



R²M one combines style and elegance with a touch of Rock 'n' Roll in its own special way. Neither stuffy nor sophisticated. Rather cool, mysterious, exclusive, inspiring and entertaining. With each issue, **R²M one** presents exciting stories, which will arouse the interest and passion of its discerning and affluent readership.

R²M one is the only German luxury magazine with high affinity for beautiful things – inspired by the legend Rolls-Royce. And thus, it represents all facets of the extraordinary philosophy of life that real luxury cars have: pleasure, art, travel, real estate, architecture and lifestyle.

R²M one stands for inebriant opulence and optics, generous format and aesthetic layout.

R²M one is tailored to the high expectations of a particularly demanding target group. **R²M one** is the magazine for people who play by their own rules and have the courage to ignore conventions.

Coverfacts

- Circulation: 10,000 copies
- Pages per issue: at least 200 pages
- Premium-Size: 230 x 303 mm
- Magazine-Finishing: absolute Highclass
- Frequency: 2x /year

Philosophy of R²M one

- **R²M one** represents all facets of a upper-class-brand philosophy: pleasure, art, travel, real estate, architecture and lifestyle
- **R²M one** reflects the lifestyle of the discerning, who play by their own rules and ignore conventions
- **R²M one** offers the perfect synergy of premium standards, luxurious lifestyle and allusion to one of the most exclusive car brands in the world
- **R²M one** can be combined with other luxury magazines such as GO Sixt, SMAC, Retrowelt, Althoff-Collection and/or Legendary.

Readership

R²M one reaches affluent, broad-minded, travel-enthusiastic men and women who appreciate the extraordinary - and can afford it.

Distribution

Controlled circulation (personalised shipping) to customers of the Rolls-Royce agencies in Germany/Swiss/Austria, during selected Rolls-Royce events and to members of the Rolls-Royce-Enthusiasts' Club (RREC). In addition: Display in exclusive luxury hotels.

Technical Specifications

Premiumformat:
Width 230 mm · Height 303 mm

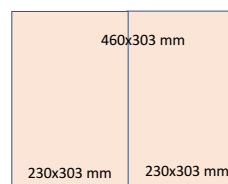
Data transmission:

- File format: PDF-X3.
- Colourprofile: PS0coated V3, Fogra 51.
- Bleed margin: 5 mm
- Binding proof for colour and text, disclaimer for missing proof
- Print data via mail to: anzeigen_r2mone@alphabeta.de
- Technical queries:
- Sönke Berling, Tel +49 (40)28086835 s.berling@alphabeta.de

Formats

2/1 page 4c

B 460 mm
H 303 mm
bleed 5 mm



1/1 page 4c

B 230 mm
H 303 mm
bleed 5 mm



Additional sizes and special ads on request.

Ad prices 2019

1/1 page 4c (inside):	9.500,- EUR
1/1 cover 4:	15.000,- EUR
2/1 pages 4c (inside):	19.000,- EUR
Opening Spread (2/1):	25.000,- EUR

Agency fee 15 %
accounts/packages: on request

Deadlines 2019

- **Issue 02/2019:** publication 11/04/2019 - copy deadline 21/03. - data delivery 28/03
- **Issue 03/2019:** publication 17/10/2019 - copy deadline 26/09 - data delivery 02/10.

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