

# alfieri

Independent magazine for and by Maserati enthusiasts



Alfieri magazine is tapping into the next generations of Maserati owners, whether they like classic cars or favour current models.

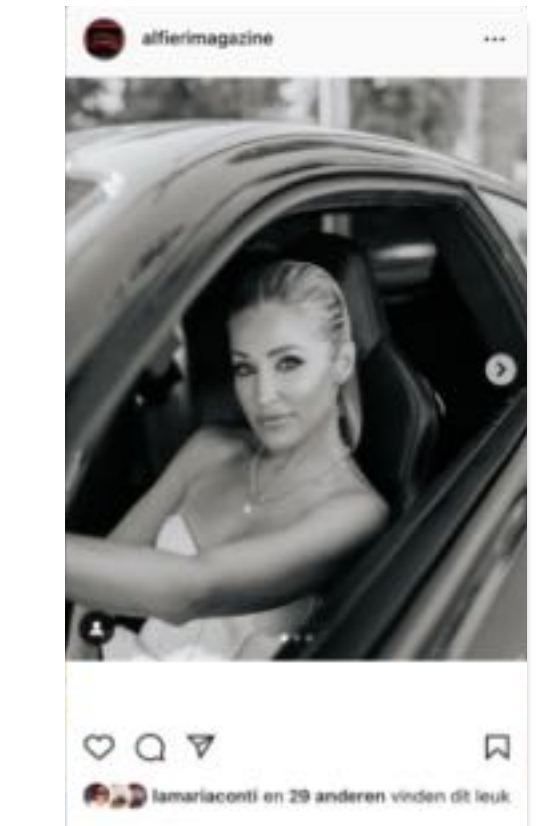
The younger generations have a well-defined view of why and how they experience their cars. The way they savour their 'hobby' brings new momentum to the realm of Maserati.



Alfieri magazine delivers unique and relevant content in a stylish way, focusing on photography, graphics, design, architecture and lifestyle.

## A high-profile presence

- Independent magazine for and by Maserati enthusiasts.
- Annually **three editions** of around 100 pages.
- **Luxurious print** quality.
- **Collectible** for its relevance, layout and quality.
- Perceived as highly credible.
- Covering the Maserati Universe in time (from heritage to future) and space (international),
- Edited and published by a professional and experienced team in the Benelux.
- Supported by a global network of readers, contributors and Maserati-affiliated professionals.



alfieri magazine, a partner for Maserati clubs

# Alfieri Magazine has attracted strong interest from Maserati Clubs worldwide

- The publication is a tool to share their content with a global audience;
- It is a perfect gift by offering a free subscription to their members;
- It is complementary to their own printed publication.

**Alfieri is currently collaborating with the Maserati Owners Clubs of Belgium, Sweden, Germany, Australia, USA South-East & Rocky Mountains, Hungary.**





alfieri magazine, a partner for Maserati dealers

**With an impressive lineup of new models, Maserati dealers worldwide have high expectations.**

**Alfieri Magazine provides them with a loyalty tool to connect with clients and re-ignite the passion for the Trident.**

### **Personalisation programme**

Combining language adaptation and localisation of content serves the dealership in many ways. While clients enjoy the global stories in English, we give pages in the magazine a local touch. This enhances the connection between the dealer and his clients.



alfieri magazine, a partner for events

**Alfieri Magazine is the perfect supplement to luxury car events, serving as a complimentary gift for the participants. We are open to partnerships to bring tailor-made and c-branded editions of Alfieri.**

