

MEDIA KIT

2024



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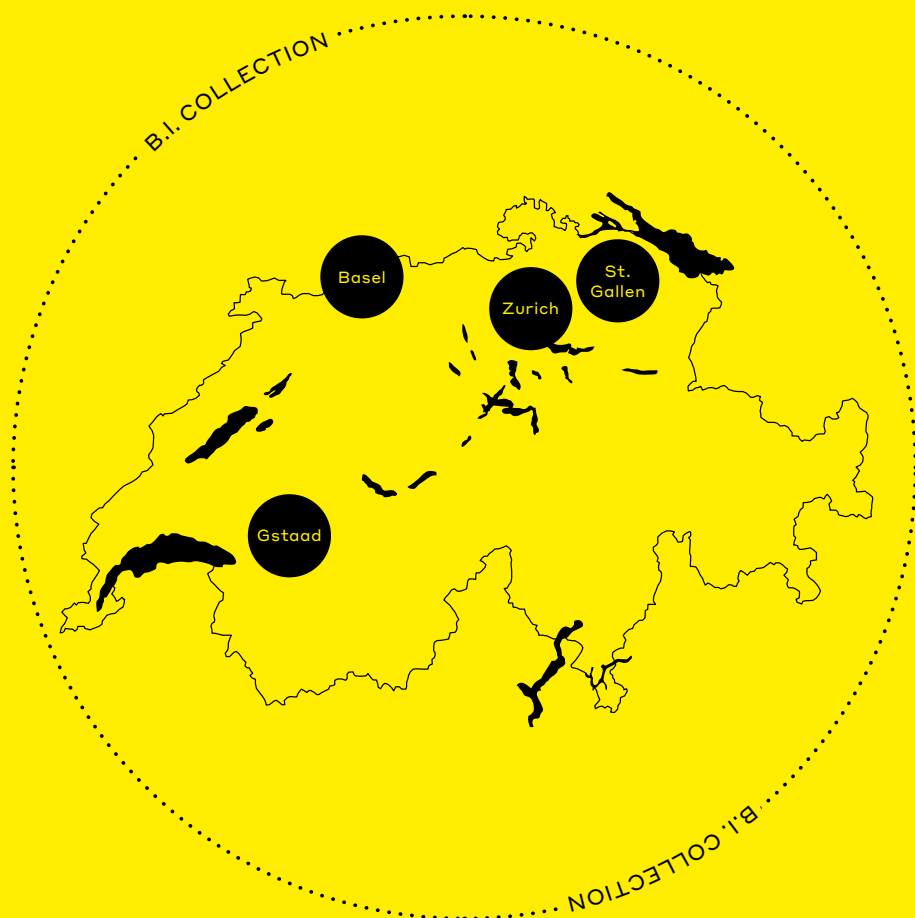
THE COLLECTIVE

