

BENTLEY

THE OFFICIAL MAGAZINE – GLOBAL MEDIA PACK





Introducing Bentley

HANDCRAFTED LUXURY, DISTINCTIVE DESIGN, BREATHTAKING POWER, AN EXHILARATING DRIVE, REFINED COMFORT AND SOPHISTICATED STYLE. THESE ARE ALL CHARACTERISTICS THAT DEFINE A BENTLEY.

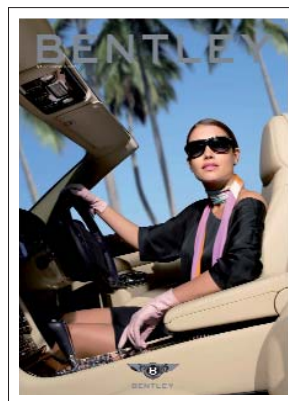
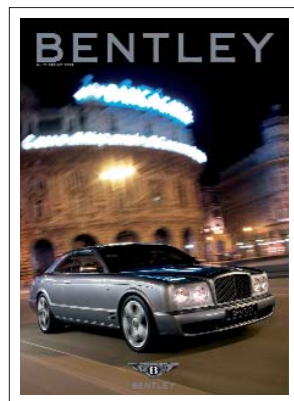
An historic British motor company dedicated to producing the world's most respected motor cars, today Bentley has reaffirmed its position as a world leader with models ranging from classic Grand Touring saloons like the Arnage and Continental Flying Spur, to the muscular Continental GT and contemporary convertibles in the shape of the glamorous Azure and the Continental GTC with its 12-cylinder, 6-litre twin-turbocharged engine.

Bentley is confident and global, with 212 Bentley facilities worldwide, including regional offices in the UK, USA, Germany, Japan, China, Singapore, Sydney, Korea, Dubai and Mexico.

Bentley Magazine

Bentley Magazine reflects both the excitement and energy of this exceptional luxury brand. Its worldwide distribution to on average 60,000 Bentley owners ensures it reaches some of the world's wealthiest and most discerning consumers, connecting advertisers with an audience of ultra-high-net-worth individuals – potentially their most valuable customers.

Beautifully produced and visually enticing, Bentley Magazine has an intrinsic value occupying some of the world's finest coffee tables. The Advantage Study (2007), commissioned by the Association of Publishing Agencies, noted that 'the average reading length of automotive [customer] magazines is longer than the study average for all sectors' and that 'as well as being more extensively read, automotive [customer] magazines are kept for longer and picked up on more occasions', giving added exposure for advertisers.



Target Audience

THE BENTLEY OWNER

The circulation of Bentley Magazine is carefully targeted and monitored. The magazine is mailed to named Bentley owners only; a select and hard-to-reach group of the world's most discerning consumers, who have style, taste and purchasing power.

Bentley is a brand in evolution – its luxury cars are increasingly enjoyed by a younger clientele and female ownership is on the rise; all trends reflected by Bentley Magazine's dynamic coverage. Ownership of a handcrafted, high-performance Bentley demonstrates that Bentley Magazine readers appreciate the value of originality, individuality and peerless craftsmanship. Advertisers can therefore showcase their products and services to an audience whose status, net worth and interests are closely defined.

THE BASICS

Average household income: \$799,999
Average assets: \$16,752,205
71% \$20m+
29% \$1m – \$20m
Median Age: 42
62% Aged 25 – 54

PROFESSIONAL STATUS

78% President/CEO/Owner/Partner
12% Professional/Managerial
81% Married
57% Have children
79% Male
21% Female



Readership

THE LUXURY LIFESTYLE

Wherever they are based, Bentley Magazine readers lead a high-end lifestyle. They have many passions and the means to pursue them, whether it be collecting art or antiques, trail-skiing high in Aspen, Colorado, property investment or cruising on a luxury yacht. They are affluent shoppers in an exclusive marketplace, whom Bentley Magazine directly targets. In our shifting economic climate, the ability to access such wealth is clearly an invaluable commodity.

HOW THEY SPEND IT

APPAREL

97% mainly buy designer labels
85% on average spend \$81,500 per year on apparel/shoes/accessories

JEWELLERY & WATCHES

87% purchase expensive jewellery and watches every year
\$879,650 average spent on jewellery in the last year
\$425,670 average spent on watches in the last year

OTHER VEHICLES OWNED

100% own 2 or more luxury cars
88% own 3 or more cars
32% own 5 or more cars

TRAVEL

82% have on average 4 holidays per year
45% spend \$35,000+ per year on their holidays
95% travel business or first class
9% own their own jet/helicopter

HOME/REAL ESTATE

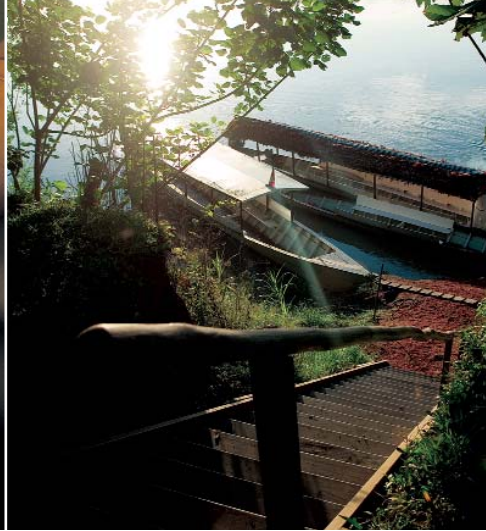
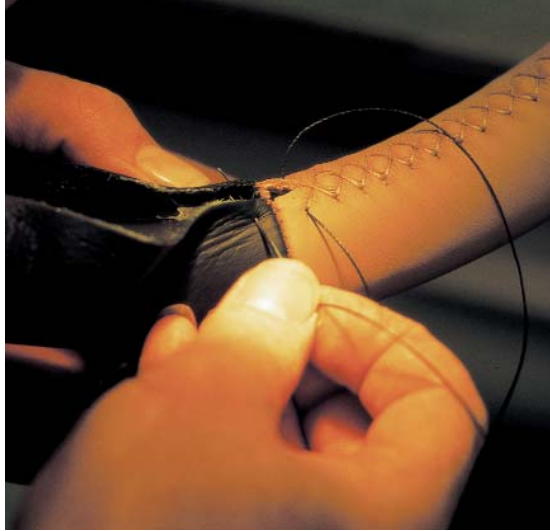
96% own 2 or more residences
52% have remodelled or redecorated their home in the last 12 months

