

MEDIA KIT

2025



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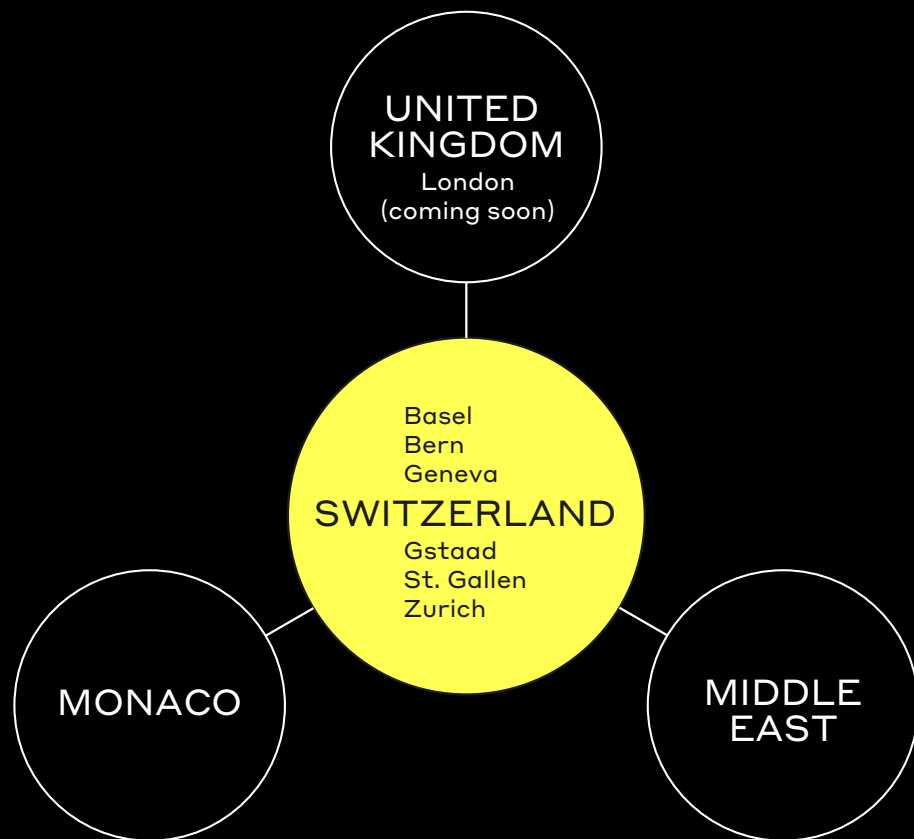
THE COLLECTIVE

B.I. COLLECTION — Beyond Passion & Experience

True to our motto “structurally unreasonable”, we live and design a unique world around legendary and luxurious car brands. We meet individual needs and wishes regarding your automotive lifestyle in a special way and thus enrich your very personal world of experiences.

Pure emotion around heritage, craftsmanship and innovation.

LOCATIONS



OUR SERVICES



THE COLLECTIVE

THE COLLECTIVE is a lifestyle magazine on the subject of automobiles, which is published twice a year.



TOUCHPOINTS

- Fashion & Lifestyle
- Automotive
- Culture
- Culinary
- Art & Design

COLLABORATORS INCLUDE

- Peter Langer, Berlin
- Marvin Leuvrey, Paris
- Amos Fricke, Berlin
- Johannes Bauer, Stuttgart
- Douglas Mandry, Zurich
- Louisa Gagliardi
- Yves Scherer
- Yngve Holen
- Geray Mena, Madrid
- Matzo & Matzo, Paris
- Robin Guittat + Roman Eremchenko, Paris
- Torbjørn Rødland
- Sabine Marcelis
- Hauser & Wirth

