

# A PASSION FOR QUALITY

## THE READERS OF CAVALLINO – THE JOURNAL OF FERRARI HISTORY

### THE MAGAZINE...

*Cavallino* is a high quality, international magazine devoted exclusively to Ferrari – the man and his cars. And what is a *Cavallino*? *Cavallino* is Italian for the Prancing Horse, the famous and revered symbol of Ferrari.

### THE CAVALLINO AUDIENCE...

Readers are men and women who own, have owned or plan to own Ferraris and/or other exotic, exclusive automobiles. Above all, they appreciate the beauties and qualities of the Ferrari. *Cavallino's* readers have extremely high incomes, are enthusiastic and interested, demand quality, and buy a wide variety of high quality luxury merchandise.

Whatever their occupation, Ferraris are their special interest, their hobby, their avocation. They read *Cavallino* magazine most thoroughly because they want to, every issue, cover to cover.

Most of *Cavallino's* readers are located in the northeastern states, from Virginia to Massachusetts; in Florida, Georgia, Texas, Oklahoma, Colorado, Nevada, Utah and California; and in the north central states around Chicago and Detroit, etc. A significant portion are in North and South America, Europe, the Near East and Far East.

Please see at right the economic profile of *Cavallino's* readers. This is a highly qualified audience, gathered over 28 years. No waste, no uninvolved readers.

### HOW MANY WILL YOU REACH?

*Cavallino* presently distributes 10,000 copies of each issue: 7,000 of these are sent to subscribers and the rest are sold through Ferrari dealers, parts outlets, and in selected bookstores and newsstands in the United States and overseas. Readership by magazine industry standards is measured at over 20,000.

### WHAT'S INSIDE?

*Cavallino* publishes, every two months, the finest contemporary and historical information on Ferrari the man, on Ferrari cars, and on Ferrari's continuing racing endeavors, from the very best Ferrari writers, historians, photographers and artists worldwide. There is also technical and service advice, latest news, books, models, letters, marketplace, and four color salon features, all in a luxuriously produced package.

*Cavallino* magazine is now 30 years old and is published six times a year, with approximately 72-96 pages plus cover per issue.

*Cavallino* is privately owned and independent, but receives the support and confidence of Ferrari, SpA in Italy, Ferrari dealers worldwide, and Ferrari North America and its dealers in the United States.

### HOW CAN IT HELP YOU?

If you sell Ferrari cars, parts, service, restorations, art, books, models, accessories, memorabilia, etc., or if you offer merchandise that is appropriate for a Ferrari audience, *Cavallino* has your market.

In addition to Ferrari owners, you will reach Ferrari collectors, car dealers, parts suppliers, museums, auction houses, leasing companies, art galleries, model shops, accessory dealers, retailers and wholesalers – everyone, in fact, in the Ferrari world.

*Cavallino* is the magazine of the Ferrari community – everyone will see your ad!

### WILL IT WORK FOR YOU?

Once in *Cavallino*, most advertisers continue their ads for several years; many of our advertisers have been with us for all of our 30(!) years!

They are obtaining results, and you can, too.

visit [www.cavallino.com](http://www.cavallino.com)

### MORE OPPORTUNITIES...

*Cavallino* magazine hosts the Palm Beach *Cavallino* Classic each year at The Breakers Hotel in Palm Beach, Florida. There are many opportunities to gain increased exposure by sponsoring a portion of this event.

### PLEASE JOIN US. . .

Advertise in *Cavallino*. Please contact right away our Ad Director Erik Rasmussen at **800-306-6937** in the U.S., or **561-994-1345** overseas, so that we can help you reach your Ferrari audience.

### ECONOMIC PROFILE OF CAVALLINO READERS. . .

The following information is based on surveys of the readers of *Cavallino* magazine.

*Cavallino* readers are not typical automotive types. Rather, they are a unique and diverse group who appreciate a Ferrari as a quality item, and not simply as an automobile.

Our readers have a passion for quality, and greatly appreciate the beauty and quality of all things. They demand the finest in food, clothing, products, housing, and life experiences.

Ferraris are their enjoyment, their special interest, their avocation.

Our readership surveys denote the following:

**25%** are entrepreneurs, owners of their own businesses with revenues of \$10M to \$100M.

**22%** are Chairmen, Presidents and/or CEOs of major corporations with revenues of \$50M to \$1B.

**18%** are professionals in the medical field, and most are specialists in their field.

**15%** are professionals in the legal field, and most are partners in their firms.

**10%** are independent and self-sufficient, whether through inheritance or through success in their chosen field.

**6%** are personages from the entertainment industry.

**4%** are personages from the sports industry.

Average yearly income: \$1,670,000.00

Average net worth: \$20,500,000.00.

In addition:

**91%** own one or more Ferraris

**72%** take a direct interest in the service and maintenance of their Ferrari(s)

**22%** are actively involved in a Ferrari restoration project

**40%** are currently contemplating the purchase of a new or pre-owned Ferrari

**47%** are collectors of Ferrari art and sculpture

**28%** are collectors of Ferrari models

**35%** are collectors of Ferrari memorabilia

**92%** are college educated

**66%** travel on business once a month

**78%** use financial management services

Readers of *Cavallino* magazine also include the top 30 executives at Ferrari, SpA, the top 12 executives at Pininfarina, every Ferrari importer worldwide, every Ferrari dealer in the U.S., Europe and Asia. Also, every important Ferrari collector and museum around the world, and almost all the service shops, restoration shops, part suppliers, and memorabilia dealers in the Ferrari world.

Please contact our Ad Director Erik Rasmussen at **800-306-6937** or **561-994-1345** or [cavallinoerik@hotmail.com](mailto:cavallinoerik@hotmail.com)