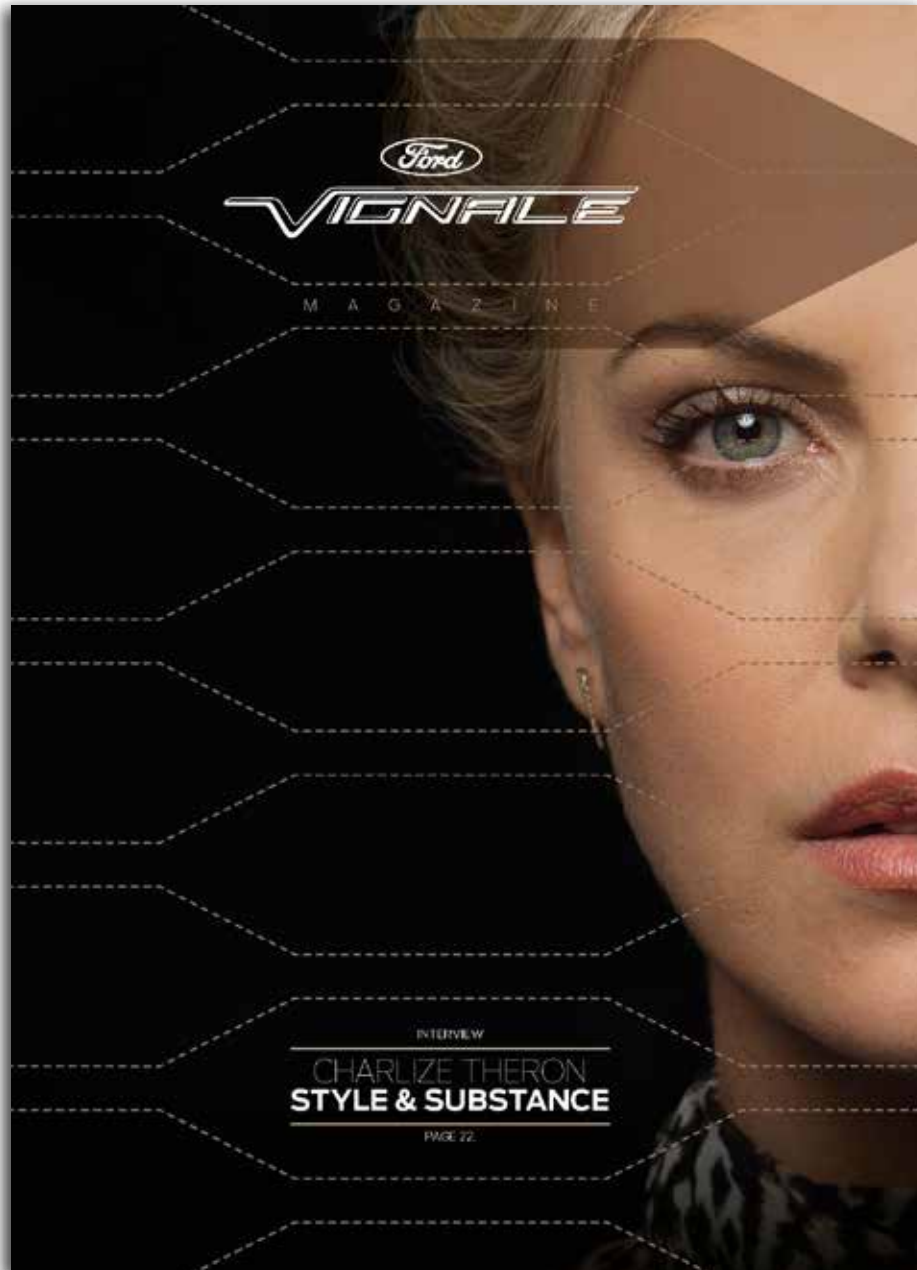


MEDIA INFORMATION 2015





■ MAGAZINE FORMULA FORD VIGNALE MAGAZINE

Ford Vignale Magazine is the official cross-media client magazine and international platform for Ford of Europe, developed to enhance the Ford Vignale brand image throughout 21 European countries. This magazine is published two times in 2015, in multiple editions and 18 languages with a circulation of about 50,000 copies. Ford Vignale Magazine offers a lively insight in the broad range of products and gives readers a closer look at the luxurious 'world of Ford Vignale'. It inspires owners and prospects by offering a cocktail of editorials, identifiable high-quality photography, in-depth interviews with world renowned individuals, the latest Ford news and background information, innovation and technology, people, design, leisure, travel, Ford Vignale and special events. This sizzling mix makes Ford Vignale Magazine the perfect platform to turn Ford Vignale owners into lifelong fans.

■ TARGET AUDIENCE

Ford Vignale Magazine reaches owners and prospects of the Ford Vignale design line. This highly educated group mostly consists of men, 45+ in age with an above average interest in luxury and lifestyle. These internationally oriented and educated readers are often successful middle managers but family men as well, belonging to a higher social class and love to spend their money intelligently. They mostly use their cars for business purposes and travel. Ford Vignale Magazine is there to support the busy lifestyle of its Ford owners. For whom time is at a premium, but who don't believe that means having to compromise on the good things in life. Luxury but also efficiency – a total experience that is sophisticated and smart at the same time. Readers of Ford Vignale Magazine are interested in travel, design, art, sports, leisure, entertainment, shopping and nature.

■ ADVERTISING RATES AND TECHNICAL SPECS

Single page	€ 4,000
Double Page Spread	€ 8,000
Opening spread	+ 10%
Inside Back Cover	+ 5%
Outside Back Cover	+ 10%
Basic size	60 pages (6 advertisements)
Circulation	50,000 copies
Frequency	2 x per year in 2015 4x per year in 2016
Paper inner pages	150 grams woodfree MC
Paper cover	250 grams woodfree MC
Print	Press 4/4 Full Color
Printing method	Sheet offset
Finish	Perfect bound
Bleed	5 mm all around
Trim size	215 x 280 mm
Type area	190 x 255 mm
Reservations	order@pelicanmedia.nl
Advertising material	Password protected certified PDF-files, accompanied by a digital sample. Advertisement spreads should be send as separate pages, with a 5 mm bleed.

■ 2016 CALENDAR

Reservation	Material	Issue date
1. 16-12-2015	23-12-2015	26-02-2016
2. 21-04-2016	28-04-2016	30-06-2016
3. 21-07-2016	28-07-2016	28-09-2016
4. 06-10-2016	13-10-2016	15-12-2016

For more information on creative and effective advertising opportunities, please contact the Pelican Custom Sales Department,
Tel. +31 (0)20 758 1000.



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