



Advertising With The BMW Club



The **BMW Club** has over 3,000 dedicated and enthusiastic members, many of whom own multiple BMW models.

Advertising is available in our monthly magazine *The Journal*, on the Club's website and on the Club's Forum.

The Journal is normally published in the fourth week of every month, dated for the following month, and is posted to every member. *The Journal* offers the opportunity to specifically target a significant proportion of owners of these expensive and exclusive machines.

The Journal is normally published with over 40 A4 pages (plus cover), is full colour throughout on 80gsm part mechanical white art paper and has a full colour 170gsm cover. We offer excellent reproduction throughout of both halftones and colour.

As well as the obligatory web site, the Club also has an online Forum where Club members and non-members can share technical tips, plan trips and generally discuss motorcycling. Both have limited annual advertising available.

RATES for 2022

The following rates are valid until **31 Dec 2022** and are quoted **excluding VAT** which is charged at the prevailing rate.

Rates are quoted on the basis that the advertiser supplies copy and graphics in standard digital format (PDF, JPG, PNG) emailed (or made available via a cloud drive) to marketing@bmwclubuk.net

Advert Size	Width	Height	1 edition / month	3 editions 5% disc.	6 editions 10% disc.	12 editions 20% disc.	24 editions 25% disc.
Double (centre) page spread	420mm	297mm	£400.00	£1,140.00	£2,160.00	£3,840.00	£7,200.00
Full page - Prime pages	210mm	297mm	£280.00	£798.00	£1,512.00	£2,688.00	£5,040.00
Full page with bleed (3mm)	210mm	297mm	£220.00	£627.00	£1,188.00	£2,112.00	£3,960.00
Full page to margins	190mm	272mm	£220.00	£627.00	£1,188.00	£2,112.00	£3,960.00
Half page landscape	190mm	132mm	£150.00	£427.50	£810.00	£1,440.00	£2,700.00
Half page portrait	90mm	272mm	£150.00	£427.50	£810.00	£1,440.00	£2,700.00
Quarter page landscape	190mm	62mm	£80.00	£228.00	£432.00	£768.00	£1,440.00
Quarter page portrait	90mm	132mm	£80.00	£228.00	£432.00	£768.00	£1,440.00
Eighth page landscape	90mm	62mm	£50.00	£142.50	£270.00	£480.00	£900.00
Web site advert	550px	210px	n/a	n/a	n/a	£300.00	£600.00
Forum site advert	160px	100px	n/a	n/a	n/a	£120.00	£240.00

DISCOUNTS Multiple edition rates are for consecutive editions. Online adverts (web & forum) do not attract any period discount unless placed as part of a Journal advert agreement. Joining the **Member's Discount scheme** will reduce your costs further as we match any discount you offer our members. Contact us for more information.

PRIME Prime pages are back cover, inside front cover and inside back cover.

PAYMENT Payment is by invoice and is due on the first day of the month in which the first advert appears. Paying monthly is possible for Journal adverts but only after 6 consecutive adverts have been pre-paid.

COPY DATE Copy must be received by the Marketing Manager (or Editor) by the 5th of the month for inclusion in the next month's edition, for example by 5th May for the June edition. We try to include late copy where possible, but cannot guarantee to do so.

OMISSIONS Every effort will be made to include adverts, but occasionally mistakes occur. Where an error in content is material, the Club reserves the right to offer free insertion in the following issue. The BMW Club does not accept any liability for the non-appearance of any advert and reserves the sole discretion to refuse any advert.

DESIGN Design for Journal adverts can usually be undertaken for a modest charge. Please contact the Marketing Manager for details.

INSERTS Inserts weighing less than 60 grams may be accepted for inclusion within the postal wrapper (not within the pages of *The Journal*) by arrangement with the Membership Secretary (not the Marketing Manager or Editor). The maximum finished size is A4 with one hard edge. The current charge is £20 per thousand, subject to the inserts not bringing the postage cost for each Journal above the current Royal Mail large letter rate. This rate is **not** subject to the discounts listed above.

CONTACTS The BMW Club's Marketing Manager's email is marketing@bmwclubuk.net
The Journal Editor's email address is editor@bmwclubuk.net
The Club's Membership Secretary's email address is membership@bmwclubuk.net