



BMW Car Club
of America



BMW CAR CLUB OF AMERICA

2026 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

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

2026 BMW CAR CLUB MAGAZINES

ROUNDEL 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.

BIMMERLIFE EDITION



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.

2026 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 2026, four issues of the Roundel edition and two issues of the Bimmerlife edition will be produced.



2026 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

2026 PRINT MAGAZINE AD RATES

(RATES ARE NET)

SIZE	1X	6X	PREMIUM POSITIONS	1X
Spread	\$6,230	\$5,615	Cover 2	\$3,850
Full Page	\$3,115	\$2,805		
2/3 Page	\$2,315	\$2,075	Cover 3	\$3,500
½ Page	\$1,900	\$1,715		
1/3 Page	\$1,655	\$1,265	Cover 4	\$4,500
¼ Page	\$1,160	\$1,045		
1/6 Page	\$845	\$765		
1/12 Page	\$500	\$460		

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

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 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

8.125"

16.25"

10.875"



10.875"



ROUNDEL EDITION ADVERTISING SPECIFICATIONS

SIZE	LIVE AREA	BLEED	TRIM
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"
2/3 Page	4.625" x 10"	5.25" x 11.125"	5.125" x 10.875"
1/2 Page Horizontal	7" x 5"	8.375" x 5.5"	8.125" x 5.375"
1/2 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 11.125"	2.75" x 10.875"
1/4 Page Standard	3.5" x 5"	n/a	n/a
1/4 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



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**.



2026 SCHEDULE AND CLOSINGS

4 Print Issues

Issue	in Home	Space Close
Q1	January 5-12	11/25
Q2	May 5-12	3/25
Q3	July 5-12	5/25
Q4	November 5-12	9/25

Preferred format: hi-resolution PDF

Files under 25MB can be emailed to communications@bmwcca.org.

If needed for larger or multiple files, contact 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

BMW CAR CLUB MAGAZINE: BIMMERLIFE



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 and available to the public for free.

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.

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.”

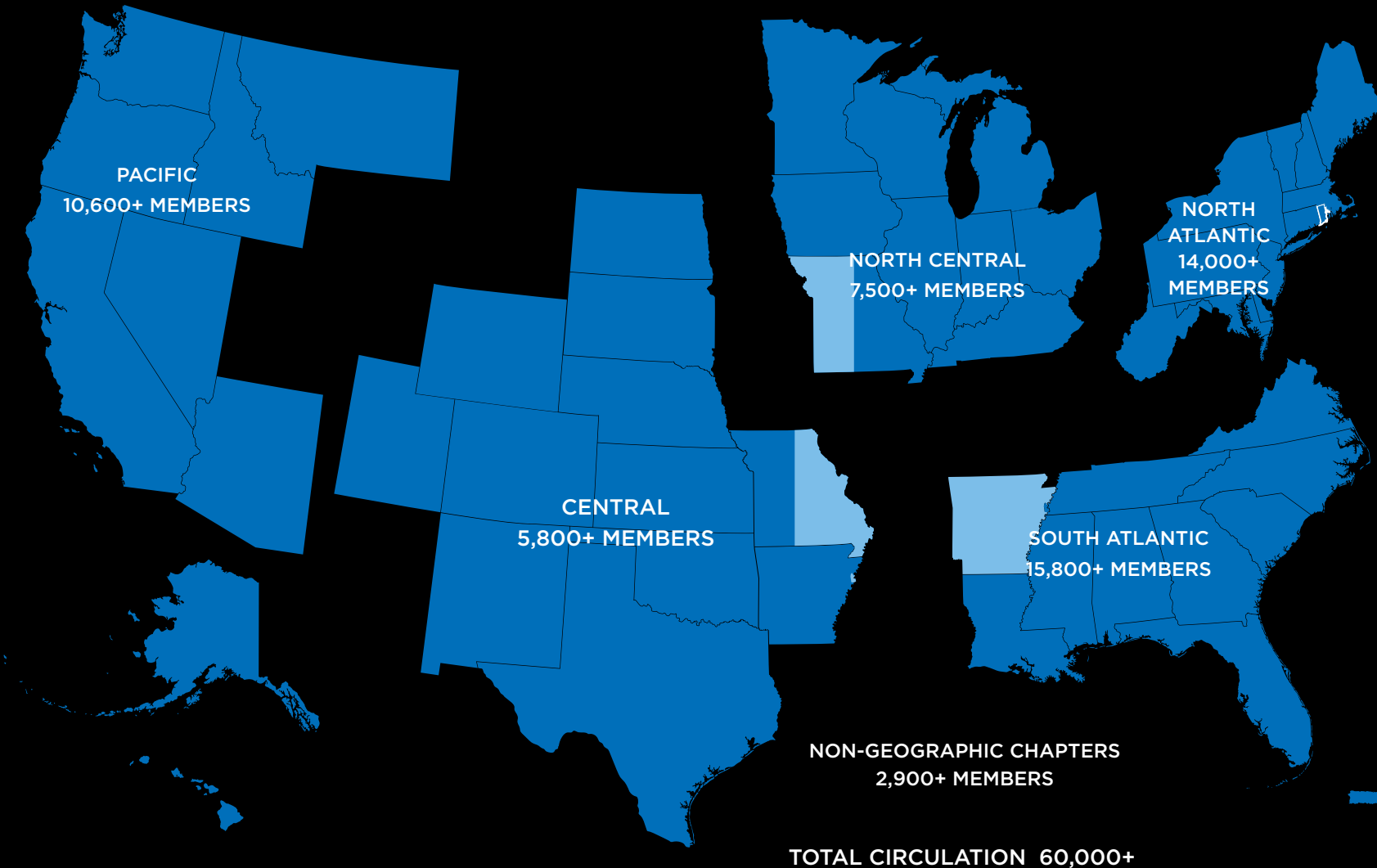
The publication is perfect for introducing products, services, and events to a community of BMW enthusiasts who make their cars a prominent part of their lifestyles.

- **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.

*(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.

If needed for larger or multiple files, contact 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

BIMMERLIFE EDITION 2026 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

1-12 Weeks	\$500 net/wk
13-25 Weeks	\$425 net/wk
26+ Weeks	\$350 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

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

Banner ads are displayed between article summaries on the homepage.

728x90 Ad Specs: Design should be submitted at **1456x180 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

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

Subscribers receive a weekly compilation of news, events, and articles of interest for BMW enthusiasts, by BMW enthusiasts.



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.

View the most recent stories and subscribe for free at bimmerlife.com.

BIMMERLIFE ADS:

Ad banners are presented in horizontal grey bars as shown in the examples on the left.

Inquire for availability

552x310 BANNERS-EVERY WEDNESDAY

1 to 12 Weeks	\$350 net/wk
13-25 Weeks	\$300 net/wk
26+ Weeks	\$275 net/wk
52 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.

ADDITIONAL REQUIREMENTS:

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

Deadline: the Friday prior to the Wednesday of publication

Send image and link to: advertising@bmwcca.org



BMW Car Club
of America



CONTACT - ADVERTISING

MARK DEWEY
ADVERTISING DIRECTOR/BMWCCA PUBLICATIONS
818-922-4730
MARK@DEWEYMEDIASERVICES.COM

CONTACT - EVENTS AND SPONSORSHIP

JASON KAZIAN
864.438.0961
JKAZIAN@BMWCCA.ORG