alfieri





DISTRIBUTION



Owners ← - - - - -

Dealers ← - - - - -

Subscribers ← - - - - -

Clubs ← - - - - -

ONLINE COMMUNITY

21.400 members

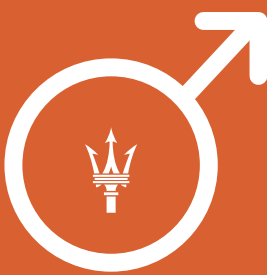


Per month  100.000 views

 17.800

interactions

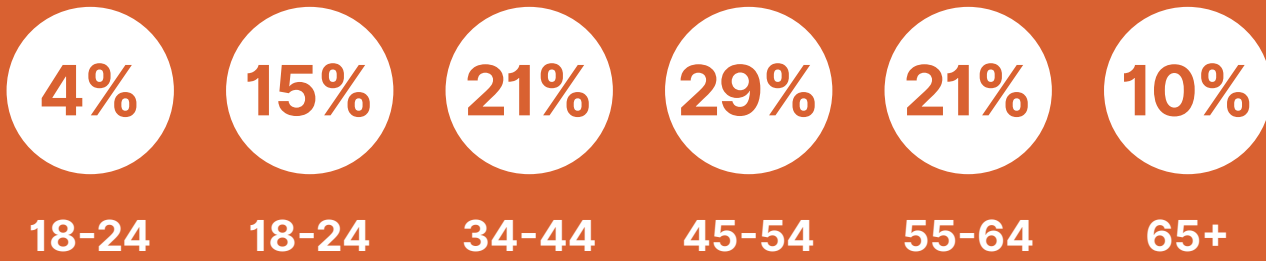
READER DEMOGRAPHICS



15%

85%

AGE



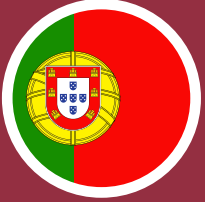
GLOBAL REACH



United States

Germany

Italy



United Kingdom

France

Portugal

Switzerland

Greece



Belgium

Brazil

Australia

Netherlands

## Do believe the hype

**“Great job by everyone  
who helped with Alfieri.  
A big Thank you from all  
Maserati Enthusiasts.”**

TOM ROSSI, MASERATI CLUB SOUTHEAST, USA

**“Love the magazine and  
look forward to  
receiving the next issue.”**

BILL, KENTUCKY, USA

**“This grassroots  
initiative is  
exactly what  
Maserati needs.”**

C. BORROMEO, MILAN

**“I ‘ve got your fine  
magazine. Great job!  
Thanks a lot.”**

SHINICHI EKO, PRESIDENT OF MASERATI CLUB JAPAN



## Do believe the hype

**“Excellent publication. I enjoy reading every edition of it. Written by true enthusiasts and connoisseurs of Maserati. Just subscribed for next year. Thanks for the great work, guys!”**

O. PAULSEN, GERMANY

**“Thank you for promptly mailing me the 3 Alfieri publications. Its very artful work - great photography and informative writing.”**

P. GOLDREICH, FLORIDA

**“Thank you. Job well done. And great quality paper and finish, it even feels nice.”**

H. DE VRIES, THE NETHERLANDS

**“Bellissimo, many thanks and many compliments for your work.”**

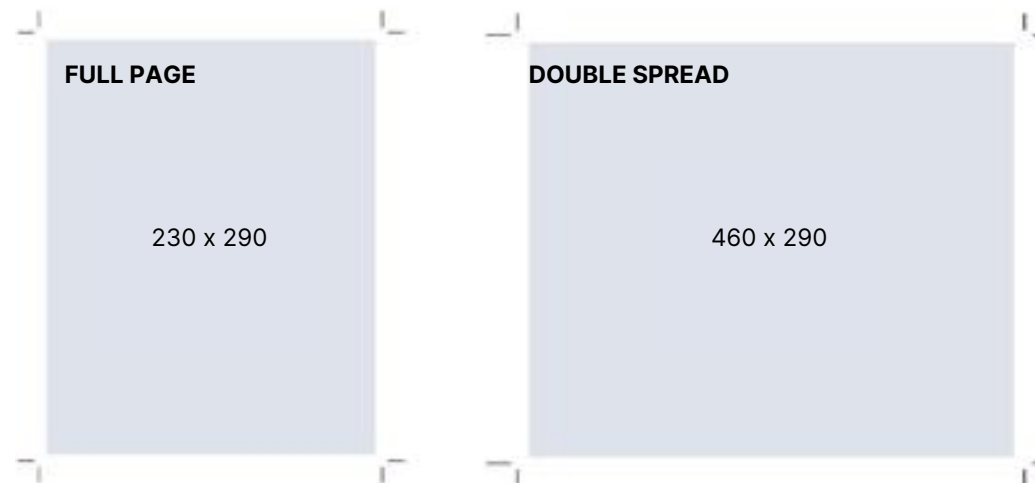
EDGARDO MICHELOTTI, TURIN, ITALY

**“... an excellent education and celebration of all things Maserati.”**

A.J., FRANCE



## Technical data & rate card



### Ad specs for print magazine

Single full page trim: 230mm x 290mm  
Full page bleed: 240mm x 300mm  
Bleed: + 5mm + cropmarks  
Resolution: 300 dpi - PDF/X-1a:2001

### Double spread:

460mm x 290mm + 3mm bleed

### Ad space

Inside Front Cover DPS	€4.500
1st DPS	€4.200
2nd DPS	€3.700
DPS Front Half	€2.900

Outside back cover	€3.500
Single page Front Half	€2.800

### Contact information

Fast Forward Publishing bv  
Kwadestraat 151a bus 51  
B-8800 Roeselare  
Belgium

VAT BE0727.485.944  
[www.classichemasters.com](http://www.classichemasters.com)

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Series discounts are available upon request and please ask about bespoke publishing opportunities.

Send materials to [info@classichemasters.com](mailto:info@classichemasters.com)

## Who we are



## Joris Claeys

- COO of Cennini Holding (Belgian single family office)
- Custodian to the family's classic Maserati collection
- Reference shareholder of Roularta Media Group
- Created Fast Forward Publishing bv, the publishing house of Alfieri magazine.
- <https://www.linkedin.com/in/jorisclaeys>

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## Pedro Cappelle

- 25+ years of experience in digital marketing, CRM, and content creation and publishing.
- Founder of a digital marketing agency in 1998 with clients like Atos Wordline, Visa, Mastercard
- Content creator and manager of Classiche Masters and Alfieri magazine
- Participant in car and motorsport events like Rétromobile, Goodwood, Zoute Grand Prix.
- <https://www.linkedin.com/in/pedrocappelle/>

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## Onno Hesselink

- Co-founder of Marketing Agency LUON in 1993
- Co-founder of RAAK Email marketing Agency in 2010
- Currently: creative Director of iO Digital (Campus Antwerp)
- Designer of over 200 record sleeves and books
- Owner of 6 classic and young time Maseratis
- Co-creative Director of Alfieri
- <https://www.linkedin.com/in/onnohesselink/>

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**Further relying on a team of professional video and photographers, journalists, writers and translators.**

## Agence Publicitaire

Agence Publicitaire Objectif Média FZCO

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