

MEDIA KIT
2014















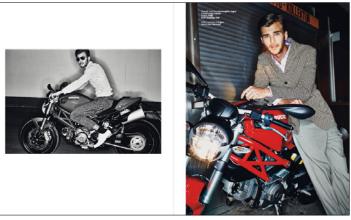
MOBILITY

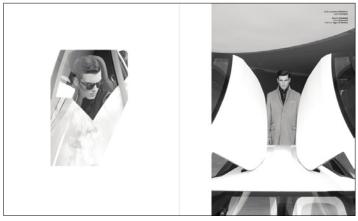
In INTERSECTION the reader gets an extensive and completely unique insight into the newest trends of the mobility industry. Concept Cars, car sharing, movement in the digital age. The visions of tomorrow and today are at the heart of the magazine. From

breathtaking design ideas, to innovative technical ideas to the ultimate luxury: Motorbikes, Yachts, electric cars and supersportscars – everything that moves the world is covered with humor, depth and passion.













FASHION AND ACCESSORIES

INTERSECTION is a modern luxury magazine for men. In eloborate fotoshoots we not only show beautiful and visionary cars but also high standard fashion and accessories. Apart from that we cover the latest

trend on the intersection between the luxury and mobility industrie. An important role play watches, to which we dedicate an extensive spread in each magazine.













ART AND DESIGN

More and more art becomes an important for individuals and the lifestyle industrie. Also the car and luxury industrie collaborates increasingly with artists and freethinking designers. In INTERSECTION we focus on exceptional works to surprise and inspire the reader.













CELEBRITIES

A central part of INTERSECTION are extensive interviews and portraits of celebrities. Actors like Daniel Craig, Orlando Bloom, Usher, Ralph Lauren or formula-1-

legends like Nikki Lauda or Jenson Button talk in unusual intimate interviews about their true passion: Speed and the most beautiful vehicles of the world.













PORTRAITS

Besides interviews with worldfamous celebrities, INTERSECTION covers personalities, who shape the industrie and the world around us. Famous designers like Philippe Starck, Fiat-successor Lapo Elkann, Hollywood-wizzard Syd Mead and many more are personalities, who INTERSECTION collaborated with.













REPORTS

In long and well researched reports from all over the world INTERSECTION tells stories from the most exciting and exotic places about fascinating and exceptional people and their accomplishments and ideas. Customized pick-up trucks and strange rituals in Trinidad,

the cityplanning of Rio de Janeiro, wild biker meetings in Rome and illegal car racing in moscow – IN-TERSECTION reports are written by established journalists with an intelligent, humorous and analytical perspective.









TARGET GROUP

INTERSECTION has loyal and mostly male readership between 30 and 60 years. Being dressed well is important to them. At the same time they are keen on the latest developments in the fields of technology and design. They love the unique and creative way INTERSECTION covers its topics. It inspires them since they mostly work in creative fields as well. They have a highly developed sense for aesthetics and value an elaborate visual style.

INTERSECTION readers have an above average education and an above average income. They see themselves as contemporaries of the personalities, who are portrait in the magazine. They are interested in the newest developments in society, culture and aesthetics – and have the urge to shape them themselves.

SOCIOGRAPHIC CHARACTERISTICS

Gender:

male: 77,8% female: 23,2%

Age:

18-24: 12% 25-34: 32,8% 35-44: 39,9% 45-100: 15,3%

TRAITS OF READERS

- highly educated
- university degree
- careeroriented
- work in creative jobs like media, design or communication
- high income
- cosmopolitic mind / internationally oriented
- likes to travel
- fashion conscious and enthusiastic about technological innovation
- ambitious and sophisticated

GEOGRAPHIC SPREADING

Berlin: 25% München: 17% Hamburg: 15% Stuttgart: 11% Köln: 10% Düsseldorf: 9% Frankfurt: 8% Wien: 3% Sonstige: 2%



ADVERTISING

DEADLINES

DATE OF PUBLICATION: April 16, 2014 / NR. 17

Closing date: 7. March 7, 2014

Delivery date for printing data: March 14, 2014

DATE OF PUBLICATION: July 16, 2014 / NR. 18

Closing date: June 9, 2014

Delivery date for printing data: June 16, 2014

DATE OF PUBLICATION: October 8, 2014 / NR. 19

Closing date: September 1, 2014

Delivery date for printing data: September 8, 2014

DATE OF PUBLICATION: December 17, 2014 / NR. 20

Closing date: November 14, 2014

Delivery date for printing data: November 21, 2014

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SPECIFICATIONS

FORMATS:

2/1 Double page spread 457 mm x 277 mm + 3 mm bleed 1/1 Full page 229 mm x 277 mm + 3 mm bleed

PDF - FORMATS:

PDF-X, Acrobat-4-compatible, or higher. Resolution should be 300 dpi minimum. Fonts, logos and pictures need to be embedded.

BLEED:

3 mm on all sides for adverting on content pages and 5mm for advertising placed on the cover pages. For double page spread ads gutter safety is 3 mm on either side of the gutter and 5mm for double page ads, spread from the second cover (U2) to the third page.

PRINTING PROFILES:

Cover: ISO Coated v2 (FOGRA 39 L), Content: PSO LWC Improved (FOGRA 45 L)

PRINTING DATA VIA MAIL TO:

anzeigen@off-ones-rocker.eu

PRINTING PROCESS:

Offset, ISO standard on coated paper.

CIRCULATION:

50.000

RATES

SIZES:		SPECIAL SIZES:	
2/1 Double page spread	16.000 Euro	2. (U2) Second cover + 3. page	19.000 Euro
1/1 Full page	9.500 Euro	3. (U3) Third cover	10.500 Euro
2/3 Vertical	7.000 Euro	4. (U4) Fourth cover	13.000 Euro
1/2 Vertical or horizontal	6.500 Euro	1/1 next to index	10.500 Euro
1/3 Vertical or horizontal	5.500 Euro		
1/4 Vertical	5.000 Euro		

CONDITIONS OF PAYMENT:

Invoices are payable 7 days after the date on the invoice, latest on the first sales day of the issue, in which the ad is placed.

BANK ACCOUNT:

Account number: 660 408 8969, Bank code: 100 500 00, Berliner Sparkasse, IBAN: 1005 0000 6604 0889 69, BIC: BELADEBE, VAT: DE266368071



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