

Advertising rates and information

Around the Benz is the Club magazine for the Mercedes-Benz Club of Victoria and is distributed every month, except January. As at July 2010, the Club had 707 financial members, and over 1,240 Mercedes-Benz vehicles recorded in the register. The magazine is circulated to all members, advertisers and a number of local, interstate and overseas car clubs and Mercedes-Benz offices.

The 36-page A4-size magazine is printed in black and white, with colour cover and centre spread.

Colour advertising is available. Price on application from the Advertising Officer.

Advertising rates (black and white)

Advert Size	Member advertisement (Club vehicle related)	Non-member and commercial advertisement 1 - 6 repeats per year	Non-member and commercial advertisement 6 - 10 repeats per year	Non-member and commercial advertisement Annual (11 issues)	Member commercial advertisement Annual (11 issues)
Classified:				\$200	
For sale (text)	Free	\$20 / issue	\$20 / issue	\$310	\$150
With photo	\$10	\$30 / issue	\$30 / issue		\$260
Wanted to buy	Free	Free			
Business card 1/8 page		\$20 / issue	\$20 / issue	\$200	\$150
Quarter page		\$60 / issue	\$50 / issue	\$500	\$500
Half page		\$100 / issue	\$90 / issue	\$900	\$900
Full page		\$180 / issue	\$160 / issue	\$1,400	\$1,400

Classifieds

Classifieds are both printed in the magazine and the Club's website: www.mbcv.org.au

Members of other Australian Mercedes Benz Clubs are provided the same pricing benefits as Victorian club members provided a reciprocal pricing arrangement is available with their club's magazine.

Magazine inserts

A single sheet flyer for inclusion with the magazine is \$500 per issue.

The maximum sheet size is A4; it may be A3-size and supplied folded in half.

When the insert describes an event being held on a particular day (e.g. auction, garage sale, warehouse clearance) the text "*Advertisement Only*" must be printed on the page.

General advertising information

Advertising requirements under the Motor Car Trader Regulations 1998:

Used motor cars advertised by private advertisers must include: (a) the **cash price** of the motor car; and (b) the **registration number** if it is registered or the **engine number** if unregistered. For vehicles on club permit scheme plate, provide the engine number. A motor car trader, or a servant or agent of the trader advertising here must also include the motor trader's LMCT number to comply with the Motor Car Trader Regulations 1998.

Payment is required in advance. Please make your cheque payable to "Mercedes-Benz Club Vic."

Your advertisement may be supplied as a computer image or business card.

The following computer formats are preferred: Adobe PDF, TIFF or high-quality JPEG.

Advertising contact details

For more information, please contact our Advertising Officer:

Gordon Gates on 0411 464 525

email nodrog3156@optusnet.com.au or mbcv@mbcv.org.au

Rates quoted are in Australian Dollars and current as at Aug 2010.