



BMW Car Club  
of America



# BMW CAR CLUB OF AMERICA

## 2025 MEDIA KIT

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 **official BMW enthusiast club for the United States** and is the **largest association of BMW enthusiasts in the world.**

With over 60,000 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 is the best and most well established community for BMW enthusiasts of every make and model, young and old, affluent and aspirational.

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 60,000 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

# 2025 BMW CAR CLUB MAGAZINES

## ROUNDEL EDITION



## BIMMERLIFE EDITION

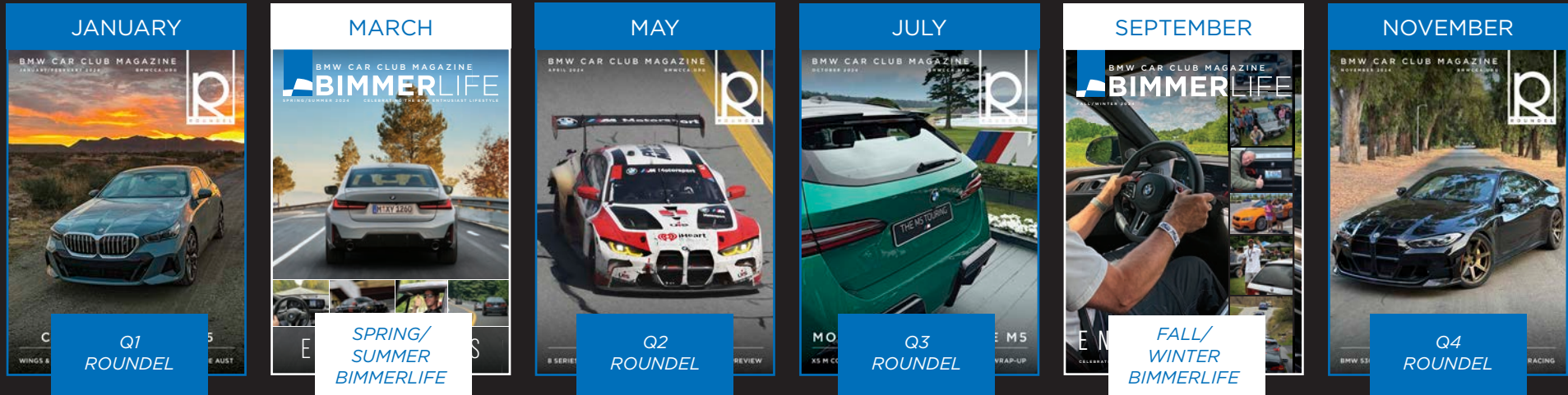


Published four times a year, *BMW Car Club Magazine: Roundel* is a members-only magazine covering all aspects of BMW. It is the leading BMW enthusiast print magazine in the U.S., celebrating over 50 years of publication. Each print edition has matching digital editions in both flipbook and mobile-first responsive versions.

*BMW Car Club Magazine: BimmerLife* magazine is a bi-annual premium format lifestyle publication that celebrates the BMW enthusiast lifestyle, showcasing the club, its chapters, and its members in a premium format magazine that is distributed nationally to members, dealerships, physical newsstands, and digital newsstands.

# 2025 BMW CAR CLUB MAGAZINES

BMW Car Club Magazine is a bi-monthly print magazine created in both *Roundel* and *BimmerLife* editions. Each issue is scheduled to arrive within the first ten days of the month. For 2025, four issues of the *Roundel* edition and two issues of the *Bimmerlife* edition will be produced.



## 2025 SCHEDULE AND CLOSINGS

6 PRINT ISSUES

Issue	IN HOME	SPACE CLOSE
Q1 Roundel	January 5-12	11/25
BimmerLife S/S	March 5-12	1/25
Q2 Roundel	May 5-12	3/25
Q3 Roundel	July 5-12	5/25
BimmerLife F/W	September 5-12	7/25
Q4 Roundel	November 5-12	9/25

## 2025 PRINT MAGAZINE AD RATES

(RATES ARE NET)

SIZE	1X	6X	PREMIUM POSITIONS	1X
Spread	\$5,933	\$5,345	Cover 2	\$3,600
Full Page	\$2,966	\$2,672		
2/3 Page	\$2,205	\$1,974	Cover 3	\$3,000
½ Page	\$1,811	\$1,633		
1/3 Page	\$1,575	\$1,202	Cover 4	\$4,500
¼ Page	\$1,103	\$992		
1/6 Page	\$803	\$725		
1/12 Page	\$473	\$425		

*BimmerLife* only utilizes Spread, Full-Page and 1/2 Page ad sizes.

# BMW CAR CLUB MAGAZINE: ROUND EL



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 4 times a year.

