

CAVALLINO®

ALL ABOUT FERRARI, SINCE 1978



MEDIA KIT 2024

CAVALLINO



WHO WE ARE, WHAT WE DO

Celebrating our 46th anniversary in 2024, **Cavallino Magazine** has established itself since 1978 as the preeminent resource in the glamorous world of Ferrari automobiles.

From the brand's glorious and unsurpassed history in motorsports and its mesmerizing road cars, to the world-famous personalities and the ultra-luxurious lifestyle that is intrinsically linked to the brand, Cavallino Magazine covers this **exclusive and exotic world** through the words and images of the most highly respected and creative automotive journalists and photographers.

Historically, the contents of Cavallino are considered **the most reliable** in terms of analysis and information. The market price list is widely used as a reference for insurance companies, collectors, traders and fund analysts.

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CAVALLINO, SIX ISSUES A YEAR, UNMISSABLE AND COLLECTIBLE

Cavallino is a bimonthly magazine, founded in 1978, with over 250 issues lovingly cherished and meticulously preserved by collectors of **Maranello models**. Cavallino is published by Canossa Events, printed in the USA and in Europe and it's designed to be collected, browsed and shown in stylish and convivial living rooms and lounges.

In over four decades of publication, Cavallino has maintained the same rigor, authoritativeness and form of 20,5x27cm. Every issue is a **guarantee of passion** that incessantly renews with its elegant presence.

CAVALLINO®



Cavallino Classic Palm Beach



Cavallino Classic Modena



Cavallino Classic Middle East

CAVALLINO'S MAGNIFICENT EVENTS

Since 1991, Palm Beach Cavallino Classic has been **the world's only major international Concours d'Elegance** devoted exclusively to the Ferrari brand. This three-day event provides unparalleled brand integration and client engagement for our partners. Additionally, Cavallino Magazine is distributed to an international audience throughout the event, which includes the most prominent UHNW automotive owners/collectors from around the globe.

Beginning in 2021, the Cavallino Classic has expanded to include additional exclusive events: **Cavallino Classic Modena and Cavallino Classic Middle East.**

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THE STRENGTH OF AN EXCLUSIVE AND WEALTHY AUDIENCE

Cavallino addresses a unique and exclusive world: classic Ferrari collectors, contemporary Ferrari owners and lovers of this unique brand. An audience made of refined, tech-savvy people with an eye for innovation, collectors of all things luxurious, exotic and fascinating. And without a doubt, these individuals are driven by and recognize brand affiliation.

VEHICLE OWNERSHIP

- 10% of the readers own a private plane or helicopter
- 50% own at least one boat
- 75% own more than one Ferrari

MAIN INTERESTS

- 40% Sports
- 50% Travel
- 75% Ferrari history
- 90% Collecting cars

AGE

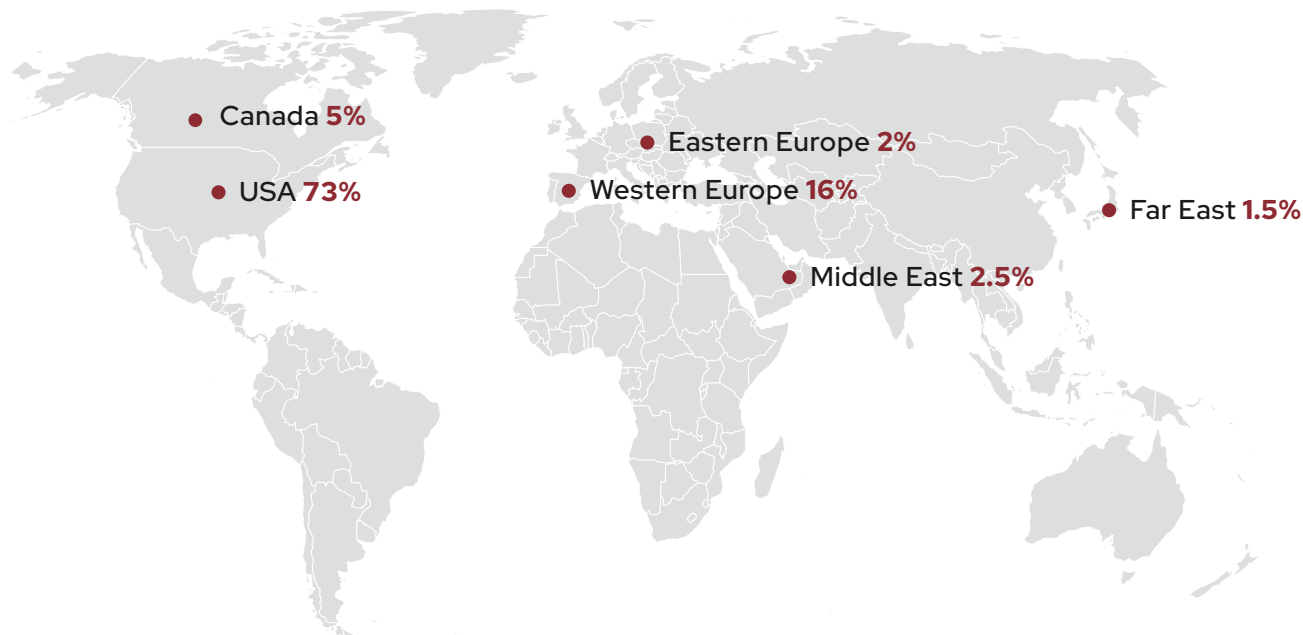
- 10% <35 yo
- 15% 36-45 yo
- 30% 46-54 yo
- 45% >55 yo