IMPRESSIONS

THE COLLECTIVE

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Fashion & Lifestyle







IMPRESSIONS

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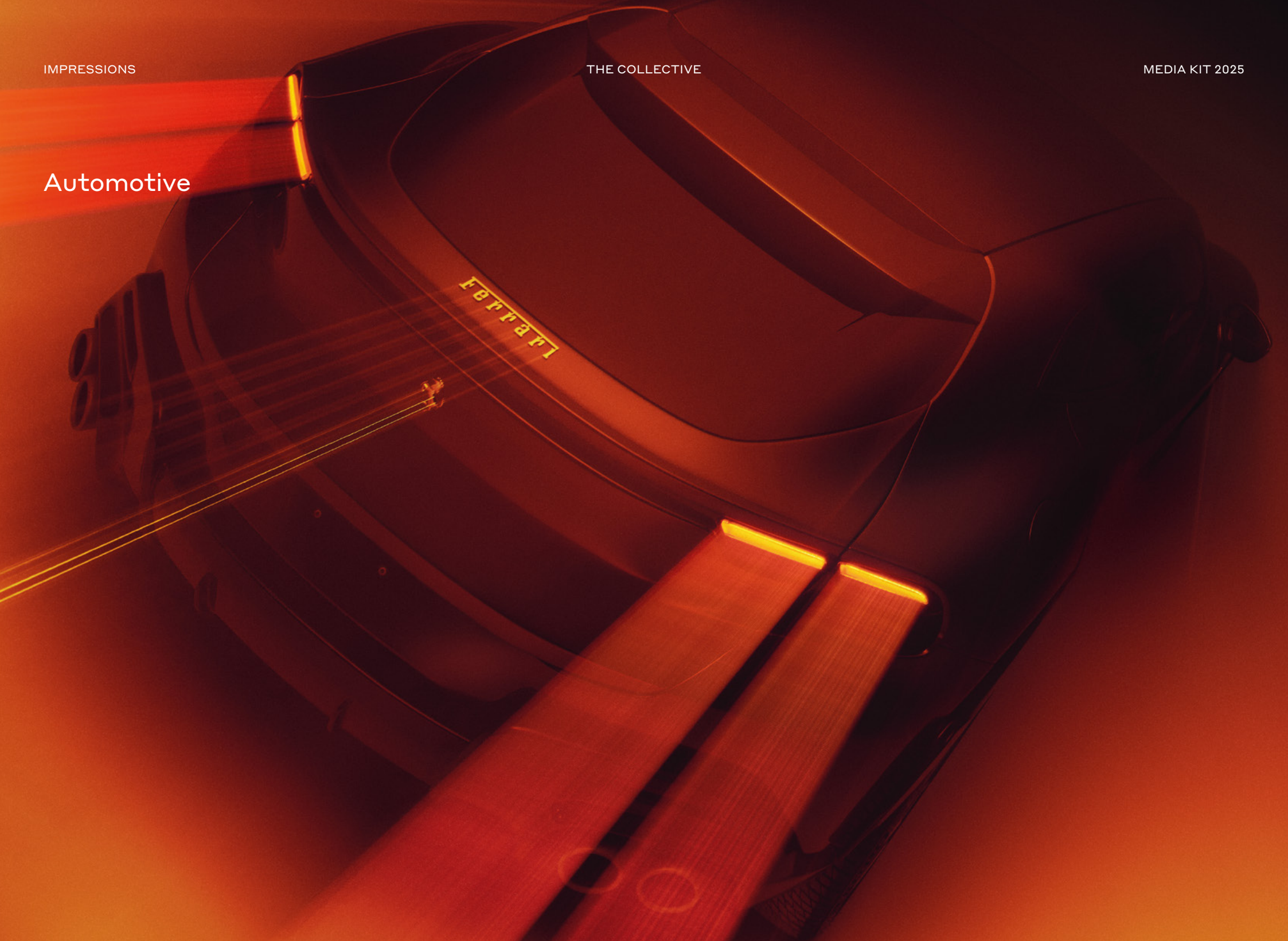


