

CAVALLINO MAGAZINE - ADVERTISING RATE CARD

Cavallino Turns The Page

With Issue #250,
Cavallino Will Take You On A New Journey!

What Will Change for Our Readers?

More Dedicated Pages • More Feature Articles • More Lush Images
More Road Tests • More Driving Experiences
Personal Columns By Famous Owners & Collectors

What Will Change for You, Our Advertiser?

More Distribution • Faster Distribution • Printed in Europe & USA
Expanded Subscription Base in Europe, the Americas and Near East
Placement in Ferrari Dealerships & Top Restoration Shops
Placement in High-End Locations Such as FBO Lounges
Placement at High-End Concours & Auctions

What Will Never Change?

Accurate Articles • Incredible Detail • Written By Experts
Chassis Numbers • News • Racing • Books • Letters
Quality Printing & Paper

PAGE RATES FROM ISSUE #250

1x\$

Front Cover Three-Page Gate Fold	12,000
Back Cover Three-Page Gate Fold	10,000
Back Cover Outside Gate (Sold until Dec 2024)	11,000
Close to Main Feature - RHP, Full page	2,700
Close to Main Feature - Full 2 pages	4,900
Across from Columnist - RHP, Full page	2,500
Across from Columnist - LHP, Full page	2,200
End of the Magazine/around list price - RHP, Full Page	2,500
End of the Magazine/around list price - LHP, Full Page	2,200

If interested for more than one issue commitment, contact us to receive a customised proposal.

The readers of Cavallino magazine represent the highest economic demographic in the world!

Readers are men and women who own and collect Ferraris and other luxury, exotic and classic cars. Cavallino's readers have extremely high incomes, are enthusiastic and interested, demand quality and buy a wide variety of high quality merchandise. Whatever their occupation, Ferraris are their special interest and avocation.

They read Cavallino magazine thoroughly because they want to. Cavallino provides you with more than 10,000 active, highly qualified readers. They will see and appreciate your ad.

Demographic studies of VHNW Ferrari owners have shown:

Average yearly income: \$2.7 m • Average net worth: \$39.5 m

PUBLICATION AND CLOSING DATES

Schedule for 2022:	Pub Date	Close Space	Close Material	Special Features
250 (Aug/Sept)	Aug 1	June 25	July 1	Monterey Issue**
251 (Oct/Nov)	Oct 1	Aug 25	Sept 1	Monterey Coverage**
252 (Dec/Jan)	Dec 1	Oct 15	Nov 1	Auction Wrap UP

***extra copies distributed at these events to a select clientele*