Available exclusively to BMW Car Club members.



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

**CONVENIENCE, AMPLIFIED**  
INTRODUCING TRANSPARENT BMW SERVICE.

Get ready for an unprecedented service experience. When you service at a participating BMW Center, you'll now have access to flexible scheduling, a faster car, and BMW Trained Technicians—including video and text message updates along the way. From beginning to end, the BMW service experience is now more convenient than ever. Contact your participating BMW Center to learn more.

All work is carried out by BMW Trained Technicians using Original BMW Parts, which come with a limited warranty. Mileage reports do not constitute an extension of the warranty period for the vehicle or a part thereof.

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Some rules aren't meant to be followed

**XPEL THE OFFICIAL**  
PAINT PROTECTION FILM OF BMW CCA

Your classic is calling

BMW's rich history of engineering excellence and performance is a source of pride for many BMW enthusiasts. But what if you're looking for a way to protect your classic car's paint from the elements? XPEL's paint protection film is the answer. It's a clear, durable film that shields your car's paint from scratches, chips, and environmental damage. So, if you're looking for a way to keep your classic car looking like new, XPEL is here to help with what matters most to you.

**SHIFTGATE**  
AUTOMOTIVE AUCTIONS

**STEALTH**  
LATE RAIN PROTECTION FILM

**PRIME**  
LATE RAIN PROTECTION FILM

**ULTIMATE PLUS**  
PAINT PROTECTION FILM

**FUSION PLUS**  
CERAMIC COATING

210-794-9442 | XPEL.COM/BMWCCA | SUPPORT@XPEL.COM

Reach an exclusive audience of dedicated BMW enthusiasts by advertising in the award-winning *BMW Car Club Magazine: Roundel*. For over 50 years, *Roundel* has brought together members of the official BMW enthusiast club for the United States, the **BMW Car Club of America**.

**BMW Car Club of America**

## 2025 SCHEDULE AND CLOSINGS

4 Print Issues

Issue	in Home	Space Close
Q1	January 5-12	11/23
Q2	May 5-12	3/24
Q3	July 5-12	5/26
Q4	November 5-12	9/24

**MAKE TRACTION A TRADITION**

Start a new holiday tradition with a gift card to the BMW Performance Center. That's good news for you, your loved one will be all smiles as they experience a 503-horsepower M car on the track. It's a gift that's a glistening holiday season.

Get 20% off a gift card with code 21RHD120, now through 12/31/21. Call 888-345-4269 to purchase or visit BMWPerformanceCenter.com for more information.

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**GRIOT'S GARAGE** Clean, Polish, & Protect!

**WITH OUR CO ORBITAL MASTER KIT**  
This kit includes everything you need to clean and detail your BMW from start to finish, inside and out! Your paint will be ready to shine like never before!

**BMW CCA MEMBERS RECEIVE 15% OFF ON ALL LIQUID CAR CARE PRODUCTS** Use Code: BMWCCA

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**WorkShop**

DETAILING & RESTORATION | 8461 182TH AVE. | SUITE 100 | FORT WORTH, TX 76156 | www.workshop.com

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.

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. Digital versions are published on [BimmerLife.com](http://BimmerLife.com) and available to the public for free.



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

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

Please see the map on page 11 with the breakout of the five BMW CCA regions.

# SHOWCASING THE BMW LIFESTYLE

*BimmerLife* includes lifestyle articles, chapter profiles, events, and news using the tagline “Celebrating the BMW Enthusiast Lifestyle.”

