

# BMW CAR CLUB OF AMERICA

## 2024 MEDIA KIT

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THE LEADING  
BMW AND BMW  
ENTHUSIAST MEDIA  
PUBLISHER IN THE  
UNITED STATES

[BMWCCA.ORG](https://www.bmwcca.org)



# BMW CAR CLUB OF AMERICA

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The BMW Car Club of America is the largest association of BMW enthusiasts in the world.

With over 65,000 members who own more than 125,000 BMW's in North America, BMW Car Club of America keeps audiences informed and engaged with media for every aspect of BMW enthusiasm.

BMW CCA reaches BMW enthusiasts of every make and model, young and old, affluent and aspirational.

With the launch of *BMW Car Club Magazine: BimmerLife* premium editions, BMW CCA reaches a growing community of enthusiastic, aspiring, and prestige-oriented BMW owners and drivers who have a passion for quality and performance.



# BMW CCA MEMBERSHIP



## UNCOMMON CONSUMERS

Over 65,000 members across 70+ chapters.

BMW Car Club members own more than 125,000 BMWs.

Average age:	50
Male/Female:	83%/17%
Average HHI:	\$198K
Average HNW:	\$1.8MM

# 2024 BMW CAR CLUB MAGAZINES

## ROUNDEL EDITION



## BIMMERLIFE EDITION



Published 8 times a year, *BMW Car Club Magazine: Roundel* is the Voice of the BMW Car Club of America and is the leading BMW enthusiast magazine in the U.S., celebrating 50+ years of publication.

*BMW Car Club Magazine: BimmerLife* magazine is a bi-annual premium format lifestyle publication that celebrates the BMW enthusiast lifestyle.

# BMW CAR CLUB MAGAZINE: ROUNDEL



A CELEBRATION OF ALL THINGS BMW.

And the people who make them. And design them.  
 And own them. And race them. And show them.  
 And restore them. And improve them. And repair them.  
 And discuss them. And love them.  
 And enjoy the pure pleasure of driving a BMW.

Published 8 times a year.  
 Available exclusively to BMW Car Club members.

Member circulation: 57,398  
 Associate members: 9,091\*  
 Total membership: 66,489\*\*

\*Associate members reside in the same household.  
 \*\*as of 12/14/2021

Engaging Features



Wide Ranging Departments



Popular Columns



The multiple award-winning, highly-lauded *BMW Car Club Magazine: Roundel* has been called one of the best car club magazines by *Car & Driver*

With incisive and entertaining columnists, in-depth features about BMWs old and new, coverage of exclusive events, technical tips, event calendars, and more, *Roundel* is the longest-running and most widely circulated U.S. magazine focused on everything about BMWs and the BMW lifestyle.

# BMW CAR CLUB MAGAZINE: ROUNDEL

8.125"

16.25"

10.875"



## ROUNDEL EDITION SPECIFICATIONS

10.875"



SIZE	LIVE AREA	BLEED	TRIM SIZE
2-Page Spread	15.75" x 10.375"	16.5" x 11.25"	16.25" x 10.875"
Full Page	7" x 10"	8.375" x 11.25"	8.125" x 10.875"
2/3 Page	4.625" x 10"	5.25" x 11.25"	5.125" x 10.875"
½ Page Horizontal	7" x 5"	8.375" x 5.5"	8.125" x 5.375"
½ Page Island	4.625" x 7.5"	n/a	n/a
1/3 Page Horizontal	4.625 x 5"	n/a	n/a
1/3 Page Vertical	2.25" x 10"	2.875" x 11.25"	2.75" x 10.875"
¼ Page Standard	3.5" x 5"	n/a	n/a
¼ Page Horizontal	4.675" x 3.5"	n/a	n/a
1/6 Page	2.25" x 5"	n/a	n/a
1/12 Page	2.25" x 2.5"	n/a	n/a

# BMW CAR CLUB MAGAZINE: ROUNDEL



## 2024 SCHEDULE AND CLOSINGS

8 Issues - 6 Print and 2 Digital-Only

Issue	in Home	Space Close
Jan-Feb	Jan 4-8	11/23
Mar-April	Apr 5-9	2/24
May (DIGITAL)	May 1 (online)	3/24
June	Jun 3-9	4/26
July-Aug	Jul 2-9	5/26
Sept-Oct	Oct 1-8	8/24
November	Nov 3-9	9/24
Dec. (DIGITAL)	Dec 1 (online)	10/25

## 2024 ROUNDEL MAGAZINE RATES

(RATES ARE NET)

SIZE	1X	5X	8X	PREMIUM POSITIONS	1X
Spread	\$5,650	\$5,090	\$4,520	Cover 2	\$3,600
Full Page	\$2,825	\$2,545	\$2,260		
2/3 Page	\$2,100	\$1,880	\$1,675	Cover 3	\$3,000
½ Page	\$1,725	\$1,555	\$1,380		
1/3 Page	\$1,705	\$1,145	\$1,020	Cover 4	\$4,500
¼ Page	\$1,050	\$945	\$840		
1/6 Page	\$765	\$690	\$610		
1/12 Page	\$450	\$405	\$360		

Preferred format: hi-resolution PDF

Files under 25MB can be emailed to [communications@bmwcca.org](mailto:communications@bmwcca.org).

