

2025 MEDIA KIT

LA VITA

Lamborghini

EXCLUSIVE PUBLICATION OF LAMBORGHINI CLUB AMERICA

LAMBORGHINI
FOR LIFE

DESIRABLE
DEMOGRAPHICS

SPONSORSHIP
& ADVERTISING
OPPORTUNITIES

“LAMBORGHINI IS
REFINEMENT, LUXURY
AND PERFECTION.”

-FERRUCCIO LAMBORGHINI

WWW.LAMBORGHINICLUBAMERICA.COM





THE MOST READ
MAGAZINE BY
LAMBORGHINI
OWNERS IN THE
WORLD



Today's
Lamborghini
honors the
spirit of
yesteryear by
following
Ferruccio's
vision of
building a
better
road car.

Pictured:
Ferruccio Lamborghini

Lamborghini for Life

La Vita Lamborghini (Italian for "The Lamborghini Life") is the premier bi-annual publication of Lamborghini Club America, the world's largest community of Lamborghini owners. Founded in 1975, Lamborghini Club America has become a thriving network, reflecting the growth and evolution of the Lamborghini legacy.

Tailored exclusively for Lamborghini owners, La Vita Lamborghini captivates a discerning audience of collectors and aficionados who live and breathe the brand. Each issue invites readers into a world of curated luxury, featuring the latest in high-end products, services, and experiences that take their lifestyle to new heights. This is more than just an automotive magazine—it's a platform that connects and resonates deeply with the Lamborghini elite.

La Vita engages Lamborghini enthusiasts across the U.S. and beyond, offering in-depth automotive insights, expert car care tips, exclusive news, and updates on the most elite events. Reaching owners, all authorized Lamborghini dealerships, premiere Italian car shows, and prestigious events across the country.

La Vita provides a direct line to this one-of-a-kind audience. While its core presence is in North America, La Vita also resonates globally, embodying the universal appeal of the Lamborghini lifestyle.

With more than 5,500+ copies printed and distributed directly to Lamborghini owners, La Vita has a powerful reach. California leads with nearly 1,000 readers, forming its largest concentration of members, while international distribution extends to 100 authorized dealerships across APAC, EMEA, and AMER, with each receiving 50 copies, along with Lamborghini-affiliated businesses worldwide.

As a compliment to the printed version, an electronic version is available for viewing and downloading at www.lavita.lamborghini.com, a site that attracts over 1,500 unique visits per day.

Each copy of La Vita Lamborghini reaches beyond its primary reader, being viewed by 3 to 5 additional people who pick it up at dealerships across the U.S. and internationally.

This extended readership increases La Vita Lamborghini's projected audience to 20,000 - 30,000 individuals, all sharing the same distinguished profile and passion as our subscribers.

La Vita magazine is distributed to more than half of the Lamborghini owners in North America and reaches owners throughout the world!





AUDIENCE

Desirable Demographics

La Vita Lamborghini magazine extends the reach of your brand to a targeted niche market of highly affluent and highly educated consumers. La Vita's actively engaged members include high-profile celebrities, CEOs of large corporations, international business leaders, famous athletes, influencers with a lust-for-life, multiple exotic car owners, savvy shoppers, art collectors, wine connoisseurs, fashionistas, foodies, upscale travelers, and extreme driving enthusiasts.

Over 10% of Lamborghini Club America members own more than one Lamborghini and more than 90% own multiple exotic automobiles.

READERS WITH A PASSION FOR LUXURY

- Average Age: 52
- Male/Female: 76%/24%
- Average HHI: \$526K
- Average HH NW: \$3.5M+
- Married: 73% / Single: 27% /
- Average Real Estate Value - \$2.7M+

LCA TOP SPENDING CATEGORIES

- Automobiles
- Watches and Jewelry
- Travel, Hotels, and Resorts
- Private Aviation
- Dining and Spirits
- Consumer Electronics
- Fine Art and Collectibles

LA VITA MAGAZINE CIRCULATION

5,500+
Active
Members

La Vita Magazines
Mailed Bi-Annually to
Member Homes

45
USA
Dealers

US, MX, CAN
Each Dealer Receives
100 La Vita issues

100
International
Dealers

APAC, EMEA, AMER
Each Dealer Receives
50 La Vita issues



Upscale. Highly Educated. Passionate. Influential.

Sponsorship Opportunities

Expand your brand's influence with Lamborghini Club America's coveted network of luxury enthusiasts. Engage an exclusive, affluent audience of LCA members with tailored messaging through our 56,000+ opt-in newsletter, expansive 450,000+ social media reach, and access to ultra-high-net-worth experiences and events. Additional bespoke sponsorship opportunities are available to connect with this extraordinary audience on a deeper level.

2025 LA VITA MAGAZINE DISPLAY ADVERTISING RATES

	1x	2x	3x	4x
Two Page Spread	\$4,160	\$3,952	\$3,557	\$3,023
Full Page	\$2,600	\$2,470	\$2,223	\$1,890
Half Page	\$1,625	\$1,544	\$1,389	\$1,181
Inside Cover Pages	\$4,420	\$4,199	\$3,779	\$3,212
Back Cover	\$4,550	\$4,323	\$3,890	\$3,307

LAMBORGHINI CLUB AMERICA SPONSORSHIP OPPORTUNITIES

- Website Ad Banner
- Social Media Post
- Newsletter Blast
- La Vita Advertorial
- Experiential + Event Integration
- Brand Activation
- Event Product Placement
- Customize Brand Sponsorship

Advertising Specifications

Two Page Spread Bleed Size: 17.25" x 11.375" Trim Size: 16.75" x 10.875" Live Area: 10.75" x 9.875"			Full Page Bleed Size: 8.875" x 11.375" Trim Size: 8.375" x 10.875" Live Area: 7.375" x 9.875"			Full Page Trim Size: 8.375" x 10.875" Live Area: 7.375" x 9.875"		
Size	Width	Height	Half Page Bleed Size: 8.875" x 5.6875" Trim Size: 8.375" x 5.4375" Live Area: 7.375" x 4.6875"			Half Page Trim Size: 8.375" x 5.4375" Live Area: 7.375" x 4.6875"		
2 Page Bleed	17.25"	11.375"						
2 Page Trim	16.25"	10.875"						
2 Page Live	10.75"	9.875"						
Page Bleed	8.875"	11.375"						
Page Trim	8.875"	10.875"						
Page Live	7.375"	9.875"						
Half Trim	8.375"	5.4375"						
Half Live	7.375"	4.6875"						

Ads must be formatted as CMYK, 300 dpi at 100% print size PDF files. FTP upload transmitted to [LCA Hightail Uplink](https://spaces.hightail.com/uplink/LamboClub) or <https://spaces.hightail.com/uplink/LamboClub> Questions directed to Andrew Romanowski at 734-216-4455 or email to andrew@LamborghiniClubAmerica.com.



Advertising Contacts

Advertising, Sponsorships & Partnerships

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View recent issues of La Vita at www.lavitalamborghini.com.

To request a printed copy, send [Andrew Romanowski](mailto:Andrew.Romanowski@LamborghiniClubAmerica.com) an email request.

Advertising Schedule

2025 Artwork Deadlines

Spring Issue:
 April publication. Art due date is March 1

Summer Issue:
 Monterey Guide Book (inquire for advertising)

Summer/Fall Issue:
 November publication. Art due date is October 1