CAVALLINO®

COVERAGE AND DISTRIBUTION

Cavallino Magazine is published **every two months**, six times a year, with a distribution of **19,000 copies**. Cavallino is shipped to refined collectors and passionate car enthusiasts all over the world. At the end of 2023, we shipped our magazine to **46 different countries**. Cavallino Magazine has a projected worldwide readership of 60,000. 90% of the copies are shipped through subscriptions.

Cavallino Magazine is distributed on the first day of February, April, June, August, October and December.



CAVALLINO



EDITORIAL CALENDAR 2024 - 2025

N°#260 APRIL/MAY 2024

Ad space close: February 20, 2024

Materials due: March 1, 2024

On sale: April 1, 2024

Exclusive: 1996 Ferrari F355 GTS s/n 105343

Profile: 1965 Ferrari 275 GTS s/n 07513

N°#261 JUNE/JULY 2024

Ad space close: April 26, 2024

Materials due: April 30, 2024

On sale: June 1, 2024

Exclusive: Special Ferrari Testarossa 40th Anniversary

Profile: 1971 Ferrari 365 GTB4 "Daytona" s/n 13389

N°#262 AUGUST/SEPTEMBER 2024

Ad space close: June 23, 2024

Materials due: June 30, 2024

On sale: August 1, 2024

Exclusive: 1955 Ferrari 857 S s/n 0584 M

Profile: 1934 Alfa Romeo 8C Tipo B "P3" Monza s/n SF28

N°#263 OCTOBER/NOVEMBER 2024

Ad space close: August 24, 2024

Materials due: August 31, 2024

On sale: October 1, 2024

Exclusive: 1958 Ferrari 250 GT s/n 1083

Profile: 2023 Ferrari Daytona SP3 s/n 291933

N°#264 DECEMBER/JANUARY 2024

Ad space close: October 19, 2024

Materials due: October 24, 2024

On sale: December 1, 2024

Exclusive: 1956 Ferrari 410 Superamerica s/n 0475

Profile: 2017 Ferrari LaFerrari Aperta s/n 230936

N°#265 FEBRUARY /MARCH 2025

Ad space close: December 6, 2024

Materials due: December 13, 2024

On sale: End of January 2025. To be distributed at Palm Beach Cavallino Classic

Exclusive: 365 California s/n 09935

Profile: 458 GT2 Michelotto

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AD RATES

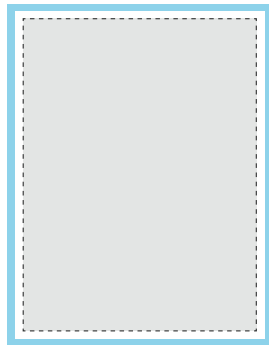
Front Cover Three-Page Gate Fold	30.000,00 €	\$32.400,00
Back Cover OUTSIDE	18.000,00 €	\$19.400,00
Back Cover INSIDE (NON-GATE) and Adjacent	18.000,00 €	\$19.400,00
Back Cover INSIDE	14.000,00 €	\$15.000,00
First pages - Full 2 Pages (double page)	12.000,00 €	\$12.900,00
Across the Editorial - Full Page (single page)	8.000,00 €	\$8.600,00

*Premium positions and multi-edition ads require a 50% deposit due upon request.
All advertising is subject to approval.*

CAVALLINO

MECHANICAL DATA AND PDF PROFILE

SINGLE PAGE



Trim Size: 8.125" x 10.875"

Bleed Size: 8.375" x 11.125"

Safety: 7.125" x 9.875"

TWO-PAGE SPREAD



Trim Size: 16.25" x 10.875"

Bleed Size: 16.75" x 11.125"

Safety: 14.25" x 9.875"

THREE-PAGE GATEFOLD



Trim Size: 24.375" x 10.875"

Bleed Size: 24.375" x 11.125"

Safety: 21.375" x 9.875"



LIVE AREA (Keep all info inside this area)



TRIM AREA (Actual page size)



BLEED AREA (Any nfo in this area will be cut off)

Cavallino is printed offset, perfect bound.

Accepted digital file formats: PDF/X1a. (Artwork created in Quark, InDesign, Photoshop, Illustrator is acceptable.)

Allow for bleeds on all full page, spreads and gatefolds. Digital artwork delivery should be sent to: alexandra@objectif-media.com

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THREE-PAGE GATEFOLD

Cavallino offers the opportunity to harness the power of a three-page gatefold advertising in the opening of the magazine. It is a communication marketing tool that enhances the brand narrative with a wide-ranging visualization and the opportunity for comprehensive and autonomous communication. The gatefold is designed to leave a lasting impression and imply a genuine and sincere passion for the Ferrari world. Employing a strategy utilizing the gatefold leads to a close and lasting relationship with readers of a magazine wholly dedicated to the enhancement of a great story.