If needed for larger or multiple files, contact [communications@bmwcca.org](mailto:communications@bmwcca.org) to receive a direct file upload link.

For more information, please contact  
 Mark Dewey, Advertising Director/BMWCCA Publications  
 818-922-4730 \* [mark@deweymediaservices.com](mailto:mark@deweymediaservices.com)

# BMW CAR CLUB MAGAZINE: BIMMERLIFE



Amazing photography and engaging articles cover the full range of experiences, adventures, and enjoyment that is the BMW enthusiast lifestyle.



Individual chapter profiles, events, and members provide unique insight into each BMW CCA region.

Celebrating all aspects of the BMW enthusiast lifestyle, the new *BMW Car Club Magazine: BimmerLife* is crafted in a premium format with a lush style and stunning photography. BimmerLife is published in a single 200+ page, national edition, featuring a mix of regional and national features, plus Club news, events, and articles specific to each region and its chapters.

Launched in early 2020, *BimmerLife* is published biannually in Spring/Summer and Fall/Winter editions. Each issue will reach the full membership of the BMW Car Club of America and also be distributed to BMW Dealerships, independent shops, event attendees, enthusiasts in other venues, and select digital and physical newsstands nationwide. Digital versions are published on BimmerLife.com and available to the public for free.

It's a bold and exciting part of the American BMW enthusiast media universe.

Please see the map on page 10 with the breakout of the five BMW CCA regions.

# SHOWCASING THE BMW LIFESTYLE

Designed as a premium format publication emphasizing lush photography, *BimmerLife* includes lifestyle articles, chapter profiles, events, and news. The magazine uses the tagline “Celebrating the BMW Enthusiast Lifestyle.” The publication is perfect for introducing products, services, and events to a community of BMW enthusiasts who make their cars a prominent part of their lifestyles.