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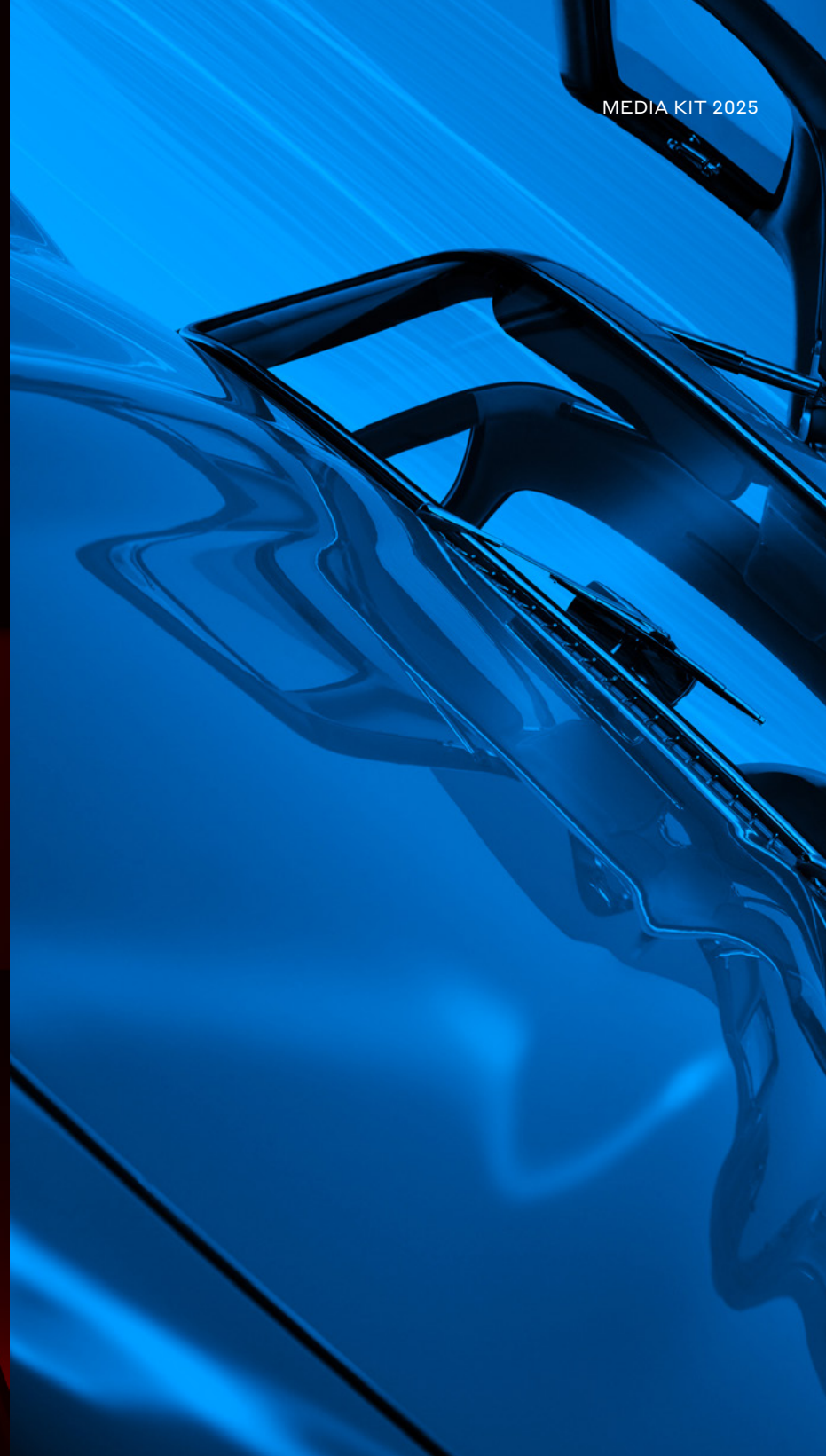
Automotive