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

MEDIA KIT 2024

Fashion & Lifestyle







IMPRESSIONS

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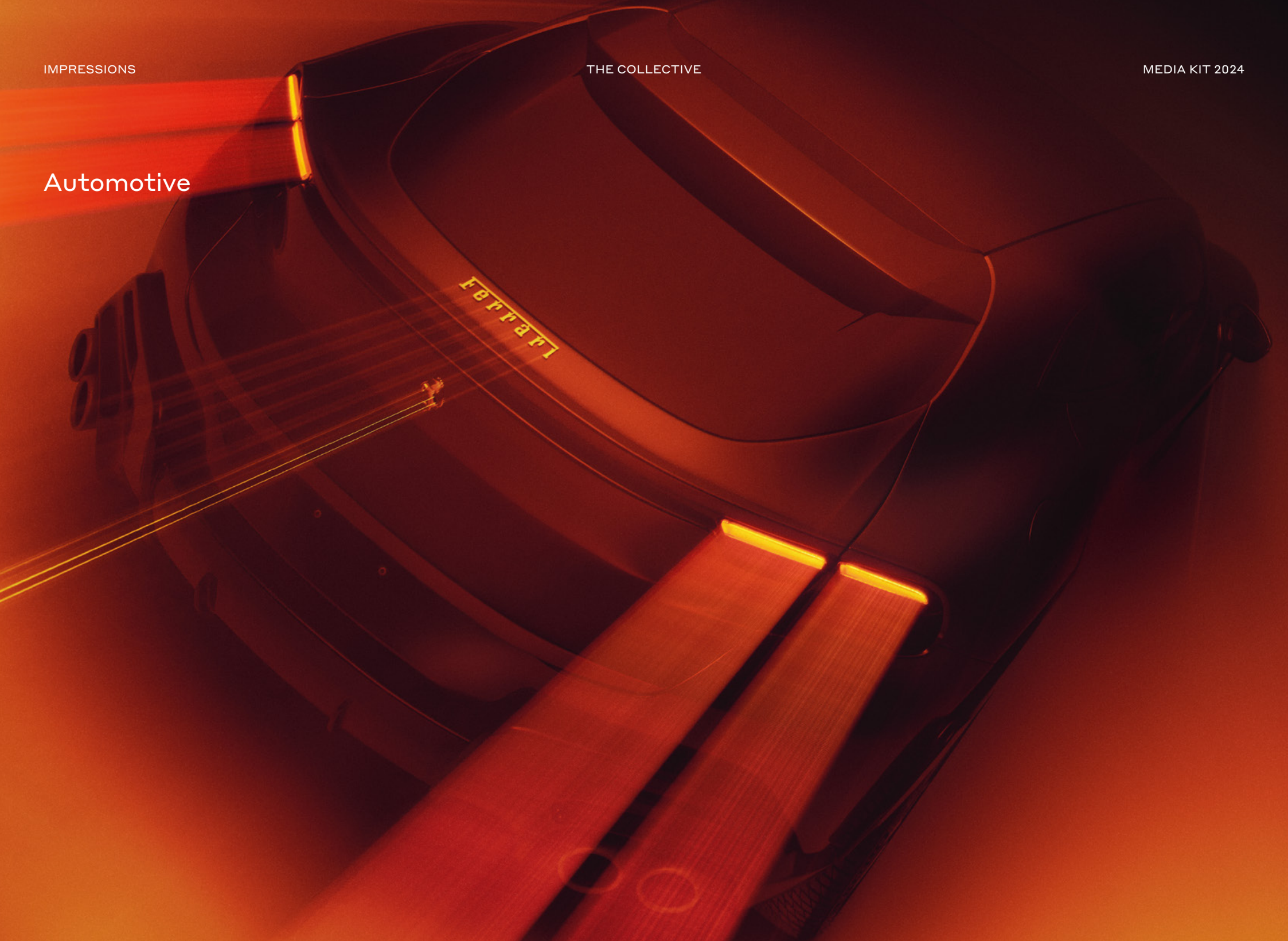


