

ALPINE EAGLE

CLUB MAGAZINE OF THE ROLLS-ROYCE ENTHUSIASTS' CLUB – SWISS SECTION

MEDIA DOCUMENTATION

January 2019



THE INTERNATIONAL CLUB FOR
ROLLS-ROYCE & BENTLEY DRIVERS
SWISS SECTION

CLUB

The Swiss Section of the Rolls-Royce Enthusiasts' Club was established in 1973. The Section currently has more than 600 members with around 1000 registered vehicles of the two Rolls-Royce and Bentley marques. The Club has celebrated its 40th anniversary in 2013.

The Club organizes up to 25 events every year, including rallies in Switzerland and other countries, technical seminars, picnics, register meetings, etc. On average, between 50 and 200 members attend these events.

The Swiss Section of the RREC is a member of the international Rolls-Royce Enthusiasts' Club with its headquarters in England. The Club has more than 9,000 members worldwide. About 75% of all Rolls-Royce and Bentley motor cars ever produced still grace the roads with their presence. Thanks to the considerable commitment of a large number of enthusiasts, they are a living piece of automobile history.

CLUB MAGAZINE

"Alpine Eagle" has been the Club magazine of the Swiss Section of the RREC for 30 years. Since 2012, it has been published four times a year in an edition of 3000 copies. The Club magazine contains news about the two Rolls-Royce and Bentley marques, technical tips for older and younger vehicles, reports on visits and the social life of the Club and items of interest from the automobile and classic car scene. "Alpine Eagle" has also received several awards. Some time ago it was voted the world's best club periodical in the automobile sector in the context of an evaluation made by English marque specialists and marketing experts.

CLUB MEMBERS

Many people spend their lives dreaming about luxury cars, although for most Club members this dream has already come true. They are successful people, who have achieved a lot and usually own several vehicles. However, success does not only mean wealth. Our members know how to set and achieve objectives. In our Club, you will meet first and foremost people who enjoy life and who like to spend pleasant moments in the company of other, like-minded people. They are individuals who are prepared to invest in their quality of life.

READERSHIP

"Alpine Eagle" is sent directly to all members of the Swiss RREC. In addition, a few hundred representatives and friends of the international Club also receive a copy. The magazine can also be found in the lounges of various well-known five-star hotels.

The readership can be described as self-confident, affluent and with high purchasing power. Our readers are characterized by a high standard of living and the highest expectations of products and services, as well as by their strong brand and quality awareness.

"Alpine Eagle" is not a throwaway magazine. People collect the magazine and leaf through its pages and read it over and over again. We believe that the readership is at least double the print run.

INTERESTS OF THE READERSHIP

The readers of "Alpine Eagle" are particularly interested in selected quality products and services at the top end of the market:

- property, aircraft, yachts, interior design
- watches, jewellery, art, haute couture, paintings, books, literature
- golf, sailing, equestrian sport, mountaineering
- concerts, opera, music festivals, theatre, culture
- travel, top hotels, gastronomy, cuisine, fine wines, cigars
- shopping
- banking, insurance, investments, pensions
- cars: buying + selling, maintenance, care, restoration, spare parts trading

PUBLISHER	Rolls-Royce Enthusiasts' Club – Swiss Section Jonastrasse 17c, P.O.Box 406, CH-8636 Wald ZH																																																																																																																																		
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SPECIFIC PLACEMENT SURCHARGE	Placement requests, whose fulfilment is a condition of the contract, are subject to a specific placement surcharge of 15% on the advertising rate.																																																																																																																																		
MEMBERS' DISCOUNT	RREC members receive a discount of 10% on the above net prices.																																																																																																																																		
PAYMENT TERMS	10 days following receipt of invoice, without deduction.																																																																																																																																		
LINK TO RREC.CH HOME PAGE	All advertisers are given a free link to their own web site on our home page (www.rrec.ch)																																																																																																																																		

COPY READY FOR PRINTING

Advertising rates are based on the delivery of print-ready PDF files to the X3 standard with a true-colour proof.

TECHNICAL DETAILS

Magazine format: 210 x 297mm

Printing technology: sheetfed offset (Euroscale, 70 screen)

ADVERTISEMENT SIZE

1/1 page

210 x 297mm (plus 3mm bleed all round), in the type area 170 x 257mm

1/2 page landscape format

210 x 145mm (plus 3mm bleed all round), in the type area 170 x 125mm

1/2 page portrait format

102.5 x 297mm (plus 3mm bleed all round), in the type area 82.5 x 257mm

1/3 page

210 x 100mm (plus 3mm bleed all round), in the type area 170 x 80mm

1/4 page landscape format

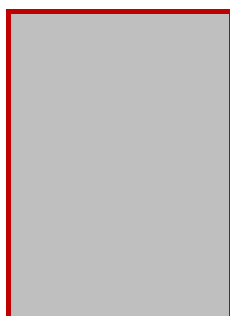
210 x 79mm (plus 3mm bleed all round), in the type area 170 x 59mm

1/4 page portrait format

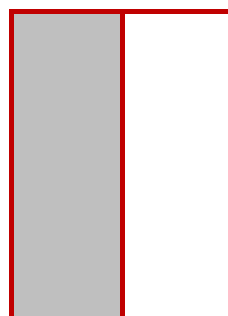
82.5 x 125mm in the type area

1/8 page portrait format

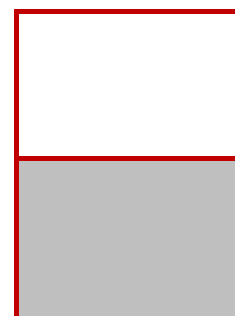
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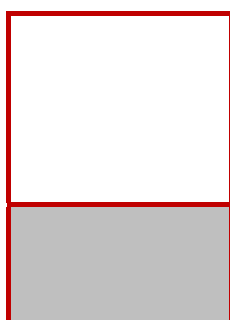
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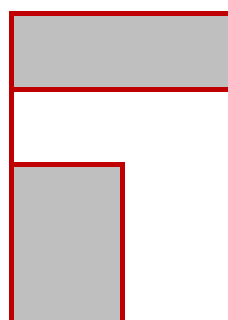
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portrait



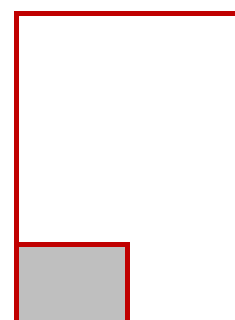
1/2 page
landscape



1/3 page



1/4 page l+p



1/8 page

PRINTED BY

Bechtle Druck & Service, D-Esslingen

DATA DELIVERY

- By e-mail to ae@rrec.ch
- By post on a DVD/CD or USB flash drive to the following address

BOOKING ADVERTISEMENTS

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or directly to any member of the editorial team