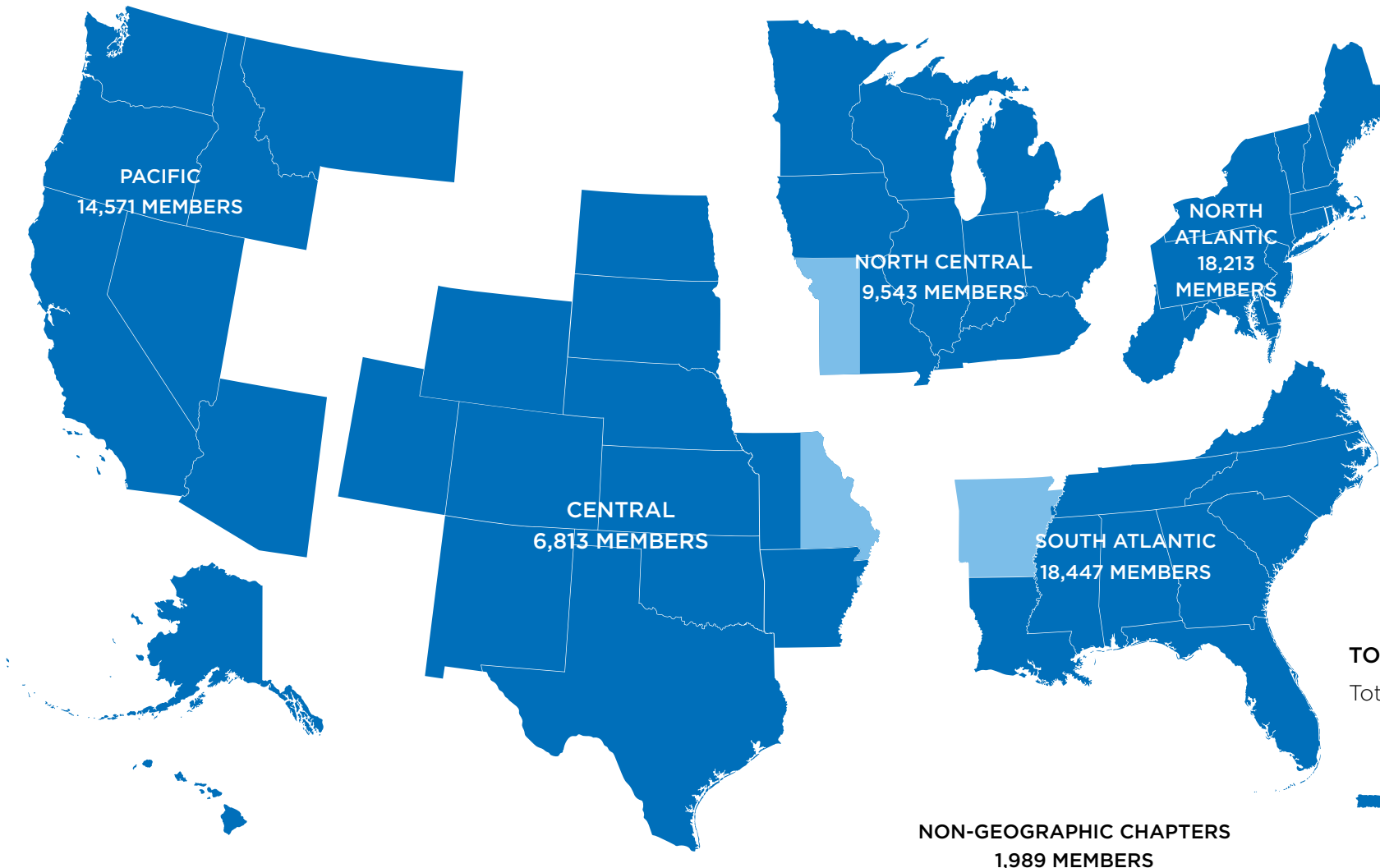


- **Regional sections** allow specific targeting of advertising messages
- **Designed for persistence**, so ads will be current longer.
- **Premium format** attracts more attention.
- **Distributed to BMW dealerships** and at prominent BMW-centric events.



# BMW CAR CLUB MAGAZINE: BIMMERLIFE

## FIVE BMW CCA REGIONS



Each BMW CCA region will have its own, custom section of *BimmerLife* with articles and insights about the BMW enthusiast lifestyle specific to that region.

Issue packs are also provided to BMW dealerships and independent shops in each region.

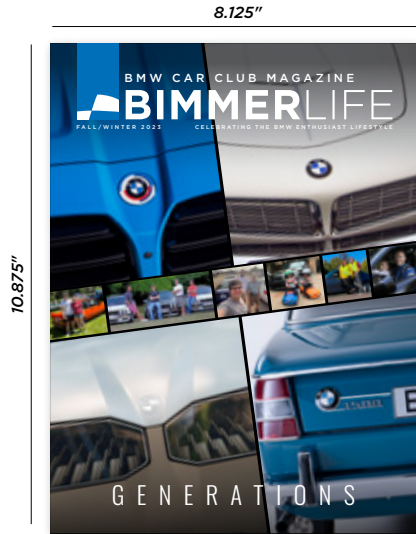
**TOTAL CIRCULATION 72,000+**

Total membership 66,489\*

\*(as of 12/2021)

# BMW CAR CLUB MAGAZINE: BIMMERLIFE

## AD RATES & SPECIFICATIONS



For 2024, *BMW Car Club Magazine* will have the same page size for both *Roundel* and *BimmerLife* editions. However, *BimmerLife* will maintain its premium design, paper, and feel, keeping ad sizes to either 2-page spread, full, or half-page only. Placement requests

### RATES

2-Page Spread	\$5,650
Full page	\$2,825
1/2 Page Horizontal	\$1,725

## BIMMERLIFE EDITION 2024 SCHEDULE AND CLOSINGS

ISSUE	IN HOME	SPACE CLOSE
Spring/Summer	March 3-10	1/26
Fall/Winter	Sep 3-10	7/26

## BIMMERLIFE EDITION SPECIFICATIONS

SIZE	LIVE AREA	BLEED	TRIM SIZE
2-Page Spread	15.75" x 10.375"	16.5" x 11.125"	16.25" x 10.875"
Full Page	7" x 10"	8.375" x 11.125"	8.125" x 10.875"
1/2 Page Horizontal	7" x 5"	8.375" x 5.5"	8.125" x 5.375"

Preferred format: hi-resolution PDF

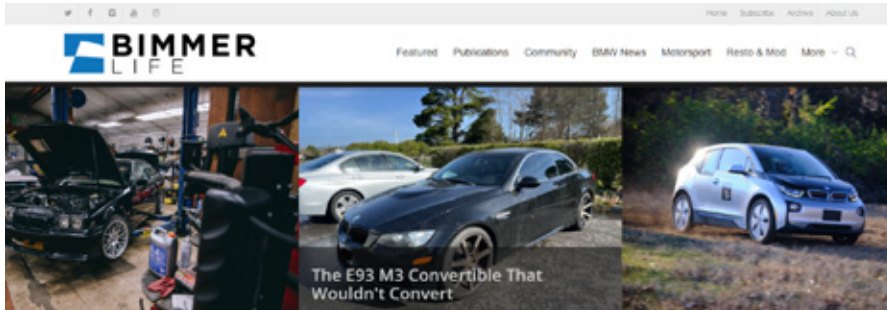
Files under 25MB can be emailed to [communications@bmwcca.org](mailto:communications@bmwcca.org).