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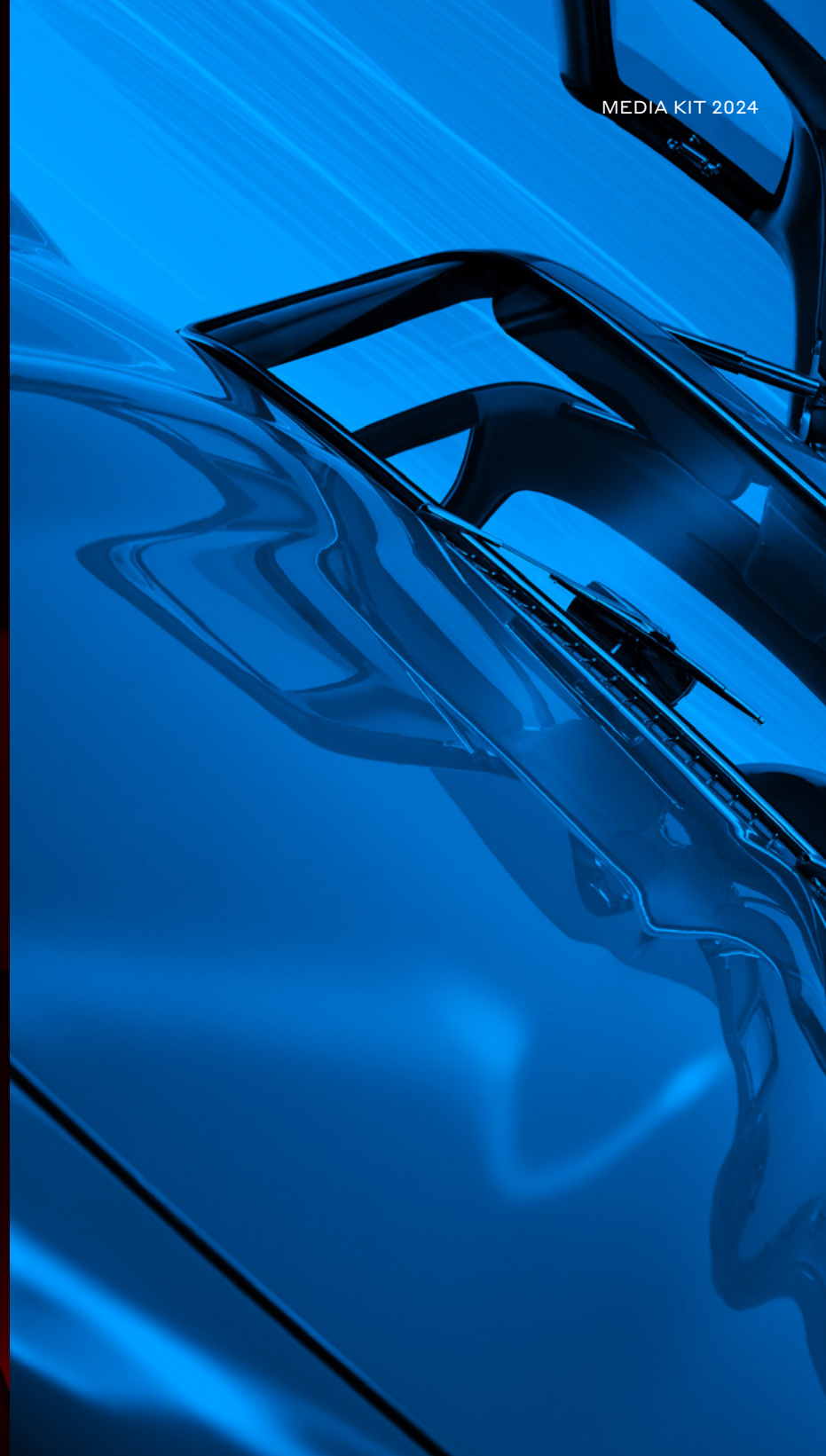
Automotive



