

MEDIAKIT

2021

Daeninck Magazine
BMW



astrix*

ADDING VALUE TO YOUR BRAND



Daeninck Magazine BMW

Daeninck Magazine focuses on quality. In design, content and finishing. Because that is what the readership with great purchasing power is looking for. The magazine, as a publication by BMW Peter Daeninck, is sent for free to the large customer base of Daeninck and divided among liberal professions in the broad East Flanders region.

CONTENT

Daeninck Magazine breathes BMW. New models, the latest gadgets and Daeninck events: car enthusiasts will find their liking here. But there's more. The readership is spoiled with a wide range of editorial pages and categories:

- Lifestyle & fashion
- Gastronomy
- Art & culture
- Sport & yachting
- Travel
- Photography

REDACTIE

Astrix Agency
Vredestraat 49 bus 21,
B-8790 Waregem
Ruben Marchand
Evelynn Vercaemst
+ 32 56 61 11 10
magazines@astrix.be

CONCEPT

Philippe De Groulaer

Language: Dutch

Frequency: twice a year in April and October

Reach: 8,000 contacts

Region: broad region of East Flanders

Full-page ads only

*“Reach wealthy people,
who want to enjoy the good life.”*

TARGET AUDIENCE

Daeninck Magazine targets men and women between 35 and 65 years with an above-average income. They are financially independent, ambitious and show great interest in trends, luxury items and lifestyle.

»

DIGITALLY AVAILABLE AT ISSUU.COM.





7 reasons

TO ADVERTISE IN BMW DAENINCK MAGAZINE

- 1 **EXCLUSIVE TARGET AUDIENCE** With BMW Daeninck Magazine you will reach a select group of readers with real spending power, who are looking for stylish and high-quality products and experiences.
- 2 **VALUABLE CONTENT** A mix of interviews, in-depth articles and reviews give shape to Daeninck Magazine. Both up-and-coming talent as well-known people get their place in the magazine, within a wide range of topics. Carrera Motors Magazine only uses visual material of the highest level.
- 3 **EYE FOR DETAIL AND FINISH** BMW Daeninck Magazine is printed and finished with the utmost care. The matt cover and contemporary lay-out ensure maximum reading pleasure.
- 4 **TOP BRANDS AND QUALITY** Both commercial and editorial pages of Daeninck Magazine are screened by our editorial team. All brands fit within the sphere of interest of the target group.
- 5 **ONLINE PRESENCE** Through Issuu Daeninck Magazine is also available and forwardable online.
- 6 **LONG LIFESPAN** Because of the semi-annual publication and the luxurious character of the magazine, Daeninck Magazine establishes itself as a true 'coffee table magazine' with a long lifespan. Readers keep every edition for a long time, giving your ad extra attention.
- 7 **LIMITED ADVERTISING SPACE** Your ad has more impact if it appears next to valuable editorial content. Daeninck Magazine has firmly chosen for a good divide between editorial and commercial content.

Advertise

RESERVATIONS

Astrix Agency
Yannick Dheedene: + 32 476 88 89 02
magazines@astrix.be

FORMATS

1/1 PAGE (full page)
2/1 PAGE (spread)



TIMING

DEADLINE DELIVERY AD MATERIAL

29 March / 27 September

DATE OF APPEARANCE MAGAZINE

April / October

TIP! Are you looking to put your company in the spotlight, but in need of help with the content and layout of your ad? Astrix is happy to provide you with a customised offer.

Daeninck Magazine BMW



Technical data sheet

DELIVERY AD MATERIAL & BILLING

Astrix Agency
Vredestraat 49 bus 21, B-8790 Waregem
Yannick Dheedene / Melanie Depypere
yannick@astrix.be / melanie@astrix.be
+ 32 56 61 11 10

SPECIFICATIONS

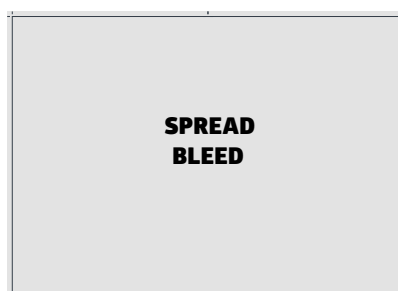
- Certified PDF in high resolution (300 dpi)
- Images and illustrations with minimal resolution of 300 dpi
- Colours converted to CMYK

FORMATS



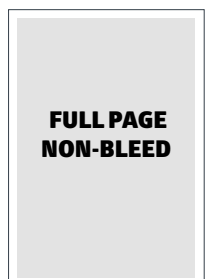
FULL PAGE BLEED

- Trimmed format:
W 210 x H 297 mm
+ bleed of 5 mm around:
W 220 x H 307 mm
- Crop marks:
at 5 mm of the trimmed format
- Typesetting area:
W 190 x H 277 mm



SPREAD BLEED

- Trimmed format:
W 420 x H 297 mm
+ bleed of 5 mm around:
W 430 x H 307 mm
- Crop marks:
at 5 mm of the trimmed format
- Typesetting area:
10 mm of cutting and backside



FULL PAGE NON-BLEED

- Format:
W 190 x H 277 mm
- No bleed
and crop marks needed
- Trimmed format
with white edge of 10 mm around:
W 210 x H 297 mm



SPREAD NON-BLEED

- Format:
W 400 x H 277 mm
- No bleed
and crop marks needed
- Trimmed format
with white edge of 10 mm around:
W 420 x H 297 mm

BANNER WEBSITE

- Format Desktop version: 1200px x 150px
- Format Mobile version: 544px x 344px

Daeninck Magazine BMW



Rates

Reach	8,000 contacts
Region	East Flanders
Date of appearance	April / October

AD RATES 2020

1/1 page (full page)	1,650 euros
2/1 page (spread)	2,850 euros
Cover 2 (inner side cover)	2,450 euros
Cover 3 (inner side backcover)	2,250 euros
Cover 4 (backcover)	2,850 euros

Discounts

Early booking discount (at least 60 days before publication)	100 euros
Reservation 2 editions	10%
Reservation 3 editions	15%
Reservation > 3 editions	20% + 1 year online banner * on the website

* to be provided by the advertiser

**Discounts for multiple editions are also valid when spread over the different titles.
Preferred placement: +10%.**

Prices excluding 21% VAT and valid as of 2020. Subject to changes.
These rates are only valid for print-ready material (Certified HiRes CMYK PDF).
For personalised offers, you can contact us freely at magazines@astrix.be.

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