If needed for larger or multiple files, contact [communications@bmwcca.org](mailto:communications@bmwcca.org) to receive a direct file upload link.

For more information, please contact

Mark Dewey, Advertising Director/BMWCCA Publications  
818-922-4730 \* [mark@deweymediaservices.com](mailto:mark@deweymediaservices.com)

## BIMMERLIFE.COM



BimmerLife.com is a specialized community news source by enthusiasts, for enthusiasts. Content and stories are available on the website, as well as right in your inbox with our weekly newsletter. The website complements the printed publication by offering a source for breaking BMW news and recent updates on national club events/programs.

### AD OPTIONS:

Two ad types are offered for the BimmerLife website. The ads and example placements are shown in the sample image at left. *Inquire for availability*

#### RECENT ARTICLES

Turner Motorsport Wins BMW Sports Trophy  
Motorsport



The BMW M Sports Trophy Awards are a tradition that goes back over 50 years, to honor the best privateer teams and drivers that compete in BMW race cars around the world. Points are tallied during the year and the winners are announced each December during the BMW M.

[Continue reading](#)

300x250

Community Hack Mechanic

Celebrating Giving Tuesday With The BMW CCA Foundation  
Community



The BMW CCA Foundation is celebrating Giving Tuesday on November 28th in conjunction with charities around the world. Their motto, "Everyone has something to give, and every act of generosity counts" resonates with the Foundation as our giving pledge. The Foundation depends upon its generous donors to run its operations. Your thoughtfulness and generosity...

The Perfect One-And-A-Half Car Solution—An E46 M3 And Then Some  
Community, Lifestyle



My Step-Change BMWs  
Resto & Mod



### 300x250 BOX AD

1 to 12 weeks	\$250 net/wk
13-25 weeks	\$225 net/wk
26 or more weeks	\$200 net/wk

Shown on the homepage at the top of the right-hand column, this premium-placement ad can draw attention from every visitor.

**300w X 250h Box Ad Specs:** Design should be submitted at **600x500 pixels** size to insure proper display on different screen formats.

### 728x90 BANNER AD

1 to 12 weeks	\$250 net/wk
13-25 weeks	\$225 net/wk
26 or more weeks	\$200 net/wk

Banner ads are displayed between article summaries on the homepage.

**728x90 Ad Specs:** Design should be submitted at **1456x620 pixels** to insure proper display on different screen formats.

### ADDITIONAL BIMMERLIFE.COM AD SPECS:

Link - make sure to include the link(s) to use with the advertisement:

Deadline: One week before expected first display on website. Note that placement and frequency will be coordinated by the advertising director.

Send copy, image and link to: [advertising@bmwcca.org](mailto:advertising@bmwcca.org)

BimmerLife eNewsletter is a weekly publication of current industry and Club news compiled from BimmerLife.com articles.

Sent each week to more than 47,000 BMW Club members. Metrics show growth in delivery and open rates.

Link to a recent edition:  
<https://bit.ly/2Cf7tVT>

Average delivered: 47,000+  
 Average open rate: 43% (20,000+)

Ad CTR's: 0.35% to 4.0% depending on the nature of the ad

### AD OPTIONS:

Two ad types offered - the ads are in the horizontal grey bars:

*Inquire for availability*

### 552x310 RECTANGLE

1 to 12 weeks	\$250 net/wk
13-25 weeks	\$225 net/wk
26 or more weeks	\$200 net/wk

**552x310 Rectangle Specs:** Design should be submitted at **1104x620 pixels** size to insure proper display on different screen formats. Displayed on a grey background to stand out.

### SPONSORED CONTENT

1 to 12 weeks	\$300 net/wk
13-25 weeks	\$275 net/wk
26 or more weeks	\$200 net/wk

Deliver your full message with a **two-column ad** featuring an image of **280 pixels wide** and an up to **40-word description!** Displayed on a blue background to increase visibility.

### SPONSORED CONTENT SPECS

Image: 280x200 (height can vary), JPEG, GIF, 2MB limit (if animated, 15 second limit)

5-6 word headline

40 word description (firm - so the copy won't be truncated on mobile devices)

Link - make sure to include the link(s) you want us to use

Deadline: the Friday prior to the Wednesday of publication  
 Send copy, image and link to: [advertising@bmwcca.org](mailto:advertising@bmwcca.org)



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**BMW Car Club**  
of America



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**CONTACT - ADVERTISING**

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**CONTACT - EVENTS AND SPONSORSHIP**

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