IMPRESSIONS

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IMPRESSIONS



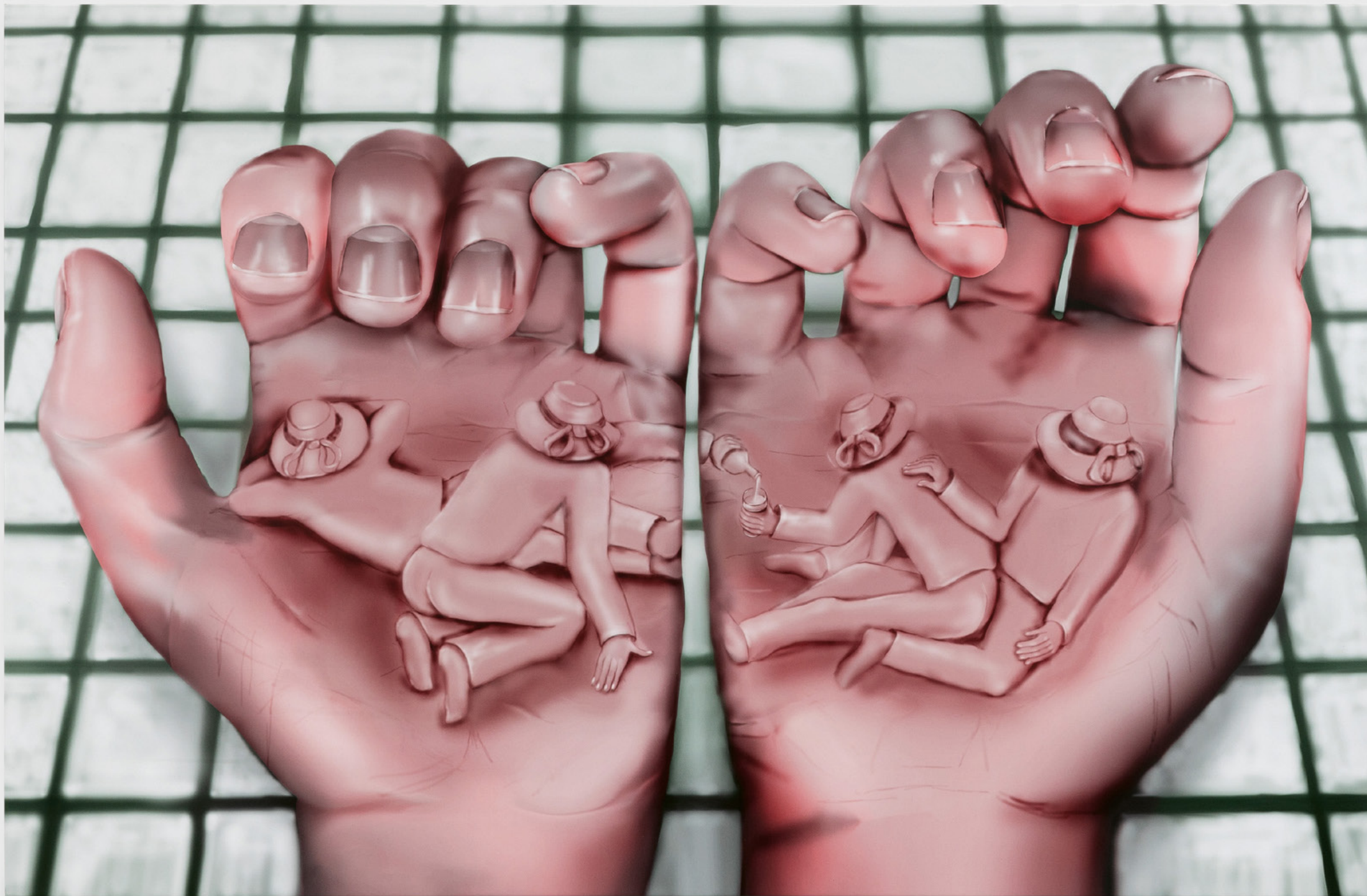
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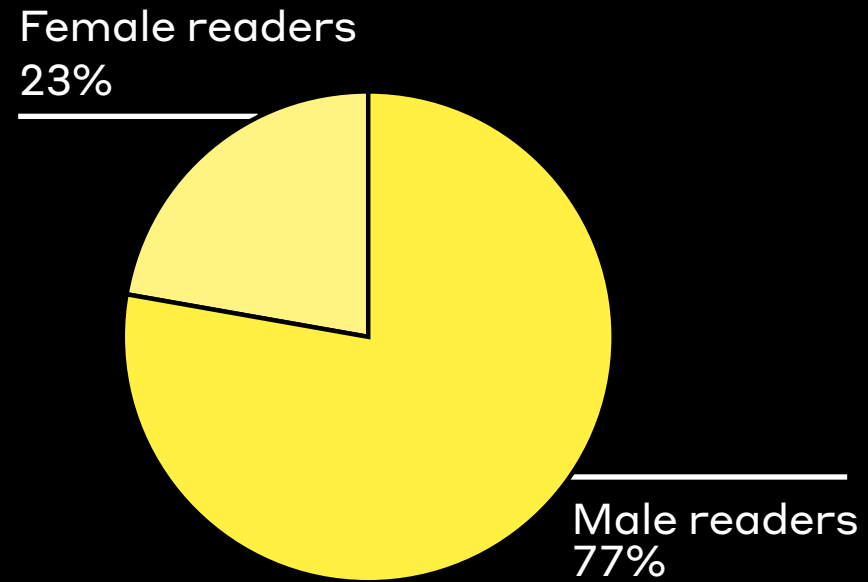
Art & Culture





READERS & AUDIENCE

According to Google Analytics our readership is currently 77% male and 23% female.



PUBLISHING DATES

Spring / Summer 2024	Publishing Date:	01.04.2024
	Booking Deadline:	04.03.2024
Autumn / Winter 2024	Publishing Date:	02.09.2024
	Booking Deadline:	05.08.2024

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)	
Data transfer:	info@bicollection.ch	

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	3'500
English issue	1'500

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B.I. COLLECTION

thecollective-magazine.com