

PORSCHE 356 REGISTRY MAGAZINE ADVERTISING

2020 RATE CARD

For more than 46 years the Porsche 356 Registry magazine has been published bi-monthly for 7,000 worldwide members of Porsche 356 Registry, Inc., a nonprofit organization of early Porsche enthusiasts. Paid subscribers are true enthusiasts who have an intense interest in maintaining, restoring and enjoying their cars. The magazine provides consistent, engaging and relevant information on news and products to the 356 audience. Advertisers of quality products, services and other Porsche-related items will find the highly respected Porsche 356 Registry magazine offers an efficient means to reach these motivated buyers.

Advertising Schedule 2020

Issue Date	Reserve Space by	Material Due	Issue Mails
January / February	November 15	December 1	January 2
March / April	January 15	February 1	March 1
May / June	March 15	April 1	May 1
July / August	May 15	June 1	July 1
September / October	July 15	August 1	September 1
November / December	September 15	October 1	November 1

Advertising Rates and Submission Size Requirements

1/12 Page	2.25" W x 2.2188" H	\$90
1/6 Page - Portrait	2.25" W x 4.6875" H	\$195
1/6 Page - Landscape	4.75" W x 2.2188" H	\$195
1/4 Page - Portrait	3.5" W x 4.6875" H	\$250
Half Page - Landscape	7.25" W x 4.6875" H	\$440
Full Page - Portrait	8.75" W x 11.125" H <i>(includes .125 inch bleed)</i>	\$880

Specifications

- Magazine trim size: 8.5" x 10.875", 4 color throughout.
- Digital photo resolution: 300 DPI
- No spot PMS or web colors may be used.
- Submitted advertising material must be high-resolution PDF files with fonts embedded, CMYK.
- Bleeds are no extra charge on full page ads.
- Bleeds are not available on fractional page ads.
- No agency or frequency discounts, and aside from cover positions, no special placement is offered or allowed.
- Invoices with tear sheets are sent upon publication, net 30 days.
- First time advertisers should make payment upon delivery of ad material. Credit cards accepted.

We reserve the right to limit and otherwise restrict advertising according to space available and suitability for our audience.



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356 REGISTRY PUBLISHING OFFICE

All advertising-related questions and materials to:

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PORSCHE356REGISTRY.ORG