



## The Star Magazine 2020 | advertising



The Star Magazine is the award-winning magazine of the Mercedes-Benz Club of America, published six times a year in January, March, May, July, September and November. Every issue provides a variety of Mercedes-Benz related features to a worldwide audience of enthusiasts. Issues typically contain articles on the history of significant Mercedes-Benz vehicles, notable figures in Mercedes-Benz history, technical articles, product introductions and test reports on new Mercedes-Benz cars, as well as unique feature articles. Each issue also contains illustrated, full-color classified advertising for members and a diverse array of commercial display advertising offering products and services to Mercedes-Benz enthusiasts. The Star Magazine has been consistently recognized as one of the finest car-club publications and has been a regular recipient of many awards for journalism, design and photography.

### RATES

2-page spread	\$4,500
Cover 4 (outside back)	2,900
Cover 3 (inside back)	2,800
Cover 2 (inside front)	2,500
Full Page	2,400
2/3 Page	1,900
1/2 Page	1,600
1/3 Page	1,300
1/4 Page	1,000
1/6 Page	750
1/12 Page	350

The Star can deliver inserts, onsets, bind-ins, flyers, brochures and other collateral advertising material with our magazine. Price by quotation. The Star is poly-bagged for mailing. Contact Advertising Manager for details.

### SPECIFICATIONS *dimensions in inches*

	<i>width</i>	<i>height</i>
2-Page Spread, bleed	17	11.125
2-Page Spread, trim	16.75	10.875
Full Page, bleed	8.625	11.125
Full Page, trim	8.375	10.875
Full Page, live area/non bleed	7.25	10
2/3 Page	4.625	10
1/2 Page Horizontal	7.25	4.875
1/2 Page Island	4.625	7.5
1/3 Page Vertical	2.25	10
1/3 Page Horizontal	4.625	4.875
1/4 Page Standard	3.5	4.875
1/4 Page Vertical	2.25	7.5
1/4 Page Horizontal	4.625	3.625
1/6 Page Vertical	2.25	4.875
1/6 Page Horizontal	4.625	2.375
1/12 Page	2.25	2.375

### REQUIREMENTS

Advertising submissions should be made by email or a service such as WeTransfer. Files must be sized accurately, press-quality, at a minimum of 300dpi. Flattened PDF files preferred. Please contact us with any questions or alternative formats prior to submission. Ads arriving in an incorrect size will either be modified to fit or advertiser will be notified that a corrected file is required.

### DISCOUNTS

Frequency discounts: 3x per year, 10%. 6x per year, 15% off posted rates. To earn frequency discounts, ads must appear within a six-issue run. Cancelled programs revert to earned rates. We encourage copy and ad changes through your run. Special positioning, inserts, bind-ins and related are priced upon request. Contact us for any special offers that may prevail during the year.

### REGULATIONS

Cancellations cannot be accepted after closing dates. The publisher reserves the right, at his sole discretion, to accept or reject any advertising which may be deemed inappropriate or objectionable.

### RESPONSIBILITY

The advertiser assumes all responsibility for the entire content of any advertisement submitted and published in The Star Magazine and assumes responsibility for any claims or cost of litigation arising from their advertising. All agreements are subject to strike, accidents, fire, acts of God, or other contingencies beyond publisher's control. When no change of copy is received by the advertising closing date, previously run copy will be used. The Star is printed in a G7 certified facility. Do not submit proofs, as we employ a full digital process and color information is embedded in your files.

### ADVERTISING CONTACT AND SUBMISSION

Advertising Management: Tristall Associates, LLC., Michael Salemi, 7515 Bay Meadow, Canadian Lakes, MI 49346-8773. +1-734-578-6695. Please submit all advertising by email (for files less than 25MB) or use a file transfer service. Contact/Send files to [mdsalemi@tristall.net](mailto:mdsalemi@tristall.net)



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The Star Magazine is the award-winning magazine of the Mercedes-Benz Club of America, the world's largest Mercedes-Benz enthusiast organization. Average distribution for 2019 is 19,225 per issue. Our calculated pass through rate of 1.5 yields readership of over 28,000 per issue. The Star has between 112 and 120 full color pages in each issue. Average HHI for our members exceeds \$159,000. 90% of our members read each issue cover to cover. 17% of our members own 5 or more cars. 48% plan to buy a new or CPO Mercedes-Benz vehicle. 70% of our members spend up to \$10,000 per year on car care. Many of our members are the "go to" enthusiasts that friends and family rely on for automotive advice; these enthusiasts get that information here. Unlike other or traditional media, advertisements in The Star have lasting power to impact the Mercedes-Benz community's most influential enthusiasts. Advertising in The Star helps build your bottom line.

### 2020 CALENDAR

Issue	Mailing	Commit	Ads Due
January - February 2020	12/30	11/22	11/29
March - April	2/28	1/24	1/31
May - June	4/27	3/20	3/27
July - August	6/29	5/22	5/29
September - October	8/24	7/24	7/31
November - December	10/26	9/18	9/25
January - February 2021	12/30	11/20	11/27

### 2019 COVERS



JAN - FEB

MAR - APR

MAY - JUN



JUL - AUG

SEP - OCT

NOV - DEC

### COLLATERAL ADVERTISING AND INSERTS

Please contact us to discuss inserts, onsets, bind-ins, flyers, brochures and other collateral advertising; we can handle a variety of formats.

### CALENDAR NOTES

Mailing date is the approximate date The Star is handed to the USPS for second-class mailing. Commit is the final date in which we can accept space reservations or changes for that issue. Ads Due is the final date we can accept artwork for the advertisement, or an indication whether we are to pickup existing advertising.

### BILLING AND INVOICING

We issue invoices bi-monthly on the first of January, March, May, July, September and November. All invoices are sent by email and mail, along with one tearsheet of the advertisement.

### FULL COLOR AND DIGITAL WORKFLOW

The Star is a full color magazine, and all display advertising is offered in color. Bleeds are only available for full page and two page spreads. Fractional page advertising does not bleed. The Star is printed in a G7 certified facility. Do not submit proofs, as we employ a full digital process and color information is embedded in your files. We do not modify the color in your files. For precise color management set your layout software to SWOP standards and your photograph and tint specifications to the CMYK color space.

### ADVERTISING MANAGEMENT AND SUBMISSION

Advertising is managed for the Mercedes-Benz Club of America exclusively by:

Tristall Associates, LLC.  
 Michael Salemi  
 7515 Bay Meadow  
 Canadian Lakes, MI 49346-8773 USA  
 +1-734-578-6695 [mdsalemi@tristall.net](mailto:mdsalemi@tristall.net)

Please submit all advertising by email (for files less than 25MB) or use a file transfer service. Send files to [mdsalemi@tristall.net](mailto:mdsalemi@tristall.net)