

THE OFFICIAL MERCEDES-BENZ CLUB OF AMERICA. FOUNDED 1956.



MEDIA
TOOLKIT

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COLORADO SPRINGS, CO 80903
MBCA.ORG
@MBCA1956



MERCEDES-BENZ CLUB OF AMERICA

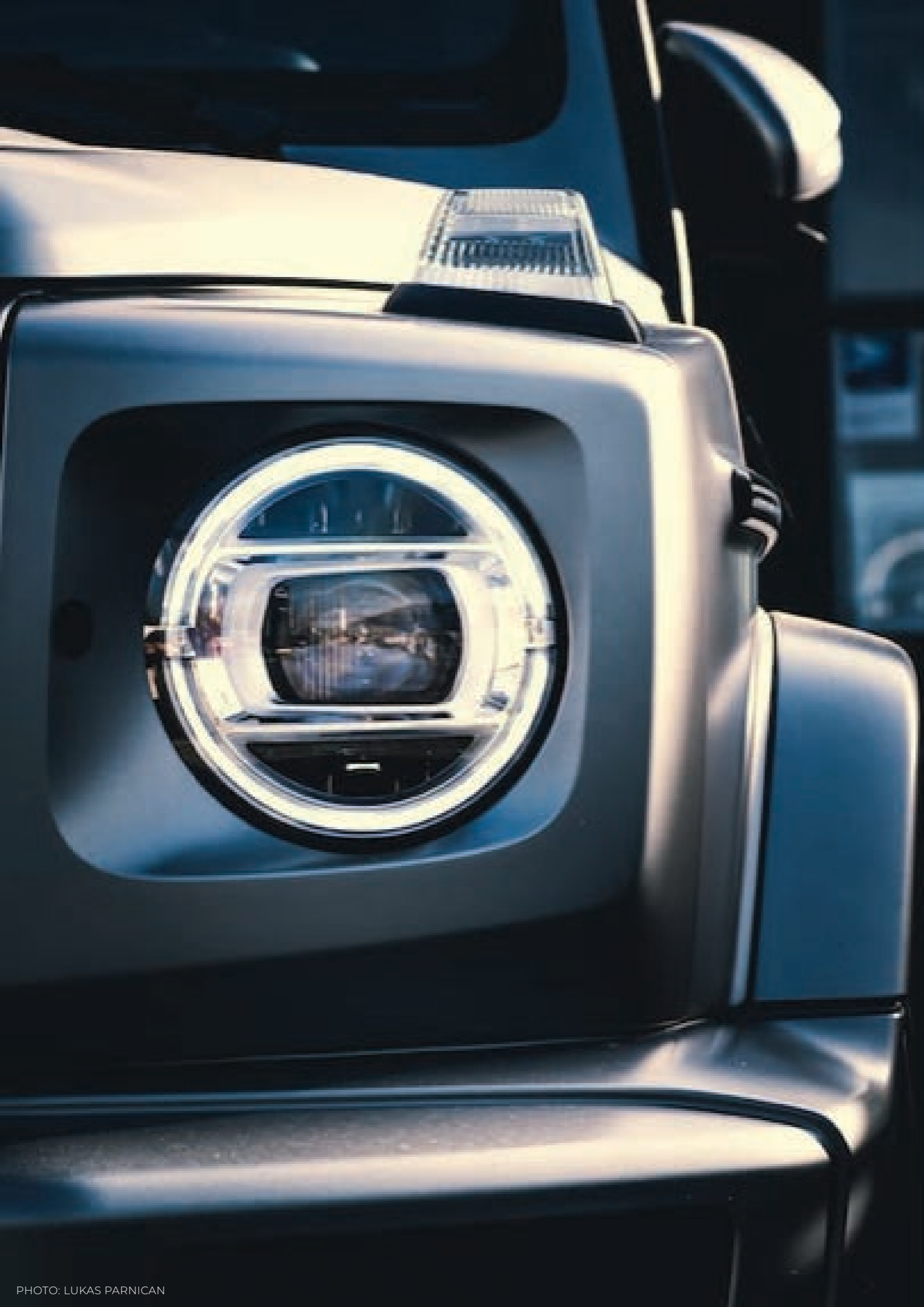
If you live and breathe Mercedes-Benz like we do, we invite you to join North America's largest network of Mercedes-Benz enthusiasts; the Mercedes-Benz Club of America. Established in 1956, MBCA has 85 chapters throughout the US and Canada with a membership demographic that displays a highly concentrated interest in vintage and modern Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach, G-Class, and Sprinter / Streamliner enthusiasts.

Audience Profile:

- We provide access to a highly targeted and affluent audience of Mercedes enthusiasts who are passionate about the marque and highly influenceable to advertisements within the lifestyle of a luxury vehicle owner.
- Although there is much brand loyalty towards Mercedes-Benz, many members have a multitude of hobbies and interests.
- Members value luxury, performance, safety, and craftsmanship.
- Members are eager to engage with like-minded individuals, enthusiasts, and brands.



