N E



THE WORLD OF FERRARI OWNERS AND FERRARI LOVERS

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



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.

T H E O F F I C I A L
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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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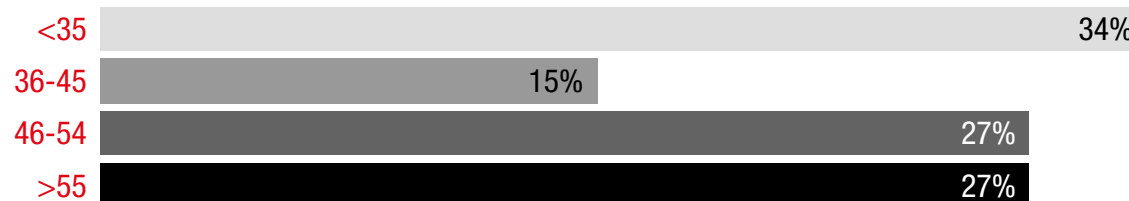
READER'S PROFILE

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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2021 ISSUE DEADLINE

Issue 49 March
Publication date 12/03/2021
Final PDF deadline 12/02/2021
Booking deadline 05/02/2021

Issue 50 June
Publication date 12/06/2021
Final PDF deadline 12/05/2021
Booking deadline 05/05/2021

Issue 51 September
Publication date 13/09/2021
Final PDF deadline 29/07/2021
Booking deadline 23/07/2021



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%**

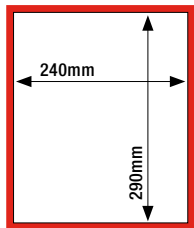
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ADVERTISING ENQUIRIES

alexandra@objectif-media.com
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Gsm: 0032 484 685 115
www.objectif-media.com

MECHANICAL DATA & PDF PROFILES

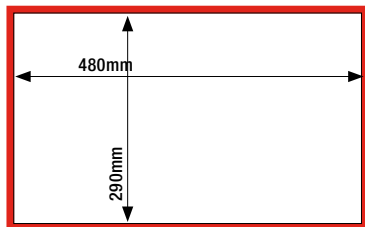
SINGLE PAGE



3mm bleed all round

Trim size **290mm x 240mm**
 Bleed size **296mm x 246mm**
 (3mm bleed all round)
 Type size **270mm x 220mm**

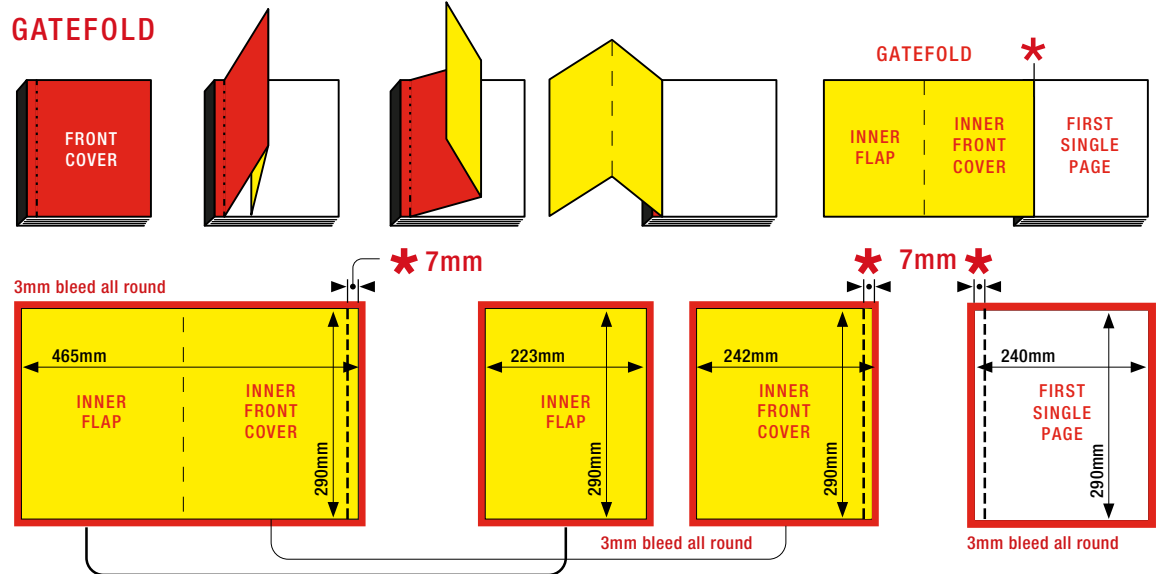
DOUBLE PAGE SPREAD



3mm bleed all round

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

GATEFOLD



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



MECHANICAL DATA & PDF PROFILES

PDF FILES

All adverts must be supplied as high resolution pdfs
along with a hard copy GMG/EPSON proof output
to fogra 39L on the Epson
4800/7800/9800 using GMG 250sm paper.
Using the GMG MX4 profile epon_x800_72odpi8c_
GMGsemimatte250_ISOcoatedv2-
39L_V2.mx4.Checksum-AADD24B1 – Proof Control Data –
ISO V2 39LISO 12647-7-CNP.

PDF VERSION:

ISO PDF/X-1a:2001 in high resolution with output intent FOGRA39, 300 dpi.

For full technical and mechanical information please contact:

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t.nelki@tofm.gedi.it

Send final high resolution pdfs to:

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