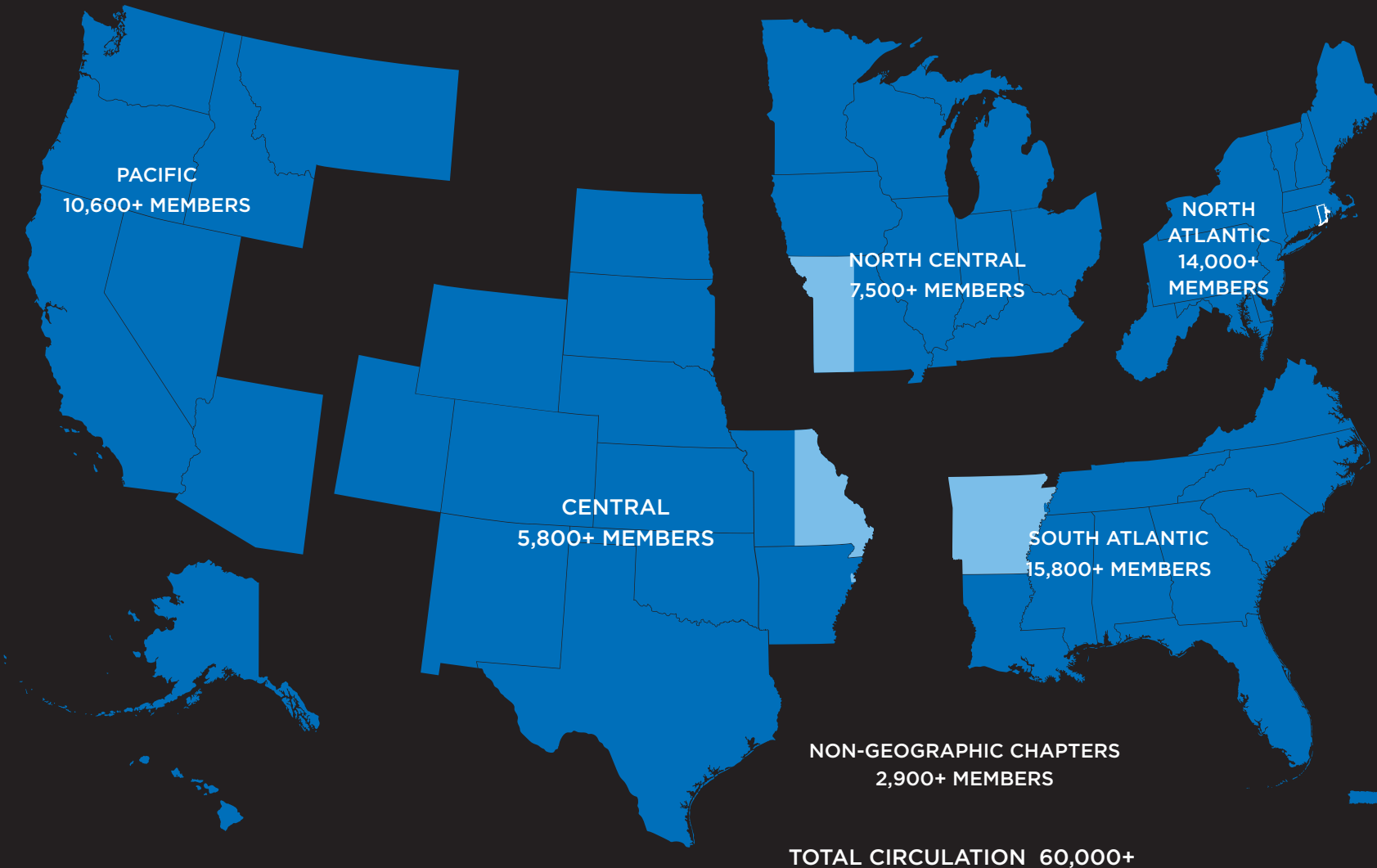
The publication is perfect for introducing products, services, and events to a community of BMW enthusiasts who make their cars a prominent part of their lifestyles.

- **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

## CUSTOM CONTENT FOR EACH BMW CCA REGION



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

Issue packs are provided to BMW dealerships and independent shops.

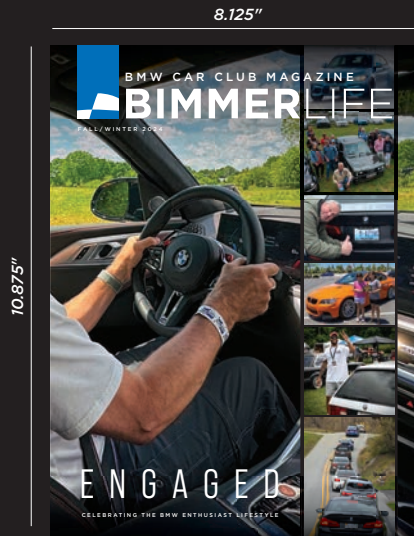
Issues are available both on newsstands (Barnes & Noble and BooksAMillion) across the country and on international digital newsstands (Magzter and Readly).

And full issues are available to read for free at [bimmerlife.com/publications](http://bimmerlife.com/publications).

\*(as of 11/2024)

# BMW CAR CLUB MAGAZINE: BIMMERLIFE

## AD RATES & SPECIFICATIONS



BMW Car Club Magazine has the same page size for both *Roundel* and *BimmerLife* editions. However, *BimmerLife* utilizes a premium design, paper, and feel.

*BimmerLife* restricts ad sizes to 2-page spread, full, or half-page only.

