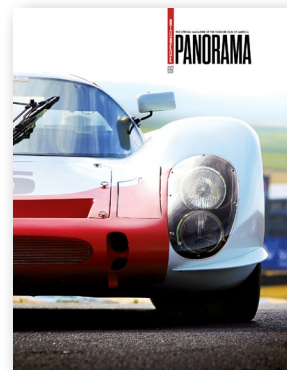
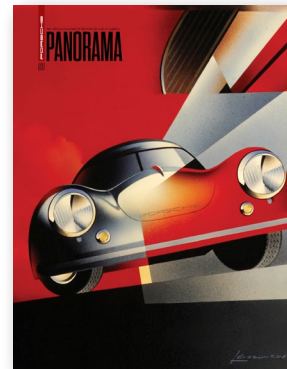
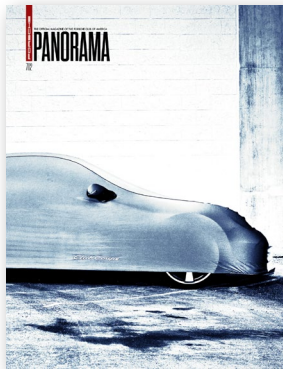


When you advertise in PORSCHE PANORAMA, you gain access to **the world's strongest Porsche audience.**



With 118,000 voting members, Porsche Club of America is
the largest single-marque automotive club in the world.
And, unlike many car clubs and car magazines, we're growing
—at a healthy rate of over 7% per year!



PCA CELEBRATED ITS

60th

ANNIVERSARY IN 2015



About Porsche Club of America

We mean it when we say, "It's not just the cars, it's the people." PCA's 140 regions put on more than 3,000 events each year, all of them run by volunteers. Our premier national gatherings draw hundreds of Porsches from across North America—with some members driving across the continent to get to them. We're serious about speed, too: PCA Club Racing's annual 48 Hours at Sebring draws more 911 GT3 Cups than any professional race weekend.

As with everything PCA, there's something for everyone, from the new enthusiast with a 914 to the collector with a 918 and dozens of other Porsches. We offer technical clinics three times a year on a national level, and too many to count on a regional level. We're social, too, with plenty of meet-and-greets for car people to hang out and get to know one another. Care to meet members face-to-face? That's one more avenue PCA can offer that other outlets simply can't.

About PORSCHE PANORAMA



PCA HAS PUBLISHED
MORE THAN

700

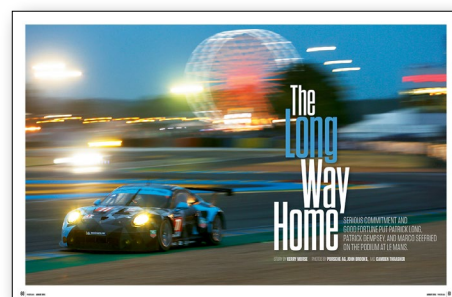
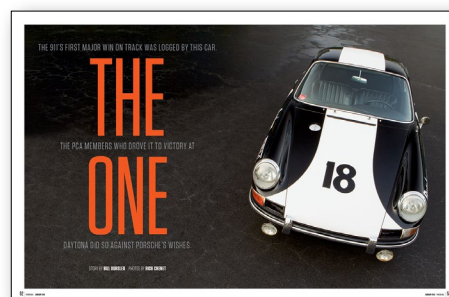
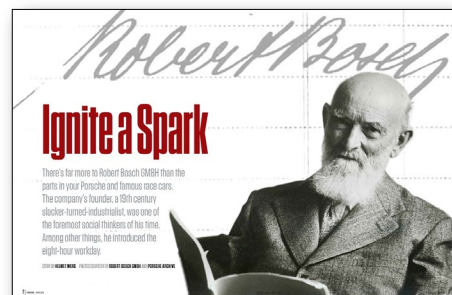
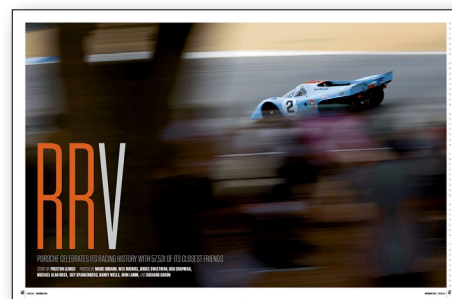
ISSUES OF PANORAMA
SINCE 1955

As its name suggests, **Panorama** provides a view into everything Porsche. Twelve times a year, it delivers the latest news and views, road tests, interviews, salons, history pieces, restorations, profiles, and more. Great stories come alive with vivid photography and unparalleled access. The back of the book is popular, too, thanks to a thriving classifieds section that spans more than 20 pages.