SOCIAL ACTIVITY, WINES & SPIRITS

96% dine out in fine restaurants
92% enjoy cultural activities
46% have a passion for art and regularly attend art galleries
95% on a regular basis buy wines, champagnes, brandy and cognac

SPORT

51% enjoy golf
21% enjoy tennis
14% enjoy shooting
14% enjoy horseracing



Editorial Content

A quarterly magazine produced to exceptionally high standards of design and editorial content, Bentley Magazine reflects the readers' discerning taste and high-society lifestyle. Written by respected world-class writers, its features have an international flavour, focusing on a wide range of readers' interests, including motoring, travel, fashion, jewellery, watches, gastronomy, cultural commentary, investment and sport.

QUALITY WRITING

EDITOR, JULIA MAROZZI

A former features editor, news editor and Weekend editor at the Financial Times, Julia has worked in Toronto, Hong Kong, Montreal, Miami and London for a variety of national and international publications, including the South China Morning Post and the Sunday Times.

REGULAR CONTRIBUTORS

Include Nick Foulkes, Simon de Burton, Nick Swallow, and Avis Cardella.
Guest writers have included the writer, photographer and broadcaster Lucinda Lambton, the screenwriter Laurence Marks, Jonathan Bell and Lisa Grainger.

QUALITY DESIGN

From world-renowned automotive and fashion photographers to the perfectionist design and print team, Bentley Magazine is created by people who understand the Bentley marque and the readership. The result is an exceptional publication that embodies Bentley values.



Distribution

In total 60,000 copies of the official Bentley Magazine per quarter will be mailed directly to the homes of Bentley owners around the world. This is equivalent to a print run of 240,000 per year. For partner brands and luxury brand advertisers, Bentley Magazine is a highly effective advertising medium, offering exclusive access to an otherwise impossible-to-reach group of highly discerning people.

TECHNICAL SPECIFICATION

We want your brand advertising to look its best, so please take note of the following specification details and contact us ahead of publication deadlines if you have any queries.

SINGLE PAGE

Page Trim: 239 x 327mm Page Bleed: 249 x 337mm
(trim plus 5mm bleed)

DOUBLE PAGE SPREAD

Page Trim: 478 x 327mm Page Bleed: 488 x 337mm
(trim plus 5mm bleed)

Artwork should be supplied in digital format on Mac formatted CD, compatible with Mac applications: Quark up to v6 / InDesign CS2 / high resolution PDF. If using Quark or InDesign, please also supply all fonts, including those used in linked EPS files. Please ensure that all images are supplied as CMYK. If supplying a high resolution PDF, it must be to the PDFX1A industry standard pdfs for print. Always create a Postscript file and distil as opposed to the 'export to pdf' option. Please ensure you supply a colour accurate high-resolution proof.

Please check the file is the correct trim size, has crop marks, bleed on all edges and fonts appear accordingly. The PDF must be supplied as single pages even though the advert could be a double page spread. Files that are not prepared to these guidelines will be rejected.

NOTE: Bentley has a global audience so please ensure that all contact numbers use the international dialling code, and that you provide global contact information where relevant.

For all advertising enquiries please contact:

Sales Director - Alan Davis

T: +44 (0)207 399 9580 M: +44 (0)773 618 1057 E: alan@fms.co.uk

Advertising Manager - Alisa Stamenkovic

T: +44 (0)207 399 9580 M: +44 (0)789 019 4364 E: alisa@fms.co.uk

For all production enquiries including copy deadlines and publishing dates for 2010 please contact:

Project Manager - Kathryn Giornali

E: kathryn@fms.co.uk

PLEASE SEND ARTWORK TO:

Production Studio, Bentley Magazine, FMS Publishing,
New Barn, Fanhams Grange, Fanhams Hall Road, Ware, Hertfordshire,
United Kingdom SG12 7QA



Advertising Rate Card

Bentley Magazine offers a global luxury ad buy guaranteed to reach the most affluent, high-spending customers – Bentley owners.

EUROPE AND REST OF WORLD

GLOBAL

(Average 60,000 circulation)

Outside back cover	£23,850.00
Inside back cover	£14,050.00
Inside FrontCover (DPS)	£22,950.00
Full Page	£11,220.00
Double Page	£16,650.00

EUROPE & REST OF WORLD

(Average 35,000 circulation)

Outside back cover	£18,950.00
Inside back cover	£10,950.00
Inside FrontCover (DPS)	£17,850.00
Full Page	£7,950.00
Double Page	£12,950.00

USA ONLY

(Average 25,000 circulation)

Outside back cover	£13,250.00
Inside back cover	£7,850.00
Inside FrontCover (DPS)	£12,750.00
Full Page	£5,670.00
Double Page	£9,250.00

Figures above = on average 25% saving when booking globally

DISCOUNTS

Frequency discounts available and this is based on the number of insertions during a 12-month contract.

* Terms and conditions available on request