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)

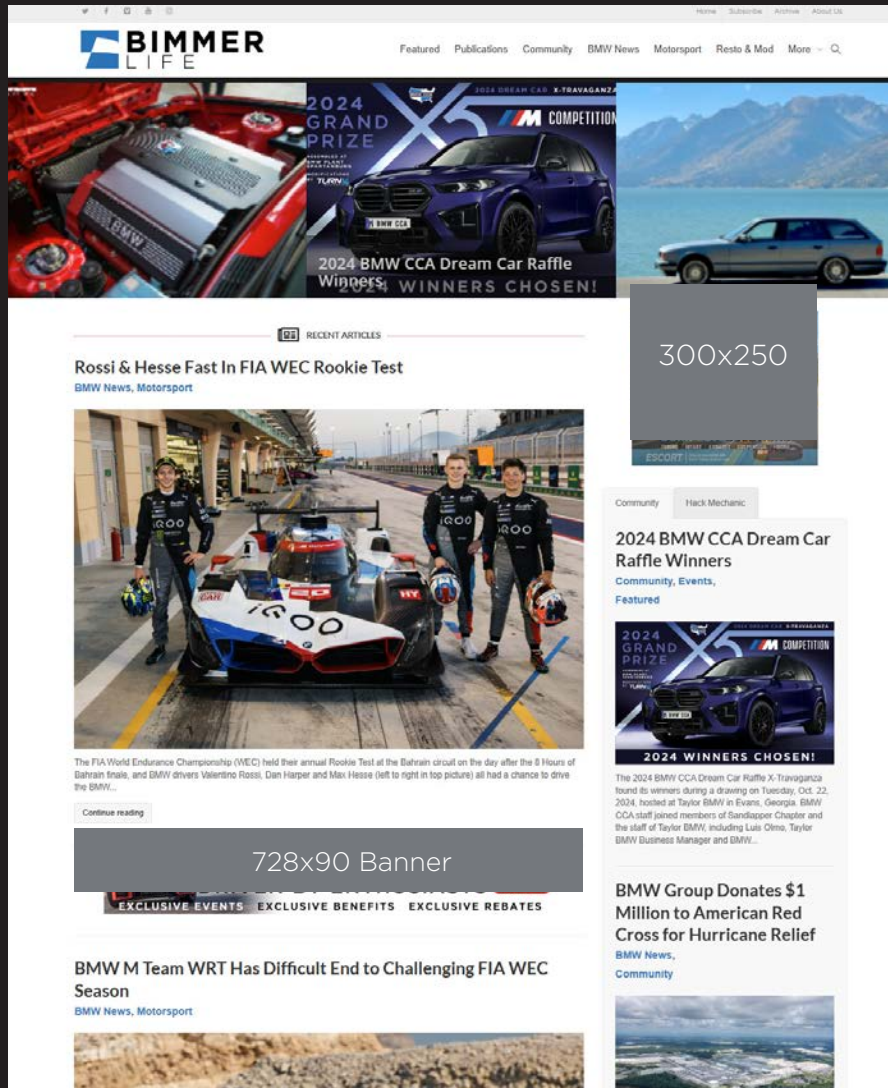
### BIMMERLIFE EDITION 2025 SCHEDULE AND CLOSINGS

ISSUE	IN HOME	SPACE CLOSE
Spring/Summer	March 3-10	1/25
Fall/Winter	Sep 3-10	7/25

### 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"

## 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*

### 300x250 BOX AD

1-3 Months	\$350 net/month
3-6 Months	\$325 net/month
6-12 Months	\$300 net/month

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

1-3 Months	\$350 net/month
3-6 Months	\$325 net/month
6-12 Months	\$300 net/month

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 as well as a growing number of independent subscribers. 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	\$325 net/wk
13-25 weeks	\$275 net/wk
26 or more weeks	\$250 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	\$350 net/wk
13-25 weeks	\$325 net/wk
26 or more weeks	\$300 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)



The screenshot shows a newsletter layout with several articles and ads. Annotations include:

- 552x310 Rectangle:** Points to a grey horizontal bar at the top right containing a "My Step-Change BMWs" article snippet.
- SPONSORED CONTENT:** Points to a blue horizontal bar at the bottom right containing a "15% OFF" Michelin tires promotion.

Other visible content includes:

- Header: "All-new with military know-how" and "BimmerLife For Enthusiasts, By Enthusiasts".
- Article: "Teens Take On the BMW Performance Center" by Kyle van Hoften.
- Article: "Turner Motorsport Wins BMW Sports Trophy" by David Haueter.
- Article: "Manual-Equipped Z4s Are Coming in 2024!" by Mike Bevels.
- Article: "BMW Teams On Podium In 12H Kuwait Race" by David Haueter.
- Advertisement: "It's about range superiority" for a car.
- Advertisement: "SHOP BMW CCA! If your loved ones share your same passion..."
- Advertisement: "Member Exclusive Discount: Buy 2 to 4 Michelin Tires and Get 15% Off!"



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**BMW Car Club**  
of America



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