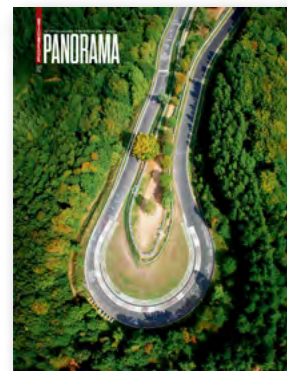


When you advertise in PORSCHE PANORAMA, you gain access to **the world's most active Porsche audience.**



With 135,000 voting members, the 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 5% per year!



PCA IS CELEBRATING ITS

65th

ANNIVERSARY IN 2020



About the Porsche Club of America

We mean it when we say, "It's not just the cars, it's the people." PCA's 143 regions put on more than 3,500 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



IN 2020, PCA WILL
HAVE PUBLISHED OVER

760

ISSUES OF PANORAMA

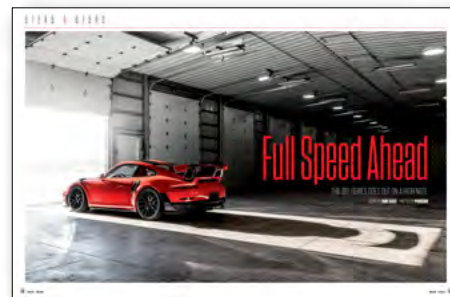


As its name suggests, **Panorama** provides a view into everything Porsche. Twelve times a year, it delivers the latest news and views, road tests, interviews, salons, history pieces, restorations, profiles, and more. Great stories come alive with vivid photography and unparalleled access. The back of 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 Creative Director Richard Baron, *Panorama* has gone toe-to-toe with the “buff books.” *Panorama* has won the prestigious Motor Press Guild/Dean Batchelor Award for automotive journalism and photography categories in 2013, 2014, 2015, 2016, and 2017. 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 are they gonna top this?' Somehow, I think they 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:

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.

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

86%

OWN FOUR OR
MORE VEHICLES
PER HOUSEHOLD

88%

GO ON TWO OR
MORE VACATIONS
PER YEAR

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

90%

INTERESTED IN
DIY/MAINTENANCE
EDITORIAL FEATURES

71%

INTERESTED IN
HPDE/TRACK
EVENTS

95%

INTERESTED IN
PCA EVENTS

92%

READ EACH ISSUE
THOROUGHLY

79%

SPEND OVER AN
HOUR READING
EACH ISSUE

38%

SHARE THEIR
COPY WITH
OTHERS

79%

INTERESTED IN
MODIFYING
THEIR PORSCHE

74%

PURCHASE
REGULARLY FROM
PANORAMA
ADVERTISERS

94%

ARE INTERESTED
IN THE ADS
THEY SEE

89%

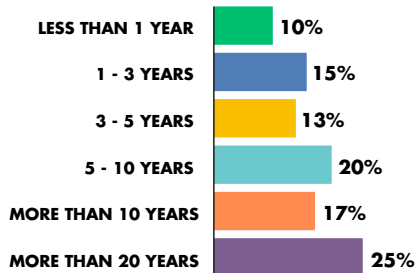
SEE THE AD/EDIT
RATIO AS JUST THE
RIGHT AMOUNT

4%

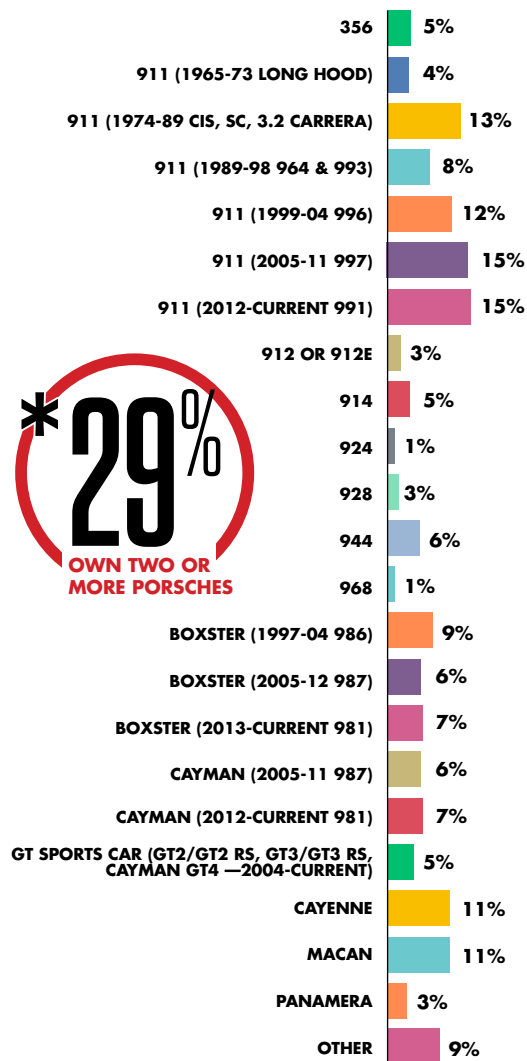
FEEL THERE ARE
NOT ENOUGH
ADS, SO LET'S
HELP THEM OUT!