Since its 2013 format change and redesign under Editor Pete Stout and Creative Director Richard Baron, *Panorama* has gone toe-to-toe with the "buff books." Three of six finalists for the prestigious Dean Batchelor Award in 2013 were considered for their work in *Panorama*, and one went on to win. In 2014 five of the six finalists came from *Panorama* and we won two! The redesign has also earned recognition from the Society of Publication Designers, while feedback from the most important voices—our members and advertisers—has been overwhelmingly positive.

In short, PCA members know their Porsches inside and out.

We do, too, and we've built a thriving community around these cars. Today, PCA offers Porsche owners driving experiences, technical assistance, and camaraderie that are second to none. When it comes to reaching Porsche owners as obsessed as you are, *Panorama* is the smart buy and miles ahead.



Why advertise in PORSCHE PANORAMA?



We'll let our members speak to that...



"Love the new look. Very readable with great content. Got home at 9:30 pm and have been reading it since—I'm having trouble putting it down to get some sleep to be ready for tomorrow." —Donna D.

"I was stunned when Issue 676 arrived this morning! I read halfway through it during my Metrorail commute and noticed passengers glancing over my shoulder as the featured articles and creative Engine Builders Supply and Stoddard ads came into view. No complaints at all, just inspiration! The '64 356 SC is going for a zoom tonight!" —Bob S.



"As a member since 1980, I've always enjoyed reading Panorama. With the format change, however, you have outdone yourself. It's now far more readable. I spent about one hour reading the stories and ads compared with the usual 15 minutes. Brilliant move on your part." —John K.

"What a fabulous issue. You're leaving us all wondering, 'How's he gonna top this?' Somehow, I think you will—and I'm so very excited to be a member of PCA so I get to watch. It's gonna be a ride." —Jack & Lois R.



"I used to be able to get through an issue in 20 minutes, tops. That was fine by me, as I have lots of other things to do. So I just received the July 2013 issue and, honestly, it's really great. Gee, thanks—now I need to figure out which chore is going to be deferred each month..." —Lawrence P.

...or consider our readers' demographics:

51

AVERAGE
AGE

98%

ARE MALE

80%

ARE MARRIED

96%

ARE COLLEGE
EDUCATED

36%

HAVE ADVANCED
DEGREES

97%

OWN REAL
ESTATE

88%

HAVE AN HHI
OVER \$100,000

29%

HAVE AN HHI
OVER \$250,000

29%

OWN TWO OR
MORE PORSCHEs

86%

OWN FOUR OR
MORE VEHICLES
PER HOUSEHOLD

88%

GO ON TWO OR
MORE VACATIONS
PER YEAR

The requirement that all subscribers be Porsche owners is a powerful qualifier separating the *Panorama* reader from general automotive enthusiasts and casual Porsche admirers. They are intensely involved with their Porsches, and rely on *Panorama* to provide information to further the enjoyment of their cars.

The *Panorama* reader profile describes a discriminating consumer with the income to purchase top-quality products. The average reader has been a PCA member for five years, and is a prime aftermarket consumer interested in making intelligent choices about automotive consumables and upgrades. Their interest in and choice of Porsche for personal transportation is a potent indicator of their appreciation for high-quality products, whether it's a car, watch, electronic device, or other luxury item.



...living in diverse regions, with diverse interests:

Porsche Panorama is not ABC/BPA audited, as its circulation is limited to members of the Porsche Club of America and is tested by Periodicals Postage Audit. Approximately 1,500 copies are sent each month to prospective members, as well as every North American Porsche dealership and Porsche management. Aside from those copies, the entire circulation goes to the **74,000** paid-in-full members of PCA. There are no newsstand sales and there is no arrears circulation.

