

saabmagazine

Unique advertising opportunity, to reach more than 340,000 Saab customers around the world

Premium	magazine for Saab customers
International	customer base
Individuality	through a constantly evolving and progressive design
Loyal	customer base
Definable	global readership profile
Innovative	features with internationally respected writers and photographers

Key facts

- GM's premium worldwide car brand
- international circulation of more than 340,000
- with only six ad pages out of a total of 68 pages, all ads will have visibility
- mailed to homes of Saab customers who have purchased a new Saab in the last 3-5 years
- produced in 22 language versions and distributed to more than 30 countries worldwide
- balance of product and lifestyle including features on art, culture, travel, design and many more
- perfect bound and printed to a high standard

Distribution

Australian	45,000	Germany	15,000
Austrian	5,000	Hungarian	3,380
Belgian French	11,000	Italian	25,000
Belgian Dutch	18,500	Netherlands	18,000
Canadian English	14,000	Norwegian	22,000
Canadian French	4,000	Romanian	3,000
Danish	4,500	Spanish	20,000
Finnish	21,000	Swiss French	2,200
French	30,000	Swiss German	16,000
GB English	50,000	International English*	5,270
Greece	7,500		

* Distribution includes: China, Ireland, Japan, Poland, Portugal, Singapore, Slovenia, United Arab Emirates
All totals above are based on Issue 1/2007 markets

Readership profile of the Saab driver

Values

- modern and individualistic
- confident and independent
- open-minded, liberal and pragmatic thinkers
- reject mainstream values
- challenge accepted norms

Life

- well-educated, high-paid professionals or individuals who may work in new media/technology
- predominantly male customer base
- largely urban-living and cosmopolitan

Leisure

- active individuals who enjoy a healthy lifestyle
- enjoy a range of outdoor and often challenging pursuits, ie skiing, mountain biking, kayaking

- travel extensively but would choose 'off the beaten track' travel to package tours
- enthusiastic about new, innovative technology
- creative individuals who value design, art and culture

Consumer behaviour/brand awareness

- may drop brands if they become too mass market
- value innovative brands with integrity, originality and authenticity
- keen sense of design and value progressive modern aesthetics



Customer loyalty

86 per cent think Saab Magazine is a very interesting magazine

27 per cent have owned a Saab for 10 or more years

52 per cent of Saab owners are between 35-54

Survey conducted by Archant Insight in spring 2005, from readers of the GB magazine

Advertising prices

Full page adverts only

GBP £7,500

EURO €11,000

SEK kr100,000

Agency discount 10 per cent

Rates are per page, per issue and exclusive of VAT

SAAB advertising page specifications

1. Prints four-colour process, sheet fed offset
2. Supply each ad file as a separate, labelled CD
3. Supply a same size digital contract proof with each ad file eg. digital Cromalin, Sherpa. Kodak Approval or equivalent
4. Files must have all objects and fonts embedded. All high-res images must be embedded as CMYK colours only
5. Files should be prepared with trims centred, and registration trim and bleed marks included. Please allow 5mm bleed
6. Colour contract proofs and the separation of images must conform to sheet fed offset on coated substrate using Euroscale process colours.

Please note we can only accept artwork in high resolution PDF format.