...more readers' demographics:

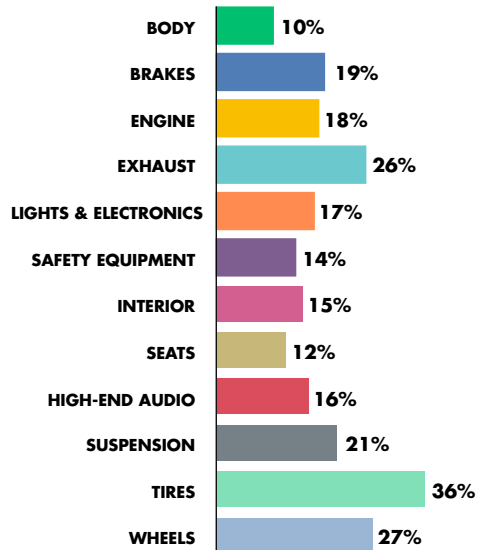
LENGTH OF PCA MEMBERSHIP



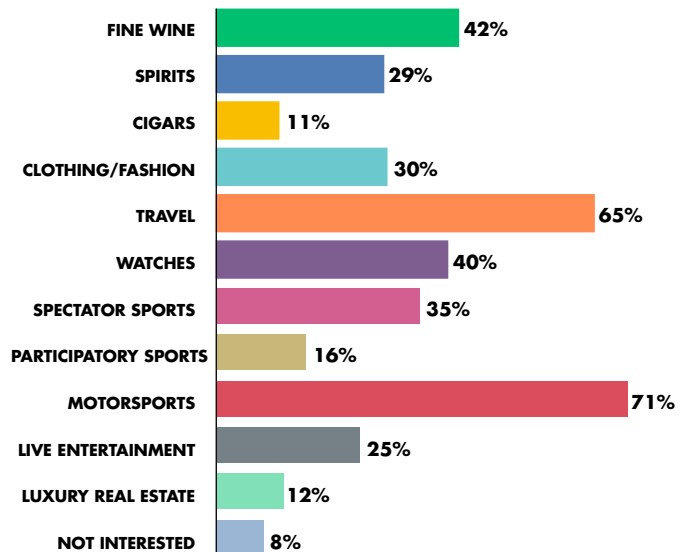
PORSCHE MODELS OWNED BY PCA MEMBERS*



UPGRADES PCA MEMBERS HAVE INSTALLED



PCA MEMBER INTERESTS



PCA Growth

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 **87,000** 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.**

PCA MEMBERSHIP / PANORAMA PAID CIRCULATION:



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

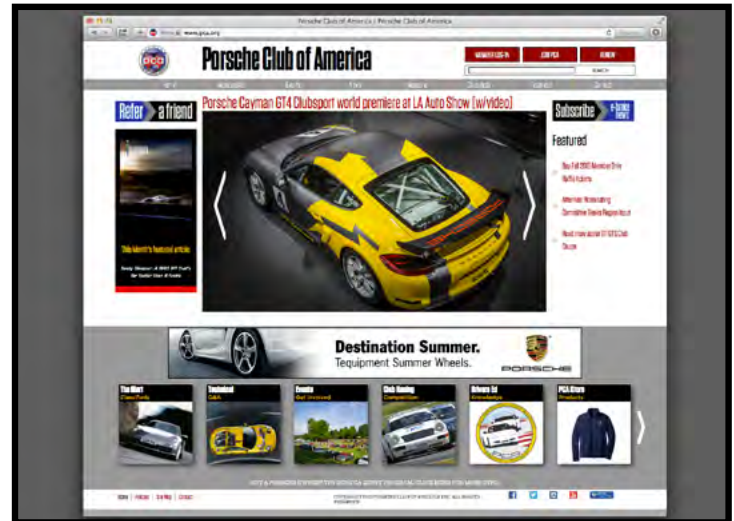
2.9%
WESTERN CANADA

2.7%
OTHER

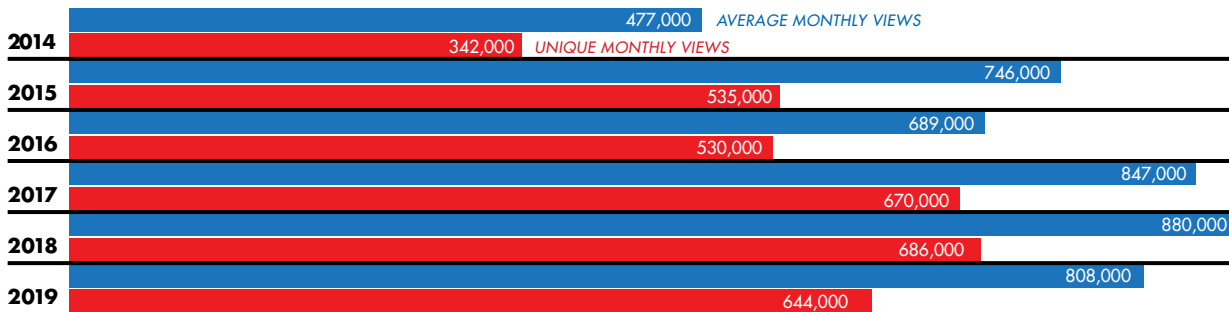


PCA's media platform goes beyond the printed page. Not only is Panorama available in digital form as an app with hot links, PCA offers a multi-faceted online presence. We're on YouTube, Facebook, Instagram and...

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 well over 880,000 page views per month. The average session on the site lasts over 4 minutes!

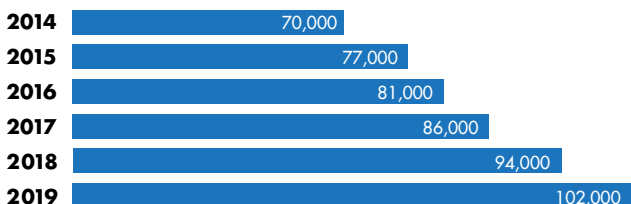


PCA.ORG PAGEVIEWS:



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 102,000 opt-in Porsche owners every Tuesday, 52 times a year.

E-BRAKE NEWS OPT-IN SUBSCRIBERS:



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

Please contact us for digital ad rates.



PCA Events

Alongside *Panorama*, one of the main reasons Porsche owners join PCA is the events the club is famous for. PCA offers limited sponsorship and vendor opportunities to engage Porsche owners at these events.



Porsche Parade, the crown jewel of all PCA events began in 1955 and has become a weeklong gathering of 1,200+ Porsches and 2,000+ Porsche fanatics from all over the world. The famous La Quinta Resort & Club in Palm Springs has been chosen as the venue for the June 2020 Parade. Attendees can expect everything from competitive Concours d'Elegance and autocross, to fun rallies, and evening banquets.



Werks Reunion is a day dedicated to Porsche automobiles and attracts 800+ cars and 10,000+ spectators on the Friday before the Concours d'Elegance at Amelia Island, FL in March and the Friday before the Pebble Beach Concours in Monterey, CA each August. Attendees witness a breathtaking array of Porsches in this free event, from rare classics to current models and everything in-between.



PCA Treffen North America is the perfect long weekend getaway at a 4-Star resort held twice a year in opposite sides of the continent. The 2020 venues are The Broadmoor in Colorado Springs in April and the Greenbrier in West Virginia in September. 400 lucky attendees will enjoy amazing driving roads, fine dining, and entertainment.



Meanwhile the **Tech Tactics** seminars PCA organizes provide in-depth knowledge of what makes the beloved Porsches so special. Those are held at the Porsche Training Centers in Easton, PA in March and Ontario, CA in November and feature Porsche factory employees, racing engineers, and aftermarket manufacturers.

PCA Club Racing



The Club Racing program of PCA was established in 1991 and provides a fun and safe racing environment to all PCA members and their Porsches. Over the past 25+ years Club Racing has become one of the jewels of PCA. Every year there are over 30 races on the calendar from coast to coast attracting thousands of participants and spectators throughout North America.

PCA Club Racing is highly respected in the motorsport community. It was the first ever non-professional organization to secure dates at the newly opened Circuit of the Americas and we are now in our sixth consecutive year of racing there.

PCA Club Racing set the world record for most GT3 Cup Cars at a single event. We had 83 of them lined up on the grid at the Sebring 48H Race.

Club Racing News is the quarterly publication of the Club Racing organization. CRN is mailed to approximately 3000 PCA-licensed club racers, advanced High Performance Drivers Ed participants, race shops, and other organizations supporting the PCA Club Racing Program. Every issue features insights on racing techniques and detailed information on events and racing venues.



PCA offers limited sponsorship opportunities in Club Racing and advertising space is available in Club Racing News.

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
---------------------	-----------------

ADVERTISING & PRODUCTION INQUIRES:

Ilko Nechev

ADVERTISING DIRECTOR
PORSCHE CLUB OF AMERICA

646.644.2796
ilko@pca.org

