

2013 MEDIA KIT

LA VITA

EXCLUSIVE PUBLICATION OF LAMBORGHINI CLUB AMERICA

Lamborghini

PRIDE AND
PASSION
START
HERE!



Today's Lamborghini honors the spirit of yesteryear by following Ferruccio's vision of building a better road car.

Pictured: Ferruccio Lamborghini

Lamborghini for Life

La Vita Lamborghini (Italian for "the Lamborghini Life") is the official quarterly magazine of Lamborghini Club America, the largest Lamborghini owner's club in the World. The club was founded in 1975 and has been experiencing extreme growth since the introduction of the Lamborghini Gallardo in 2004. Created exclusively for Lamborghini owners, La Vita Lamborghini reaches connoisseurs and enthusiasts of the Lamborghini Automobile. They are a highly acquisitive audience passionately interested in purchasing products, services and experiences that will enrich their lives. La Vita Lamborghini succeeds like no other elite automotive magazine in reaching and influencing this audience.

This high-quality publication reaches affluent Lamborghini owners throughout the U.S., and includes exotic automotive feature stories, car care tips, news, and events. The publication is distributed quarterly to owners, Lamborghini dealerships, and a wide variety of upscale Italian car shows and special events throughout the United States - ensuring contact with this highly unique audience.

Although the strength of La Vita Lamborghini Magazine is concentrated in North America, its reach is worldwide. More

than 5,000 copies of the magazine are printed and most are mailed directly to Lamborghini owners paying an annual \$120 membership fee. The state with the highest concentration of members is California with almost 1,000.

Other U.S. distribution includes the 32 authorized Lamborghini dealerships across the United States, a variety of top-rated repair shops, and high end events including the two

largest Italian car events in the country: the Concorso Italiano in Monterey, California and the Le Belle Macchine d'Italia in the Poconos of Pennsylvania. Outside of North America, 500 copies are mailed to owners with the majority concentrated in Europe and Asia. For the 75 authorized dealers outside of North America, each receive 10 copies, likewise for a wide variety of businesses related to Lamborghini from around the world.

As a compliment to the printed version of the magazine, an electronic version is available for viewing and downloading at www.lavitalamborghini.com, a site that attracts over 1,500 unique visits per day with most traffic coming from the most affluent areas of the country.

Each copy of the magazine is seen by 3 to 5 additional people, thus increasing readership of La Vita Lamborghini to a projected 20,000 - 30,000 individuals with the same characteristics and profile as the subscribers.

LA VITA 2013
La Vita Lamborghini magazine is completely NEW for 2013, with a contemporary design and fresh approach!





AUDIENCE

Desirable Demographics

La Vita Lamborghini magazine extends your reach to a niche market of highly-affluent as well as highly educated consumers (high-profile celebrities, CEOs of large corporations, international business leaders, famous athletes) - all influencers with a lust for life, exotic cars, car-care products, art, wine, fashion, jewelry, fine dining, upscale traveling, extreme driving experiences...and everything Italian.

Over 10% of the Lamborghini Club America members own more than one Lamborghini and more than 90% own multiple high-line automobiles.

Based upon the 2000 US Census, the geographic areas with the most La Vita Lamborghini subscribers are represented by 32 zip code areas that are the pinnacle of affluence in the United States.



	Percentage of homes with a household income of \$100K+	Percentage of individuals (25+ years) with a bachelors degree or higher
Highest percentage in the top zip code area	Palatine, IL (Chicago) 62.3%	Orinda, CA (San Francisco) 74.5%
Average percentage in the top LCA zip code areas	47.3%	50.2%
Average U.S. percentage	15.2%	24.4%



Top Ten Metro Areas with Highest Number of Lamborghini Club America Members	
1 Los Angeles	6 Las Vegas
2 Miami	7 Dallas
3 New York City	8 Chicago
4 San Diego	9 San Francisco
5 Houston	10 Atlanta

Source: 2000 US Census Data and Lamborghini Club America Lamborghini Owner Database



Upscale. Highly Educated. Passionate. Influential.

Sponsorship Opportunities

Sponsorship opportunities are also available on the Lamborghini Club website: www.LamborghiniClubAmerica.com, which offers owners classified advertising, event calendars, new model spotlights, the latest **La Vita Lamborghini Magazine** articles, and much more. Sponsors receive free classified advertising on the site and an interactive Web banner, as well as other sponsorship benefits including a listing on the sponsor's page.

2012 Display Advertising Rates

	1x	2x 5% Discount	3x 10% Discount	4x 15% Discount
Two Page Spread	\$2,900	\$2,755	\$2,610	\$2,465
Full Page	\$1,750	\$1,663	\$1,575	\$1,488
1/2 Page	\$900	\$855	\$810	\$765

Rates: per single issue, fees indicate gross amount, all ads include 4-color

Lamborghini Club America Website Sponsorship

- + 12 - month Sponsorship - \$2,500
- + Includes unlimited classified advertising
- + Sponsorship banner (90x400 px) in .jpg or .gif format at 72dpi

Advertising Specifications

Page Specs Publication Trim Size: 8.375" x 10.875"

Ad Size	Two Page Spread	Full Page	1/2 Page
Shape			
Trim (WxH)	16.75" x 10.875"	8.375" x 10.875"	8.375" x 5.4375"
Bleed	17.25" x 11.375"	8.875" x 11.375"	8.875" x 5.6875"
Live Area	15.75" x 9.875"	7.375" x 9.875"	7.375" x 4.6875"

Ads must be formatted as CMYK, minimum 300 dpi, "print-ready" PDF files. For additional information, please contact: Andrew Romanowski, andrew@LamborghiniClubAmerica.com, p: 734-216-4455



Advertising Contacts

Advertising, Sponsorships & Partnerships

Andrew Romanowski
Andrew@LamborghiniClubAmerica.com
 p: 734-216-4455

To view the most recent issue of **La Vita Lamborghini**, go to www.lavitalamborghini.com. You may also request a printed copy by calling Andrew Romanowski at 734-216-4455 or emailing the request to Andrew.Romanowski@gmail.com.

Advertising Schedule

2013 Artwork Deadlines

Spring Issue: April publication
 Art due date is March 1

Summer Issue: August publication
 Art due date is July 1

Fall Issue: November publication
 Art due date is October 1