Bottom line: our audience are highly educated, paid club members that have the means to pursue their automotive passion. They eagerly read each issue and they patronize our advertisers. The Star Magazine stands alone in serving the needs of Mercedes-Benz owners and enthusiasts.

The Star Magazine is the official publication of the Mercedes-Benz Club of America (MBCA), the largest Mercedes-Benz enthusiast organization in the world. Published six times per year, The Star is the most widely-circulated Mercedes-Benz magazine in North America and the only Mercedes-Benz magazine created, published and printed in the USA.

By the numbers, 90% of our members read all six issues per year. 48% spend up to 2 hours reading each issue, while 40% share The Star with other members of their household. Many owners save The Star for reference, but more than 20% give The Star to people outside their household, yielding a pass-through rate of nearly 1.5.

Advertising in The Star earns measurable dividends, as 32% contacted an advertiser by phone or email, 63% visited an advertiser’s website and 42% made a purchase from an advertiser’s website. Our members spend money to maintain and enhance their cars: over 70% spent between $1,000 and $10,000 last year on their cars. They report buying tires, cleaning and detail products, maintenance and upgrade parts, along with aftermarket and performance enhancements and parts.

Who We Are: Our membership is an affluent, educated community of buyers. We are 94% male, 79% married, with 80% holding graduate or post-graduate degrees. We are 56% ages 45-64, and 43% ages 65-74. Average household income is over $159,000 with 20% reporting incomes over $250,000.

What We Drive: 17% of our members own five or more vehicles, three of which are Mercedes-Benz. 30% own a Mercedes-Benz model year 2010-2015; 38% own a Mercedes-Benz model year 2000-2009. Nearly 48% plan to lease or buy a NEW or CPO Mercedes-Benz in the next 24 months.

Average paid circulation per issue for 2014 is nearly 22,000. With our pass-through rate, calculated readership is over 30,000 per issue.

Contact us to have The Star advertising working for you!