There are no subscription discounts of any kind.

64%

HAVE OWNED
2 OR MORE
PORSCHES

27%

PLAN TO BUY A
NEW PORSCHE
IN THE NEXT
12 MONTHS

38%

WORK ON
THEIR OWN CARS

21.4%

NORTHEAST

6.5%

NORTHWEST

14.8%

MIDWEST

17.9%

SOUTHEAST

10.9%

SOUTHWEST

4.8%

SOUTH

13.6%

WEST

4.4%

EASTERN CANADA

2.9%

WESTERN CANADA

2.7%

OTHER

Upgrades PCA members have installed on their Porsches:

Body	10 %
Brakes	19 %
Engine	18 %
Exhaust	26 %
Lights and electronics	17 %
Safety equipment	14 %
Interior	15 %
Seats	12 %
Stereo/CD/etc.	16 %
Suspension	21 %
Tires	36 %
Wheels	27 %

Favorite non-Porsche activities:

Boating	22 %	Motorsports as spectator	41 %
Collecting	11 %	Motorsports as participant	25 %
Cooking	21 %	Music	31 %
Crafts	3 %	Reading	32 %
Exercise (aerobics/weights)	27 %	Running/jogging	11 %
Fishing	13 %	Snow skiing	18 %
Golf	23 %	Sporting events	21 %
Hiking	20 %	Tennis	8 %
Horses	4 %	Water skiing	4 %
Hunting/shooting	16 %		

PCA Digital

PCA's media platform goes beyond the printed page. Not only is Panorama available in digital form as an app with hot links, PCA offers a multi-faceted online presence. We're on YouTube, Facebook, LinkedIn, Instagram and...



The completely new **PCA.org** gives our members their morning Porsche fix thanks to our investment in full-time digital media staff. Featuring the latest news on Porsche products, PCA events, as well as **one of the largest** Porsche classifieds sites on the Internet, PCA.org averages over 71,000 users and over 700,000 page views per month. The average session on the site lasts over 4 minutes!

The redesigned **e-Brake News** is PCA's weekly email newsletter. It features the latest Porsche and PCA news along with articles and videos from around the web and user generated content. E-Brake News is sent to over 76,000 opt-in Porsche owners every Tuesday, 52 times a year. E-Brake news has an average open rate of 86%!

**We offer high impact
leaderboard, banner,
and skyscraper ads on
our digital properties.**

Please contact us for digital ad rates.



PANORAMA PRODUCTION SPECIFICATIONS

Trim Size:	8.375 in x 10.875 in (8-3/8 in x 10-7/8 in) ad margin/safety at top and bottom of pages is .5 in			
Ad Sizes	col width	width	height	sq. in.
2 pg spread, non-bleed	live area	15-3/4 in.	9-7/8 in.	
2 pg spread, bleed	trim size	16-3/4 in.	10-7/8 in.	
	bleed size	7 in	11-1/8 in.	
full page, non-bleed	live area	7-1/4 in.	9-7/8 in.	
full page, bleed	trim size	8-3/8 in.	10-7/8 in.	
	bleed size	8 5/8 in	11-1/8 in.	
2/3 vertical	2 col wide	4-3/4 in.	9-7/8 in.	46.91
1/2 horiz.	3 col wide	7-1/4 in	4-7/8 in.	35.34
1/3 horiz (square)	2 col wide	4-3/4 in	4-3/4 in	22.56
1/3 vertical	1 col wide	2-1/4 in	9-7/8 in	22.22
1/6 vertical	1 col wide	2-1/4 in	4-7/8 in.	10.97
1/12 square	1 col wide	2-1/4 in	2-1/4 in.	5.20
MATERIALS	<ul style="list-style-type: none"> • Resolution 300 dpi • 150 line screen • InDesign CS6, Illustrator, Photoshop, Mac formats acceptable 			

PCA.org

Extra Large Banner	1250 x 155 pixels
Skyscraper	120 x 600 pixels

eBrake News

Large Banner	685 x 88 pixels
Skyscraper	120 x 600 pixels

ADVERTISING & PRODUCTION INQUIRES:

Ilko Nechev

ADVERTISING DIRECTOR

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New York NY 10034

212.490.2079

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