IMPRESSIONS

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IMPRESSIONS



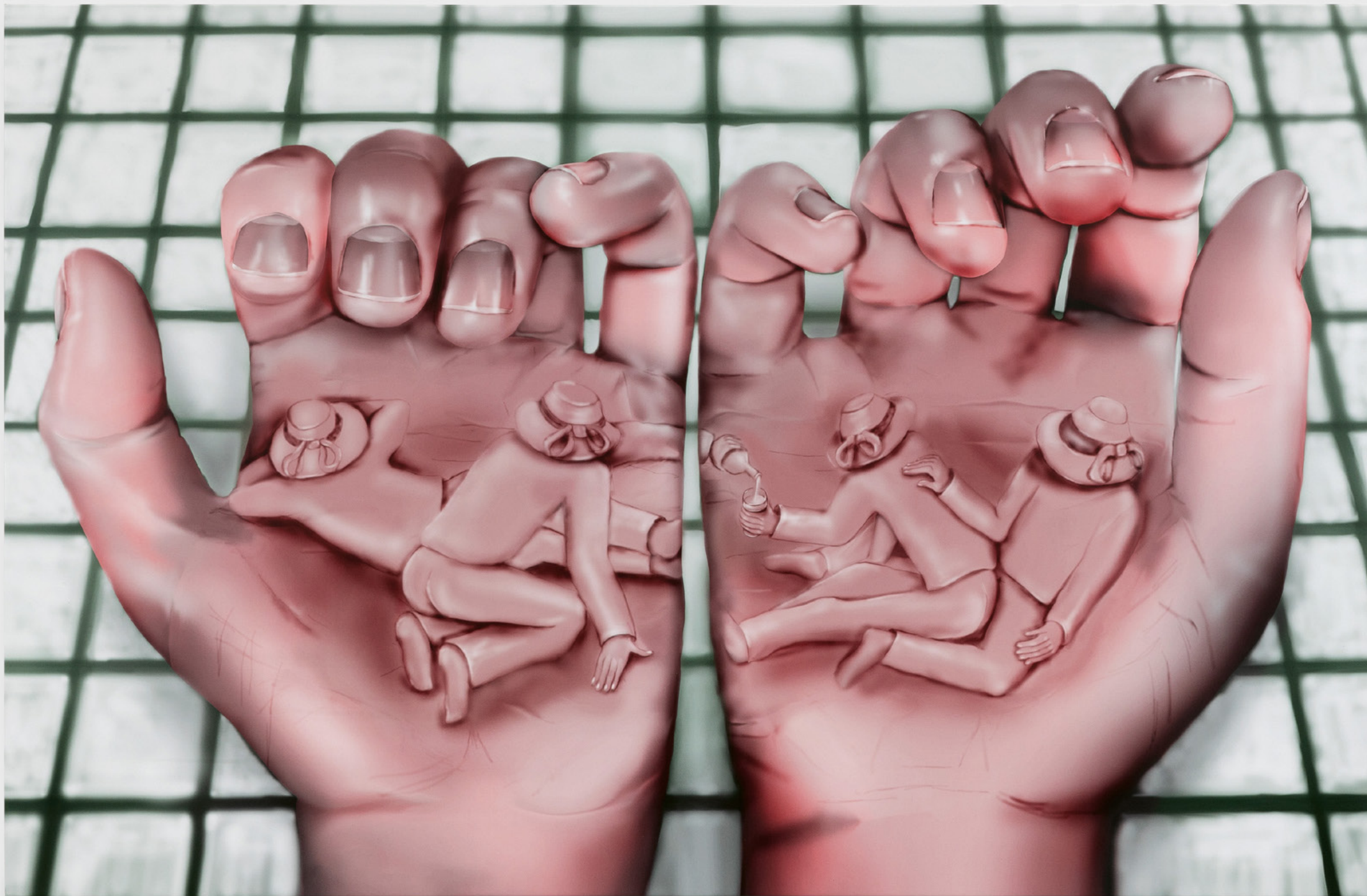
THE COLLECTIVE

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Art & Culture





TARGET AUDIENCE

Published by B.I. COLLECTION, THE COLLECTIVE magazine is dedicated to pushing boundaries in the realm of exclusive automotive culture. Catering to an audience whose passion for top-tier vehicles runs deep, the magazine reflects their appreciation for the artistry and innovation inherent in these mechanical masterpieces. Its readers are connoisseurs and collectors of prestigious marques such as Ferrari, Maserati, Porsche, Bugatti, Mercedes-Benz, AMG, Maybach, Aston Martin, Zagato, De Tomaso, and Touring Superleggera.

THE COLLECTIVE's affluent readership is deliberately invested in quality and exclusivity, valuing craftsmanship and ingenuity, and continually seeking enriching experiences that broaden their horizons in luxury and culture. This discerning audience, comprising both established and emerging collectors, aims to enhance their personal collections with rare and unique super and hyper sports cars, as well as historically significant vehicles.

In the realms of fashion, lifestyle, culture, as well as art and design, they find in THE COLLECTIVE a source of inspiration and discovery. Influential in both the business world and private collector circles, our readers turn to THE COLLECTIVE to network with like-minded enthusiasts and to stay abreast of the latest trends and products in the luxury sector.

With its compelling blend of informative and entertaining content, THE COLLECTIVE positions itself as a premier publication that meets the sophisticated needs of its readership, seamlessly integrating traditional values with a modern take on luxury.

PUBLISHING DATES

Spring / Summer 2025	Publishing Date:	01.04.2025
	Booking Deadline:	03.03.2025
Autumn/Winter 2025	Publishing Date:	08.09.2025
	Booking Deadline:	11.08.2025

SPECIFICATIONS

Size Single Page:	220 × 290 mm	(with bleed 226 × 296 mm)
Size Spread:	440 × 290 mm	(with bleed 446 × 296 mm)

Please notice:	Bleed need to be 3 mm
	Please provide double-spread layouts as a single page PDF (440 × 290 mm)

Profile:	PSO Coated v3 (www.eci.org)
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Data transfer:	info@bicollection.ch
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ADVERTISING RATES

CHF

1/1	Single Page	5'000.–
1/1	Single Page Inside Back Cover	6'000.–
1/1	Single Page Back Cover	15'000.–
2/1	Double Page	8'000.–
2/1	Double Page Opening Spread	10'000.–
2/1	Double Page Inside Back Cover	7'000.–

PRINT RUN

PIECES

German issue	20'000
English issue	10'000

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thecollective-magazine.com