



THE BMW AUTO CLASSIC MAGAZINE



NEW BMW MAGAZINE SET TO MAKE ITS MARK IN WA THIS WINTER

MAY 15, 2014

PREMIUM PUBLISHERS and AUTO CLASSIC are pleased to announce the launch of a new magazine, *Marque Magazine* in July.

Published on behalf of Auto Classic, *Marque Magazine* will be WA's newest luxury publication mailed directly to Auto Classic's customers each quarter.

With a mix of entertaining and thought-provoking features unique to *Marque*, readers can expect a beautifully designed publication showcasing Auto Classic's service standards and of course BMW and MINI's collection of premium cars.

"We're very excited to be working with such a prestigious brand," said Premium Publishers' managing editor Gabi Mills. "It's a pleasure too to work with one of WA's most important businesses too. We're working closely and creatively with Amanda and her marketing team to produce a magazine which we believe current and future Auto Classic clients will look forward to receiving throughout the year.

Amanda Goerke, Marketing Manager at Auto Classic said she was looking forward to seeing the first issue of *Marque Magazine*, a publication which has enjoyed a few incarnations over the years.

"We're confident that *Marque Magazine* will represent all the brand values that we work hard to represent here at Auto Classic as well as keeping our clients informed of all the new developments at BMW and MINI."

With high quality third party advertising content matched with engaging features and BMW and MINI product stories, *Marque Magazine* will provide a point of difference for Auto Classic in the competitive market place of car dealerships.

"Here at Auto Classic, we strive to deliver the highest level of customer satisfaction both in the product we supply and the services we provide."

In addition to BMW and MINI features, readers can expect exclusive interviews with high achieving sportsmen and women, travel stories from around the world as well as fashion, art and culture spreads.

"Our experience as WA's only custom magazine publishing house and experience on other titles for major brands such as the Peard Real Estate Group and Harrods in the UK in the past make us well placed to deliver a premium published product for Auto Classic," said Ms Mills.

For further information about Marque Magazine editorial features contact Gabi Mills at gabi@premiumpublishers.com.au or call 0414 336 470 and for advertising rates contact Gloria Karageorge at gloria@premiumpublishers.com.au or call 0410 505 063.



Auto Classic