THE PASSION BEGINS WITH THE CARS, THE LOYALTY GROWS WITH THE PEOPLE.



**ENGAGE WITH
A COMMUNITY
OF OWNERS,
DRIVERS,
ENTHUSIASTS,
COLLECTORS,
RACING FANS,
& INDUSTRY
PROFESSIONALS**

2024 PRINT ADVERTISING RATES (NET) – THE STAR

2-Page Spread	1x	\$5,625
Full Page	1x	\$3,000
2/3 Page	1x	\$2,700
1/2 Page	1x	\$2,000
1/4 Page	1x	\$1,350
1/6 Page	1x	\$945
1/12 Page	1x	\$450

Cover Positions

Inside Front Cover	\$3,750
Inside Back Cover	\$3,250
Back Cover	\$7,000

COLLATERAL ADVERTISING

The Star can deliver your inserts, onserts, bind-ins, flyers, brochures, and other collateral advertising material with our magazine. Contact Advertising Sales Rep for details. Please book early – limited to 3 per issue.

DISCOUNTS

Frequency discounts:

3x per year, 10% off posted rates.

6x per year, 15% off posted rates.

Special positioning, inserts, bind-ins and related are priced upon request.

2024 SOCIAL MEDIA RATES (NET)

Instagram Post	1x	\$500
+ Value Added Facebook Post		
Instagram Reel	1x	\$850
Glamification Campaign:		
Post	3x	
Reel	1x	
Blog Post	1x	
Boost	1x	
		\$3,500

Does Not Include Cost of Prize & Delivery

2024 MERCEDES-BENZ BULLETIN NEWSLETTER

Banner	970 x 250px	\$500/blast
Custom	970 x 550px	\$1250/blast

2024 WEBSITE AD SIZES INTEREST SPECIFIC + BLOG

Portrait	300 x 1050	\$750/mo
Rectangle	300 x 250	\$1000/mo
Front Page Banner		\$2500/mo
Branded Blog Post		\$2500

SHARE THE PASSION



NOW & THEN



**A COMMUNITY AND
AUDIENCE THAT SPANS
GENERATIONS.**



**A MEMBERSHIP CLUB
FOR THE PASSIONATE
DISCERNING ENTHUSIAST**

Mechanical

data

AD FORMATS

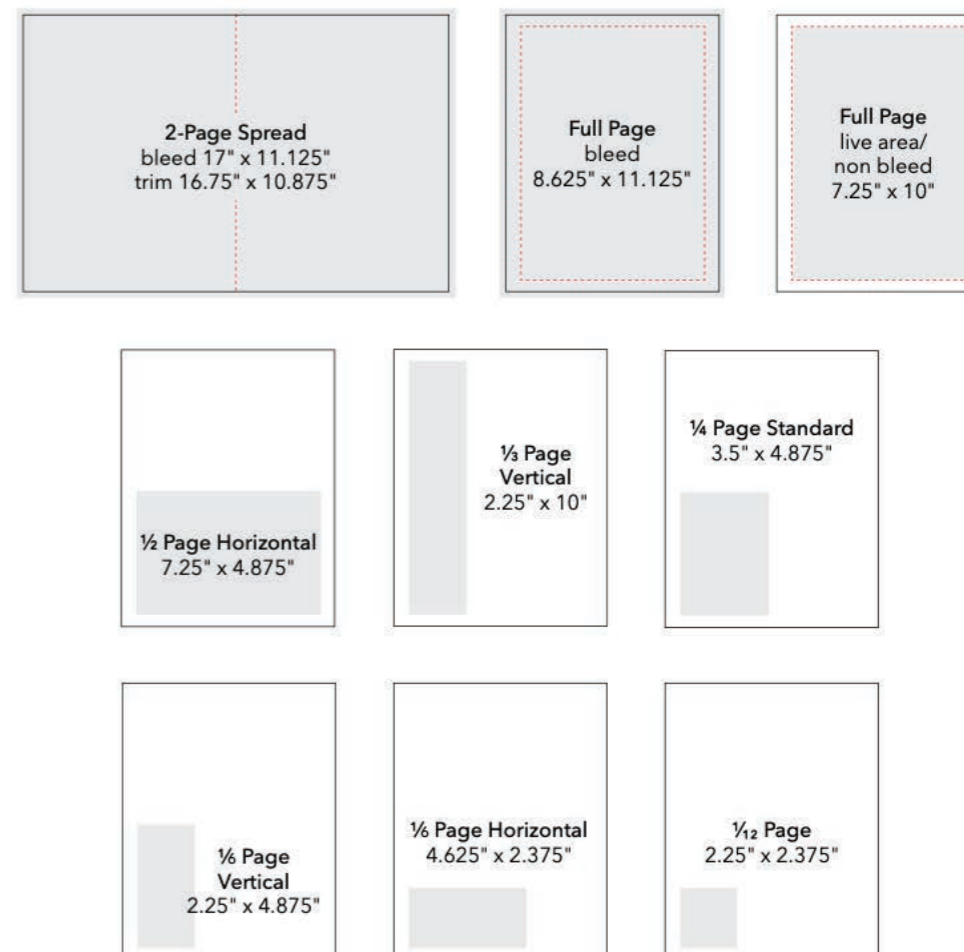
Advertising submissions should be made by email or a file transfer service. Files must be sized accurately, press-quality, at a minimum of 300dpi. Flattened PDF files preferred. Ads arriving in an incorrect size will either be modified to fit or advertiser will be notified that a corrected file is required.

