

# Lexus Media Kit 2009

For all advertising enquiries please contact:

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LEXUS

# Lexus Magazine

*Lexus* magazine embodies the Lexus brand values of innovation, refinement and excellence in execution. Balancing understatement with aspiration, *Lexus* magazine offers rich editorial content and award-winning photography to invigorate the mind and feed the soul. *Lexus* magazine is stylish, smart and intriguing – in words, design and imagery.

The content of *Lexus* reflects the readers lifestyles and interests, encompassing travel, culture, food, technology and more. We introduce readers to the world's most exciting new ideas in design, and interview high achievers from diverse fields who share the Lexus commitment to excellence. Using leading writers and photographers, we create dynamic front covers, captivating content and stunning visuals that engage our readers and sustain their interest. And above all, we inspire, inform and entertain.

## **Regular features include:**

- Travel
- Gourmet
- Leisure
- Design
- Technology
- Environment
- Sport
- Philosophy and story of vehicle performance & development



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Distributed to all Lexus owners during the four year new car warranty period

On sale nationally at Borders and selected newsstands in affluent suburbs

High quality production reflecting the superior quality of the Lexus brand

CAB Audited Australian circulation 32,000

Readership 80,000

*(From 2004 to date circulation has grown 300% - from 8,000 to 32,000 - in line with rapid growth in Lexus sales)*

The magazine currently has a global circulation of almost 1.25 million with eight editions.

USA: 860,000 *(where Lexus is the highest selling luxury vehicle)*

Canada: 37,000

EU: 130,000

China: 50,000

Japan: 91,000

Korea: 31,000

Saudi: 15,000

Australia: 30,000



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# About the Lexus Owner

## Age Group

- 53% are aged between 40 - 59
- 23% are aged between 20 - 39
- 21% are over 60+
- The Lexus owner demographic is experiencing rapid growth in the 20-39 age group as more models are released with strong appeal to the younger market – for example the IS F and IS 250C convertible

## Principal Occupation

- 53% comprise of managing director's, CEO's, senior and middle management and self employed-business/consulting
- Other occupations include solicitor/barrister, technology, physician and other medical
- 62% own their own company



Source: Lexus owner survey – 2006 research compiled by strategy @ Saatchi

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# About the Lexus Owner

## Annual Household income of Lexus owners.

- 22% over \$250,000 plus
- 21% between \$100,000 - \$200,000
- 14% under \$100,000
- (remainder prefer not to state)

## Preferred car purchase method

- *48%* of Lexus owners paid cash for their vehicles
- 53% paid via hire purchase or lease

Source: Lexus owner survey – 2006 research compiled by strategy @ Saatchi

# LEXUS

# About the Lexus Owner

## Highest ranking Leisure interests

Travel  
Dining out/cuisine  
Home Entertaining  
Fashion  
Music  
Theatre/Arts/Events  
Watching TV/DVDs  
Wine collecting  
Fine arts/museums/Opera  
Photography

## Highest ranking participant sports

Golf  
Tennis  
Snow skiing  
Horse riding  
Fishing



# About the Lexus Owner

## Lexus Owners thoughts on Lexus Magazine

- 91% read it
- 37% pass it onto friends
- 94% said they enjoyed reading it
- 68% enjoyed the good articles
- 31% relevant special offers
- 57% updated information on Lexus Products

## Lexus Owners attitude and style

- 84% of owners try and look stylish
- 95% agree quality is more important than price
- 55% think they are an intellectual
- 76% like to entertain spontaneously
- 60% say they are more extrovert than introvert
- 83% agree that they want to enjoy life now
- 82% agree success is very important
- 93% agree they feel financially stable

# Advertising - Deadlines - Specifications

	Spring 09	Summer 09	Autumn 10	Winter 10
<b>Booking Deadline</b>	06/08/09	09/10/09	19/01/10	16/04/10
<b>Material Deadline</b>	13/08/09	26/10/09	01/02/10	03/05/10
<b>On sale</b>	01/09/09	23/11/09	02/03/10	31/05/10
<b>Advertising Rates</b>				
	<b>1 issue</b>	<b>2 issues</b>	<b>4 issues</b>	
<b>Full Page</b>	\$5,955	\$4,955	\$4,710	
<b>Double Page Spread</b>	\$10,415	\$9,285	\$7,960	

+ 20% for Inside Front cover and IBC Advertising specifications

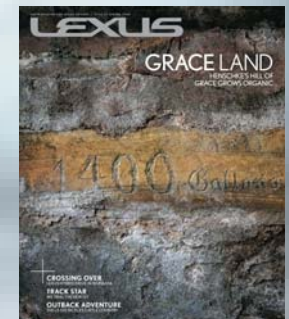
## Advertising specifications

### Full page

<b>Trim</b>	275mm x 230mm
<b>Bleed</b>	285mm x 240mm
<b>Type</b>	265mm x 220mm

### Double page spread

<b>Trim</b>	275mm x 460mm
<b>Bleed</b>	285mm x 480mm
<b>Type</b>	265mm x 440mm



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# Contacts

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