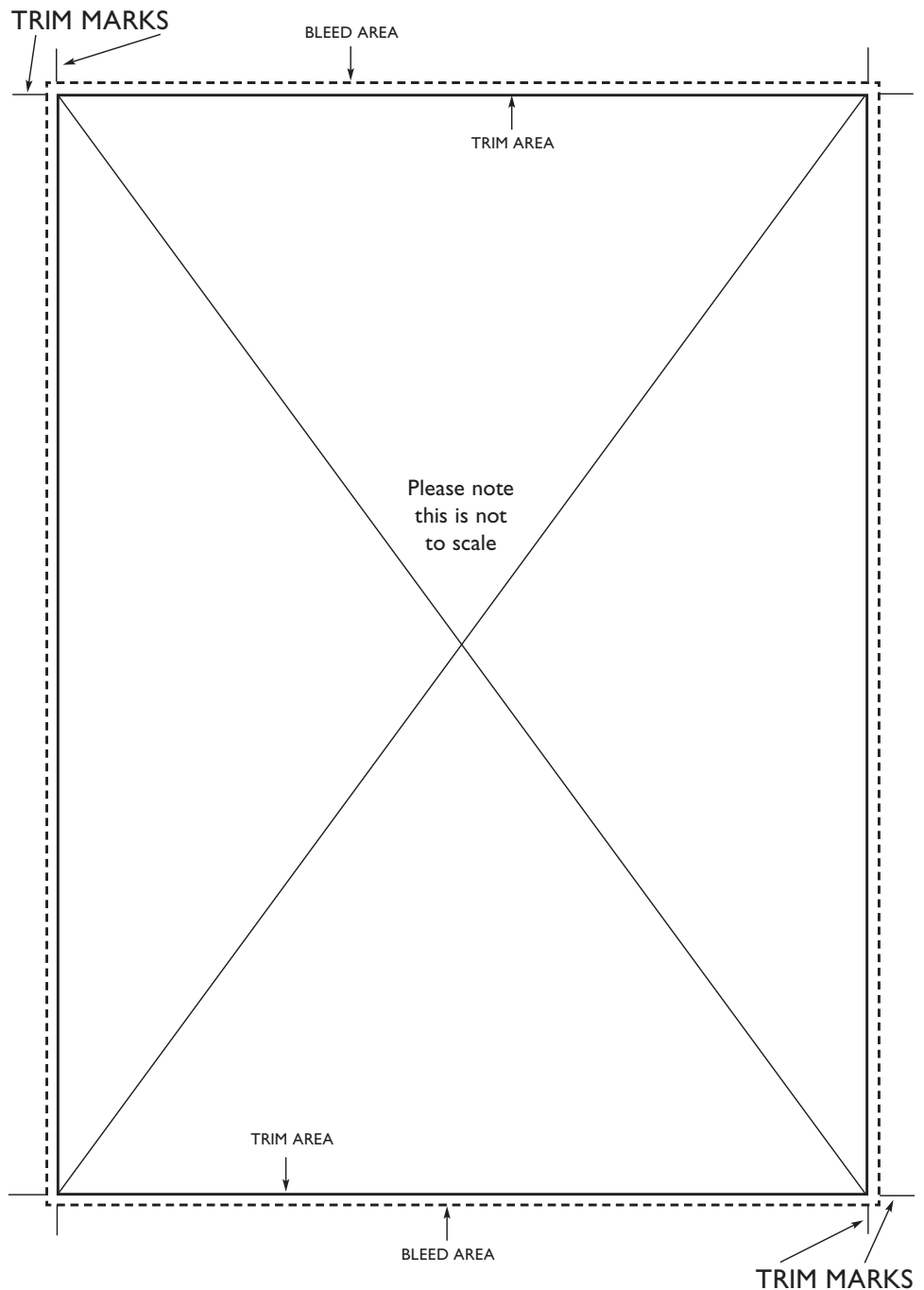
Film will not be accepted.

Full page	(h) x (w)
Bleed size	246mm x 176mm
Trim size	240mm x 170mm

Type area must not be closer than 10mm to the edge of the page (the trim area)

Terms and conditions

Cancellation: in writing, 12 weeks prior to publication. Advertising copy accepted subject to the approval of Saab and the publisher.



———— **TRIM SIZE** – (h)240mm x (w)170mm ————— **BLEED SIZE** – (h)246mm x (w)176mm

- Please supply material as high resolution PDF files on CD
- Photo images must be 300 dpi or larger
- Please supply digital colour proof for colour matching on press

ANY INCORRECT MATERIAL WILL NOT BE USED

ARCHANT } DIALOGUE

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