Please submit all advertising by email (for files less than 20 MB) or use a file transfer service to Jean Varn at jean@kalomedia.com.

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.

THE STAR DIMENSIONS

 Trim size is 8.375" x 10.875"

Average Household Income: \$359,000

Social Media: 575,000 Impressions / mo

Male/female: 73/27% [but changing daily]

MBCA.ORG: 150,000 Impressions / mo

Post-secondary educated: 91%

STAR Magazine: 120,000 yearly circulation

Own more than one vehicle: 76%

Star Bulletin Newsletter: 75,000 / mo

Interested in HPDE/Track events: 63%

DEEMO GRAPHICS



Issue	Fees/Ads Due	mailing	In-Mailbox
1	11.10.23	12.15.23	12.29.23
2	1.12	2.16	3.1
3	3.15	4.17	5.1
4	5.10	6.14	7.1
5	8.11	8.16	9.1
6	10.13	10.16	11.1

WEBSITE VISITS & PAGE VIEWS

GUEST POSTS

GUEST BLOGS

FOLLOWERS

REACH

EVENT SPONSORSHIP / PARTNERSHIPS

DIGITAL ADVERTISING COLLABS

CONTENT GENERATION COLLABS

EDM CAMPAIGNS

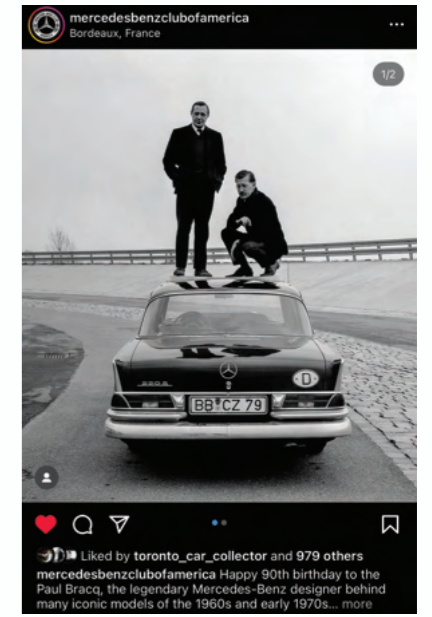
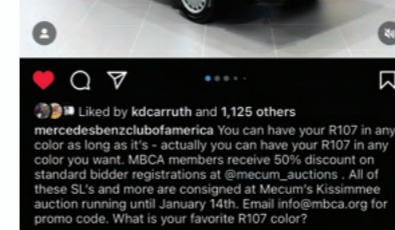
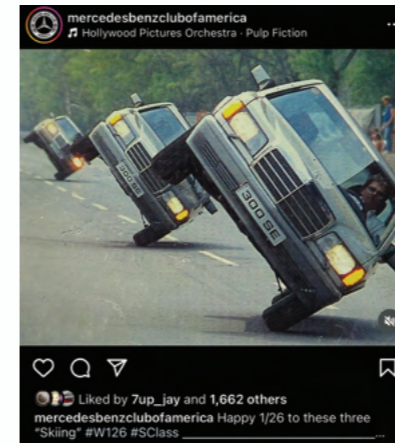
FOUNDATION CSR PROGRAMS

THE STAR MAGAZINE

#MEANDMYMB
@MBCAORG
@MBCA1956

**Educational
Foundation**

*Preserving the past...
ensuring the future.*



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SPONSORSHIP OPPORTUNITIES / EXPERIENTIAL / ACTIVATION

GT3

EVENTS | SHOWS | CARS & COFFEE



THE FUTURE

**NEW LOOK, FRESH EDITORIAL
CONTENT RELEVANT FOR THE
MERCEDES-BENZ OWNER,
DRIVER AND FAN.**

APR 20 | JHPDE @ TALLADEGA GRAN PRIX RACEWAY
MAY 29TH | JHPDE @ WATKINS GLEN
JUNE 3-9 | TRIP TO GERMANY
OCT 3-7 | STAR SUMMIT @ ATLANTA MOTORSPORTS PARK

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