

THE SIXTH EDITION

The Independents



MEDIA KIT

AUTUMN 2024


THE SIXTH EDITION

The hybrid collectible publication

EDITED BY ALFATTITUDE, POWERED BY OKP

Alfattitude started as a social media first organisation. Day by day, our feed is teeming with golden nuggets illustrating the amazing lifestyle that the Alfisti around the world get to experience. The love for the Milanese brand incites a wide spectrum of emotions, that all share an unmatched intensity and all make an eternal mark on the people lucky enough to feel them. It's a community that transgresses national borders, ages and social categories, united by

a contagious vitality that never ceases to amaze us. We recognised that the Alfisti scene deserves more. We realised that social media alone simply isn't providing enough of a reflection of our experiences and that we need to take an extra step. We understood that we need to create a hybrid format that not just inspires, but also celebrates these incredible moments in a printed version, away from the pace and the immediacy of the daily churn.



***The Independents,
our sixth instalment
in our series of
collectible coffee
table books,***


is our answer to the desire to provide a timeless home for these feelings.

The Independents looks at some key independent companies that became intrinsically tied into Alfa's history, the fabled Italian design houses and their stars. It's created by Alfattitude, together with our partners at OKP and it stands out from the usual publications in a number of ways.

First, it is a hybrid between a magazine and a book. As such, it documents recent events, but it delivers the content in a book quality publication.

Second, it has a unique distribution model. Rather than relying on over the counter sales, it is directly sent out by OKP to its key customers, both private and commercial ones, free off charge, following a significant purchase in their web shop.

Last, but not least, the editorial style is designed to be more conversational, with many voices converging on the same story, giving it a modern, social media derived flavour.



THE TEAM

Who are we?

Alfattitude

Content creation
Online footprint

Alfattitude is the world's largest Alfa Romeo independent fan platform, with over 127k followers on Instagram and over 108k followers on Facebook, as well as over 1k monthly visitors to our website. Alfattitude has a network of contributors across the globe and has been producing original content for over 7 years. Our editors and photographers have been published by the industry's leading titles, such as Petrolicious, Road Rat, Octane, Gestalten, etc.

***The beating heart of
the Alfa Romeo online
community***

THE TEAM

Who are we?

OKP

Production
Distribution

OKP Parts and Engineering is the world's largest Alfa Romeo independent spare parts supplier. Since 1986, OKP stands for excellent quality, comprehensive know-how and an extensive range of parts for Italian classics. Over the years, OKP has established itself a respected name in the classic car scene and is now the place to go for enthusiasts from all over the world. With 21k monthly website visits, 23k registered webshop-customers and an average basket amount of around 370 €, their distribution network and diverse customer base is of high value. Furthermore, some of the most representative names in the Alfa Romeo world are loyal customers, maintain close relationships or are just true friends such as the Facetti Brothers, Arturo Merzario, Alfa Delta, etc.

***The world's favourite
supplier of the Alfisti***

OKP
MONACO DI BAIERA • 089 2669
PARTS & ENGINEERING FOR ITALIAN CLASSICS



THE Facts

The Independents reaches customers who made purchases from OKP, giving it a powerful advantage in terms of shopper marketing.

The Independents...

is following our five previous Editions

is published in English, in 2000 copies

will be sent out to OKP customers, free of charge, together with their purchases from the OKP webshop

While most publications reach audiences only interested in content, our hybrid model targets current shoppers, making an actual purchase on the OKP webshop, and hereby showing their dedication to the classic car world by most probably owning a car themselves, giving us a massive force multiplier in terms

will also be available for sale on the Alfattitude and OKP websites, in very limited numbers

will reach shoppers in OKP's main markets, such as Germany, Italy, France, Netherlands, Switzerland, Austria, Japan, USA, Australia, etc.

of targeting. When advertising in a traditional printed publication, as opposed to in our hybrid model, brands reach the bulk of the consumers at an awareness stage, with only a tiny fraction of them actually interested in shopping. We make sure that your advertising reaches that most elusive of fractions.

is promoted online through Alfattitude's channels, with a monthly reach of over 1.1M, through bi-weekly posts and dedicated stories

is part of a wider publishing initiative, that will include more titles in the near future



WHAT'S IN

The Independents

105 Coupe Bertone

Main feature

Arguably the greatest Alfa of all times was partly given to us not by the company itself, but by an independent organisation, the feisty Carrozzeria Bertone.

SZ II Mostro Zagato

Car feature

Zagato penned some of the most successful racing Alfas. The SZ started a new era, shifting focus towards limited edition street cars.

Spettacolo Sportivo

Event coverage

This June, Zandvoort welcomed 6,000 people and 1,600 Alfas that gathered for a weekend of racing, celebrations and the characteristic tire kicking.

Villa d'Este Style Touring

Event coverage

One lake, one car. Villa d'Este hosts a one-car focussed event, honouring its eponymous 6C version. An ode to Touring's work for Alfa.

916 Series Pininfarina

Car feature

The 916 series Spider and GTV were the last Alfas produced in Pininfarina's factories. It was a fitting finale to a collaboration that spanned over six decades.

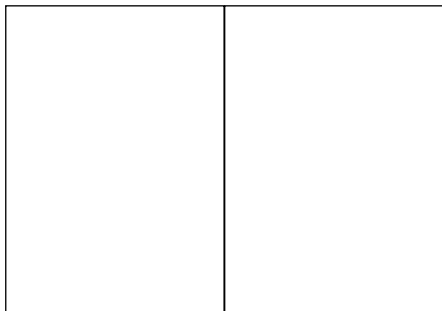
Caimano Giugiaro

Car feature

Designer of the century Giorgetto Giugiaro penned many Alfas. His brightest moments came when he was shaping its dreams.

FULL

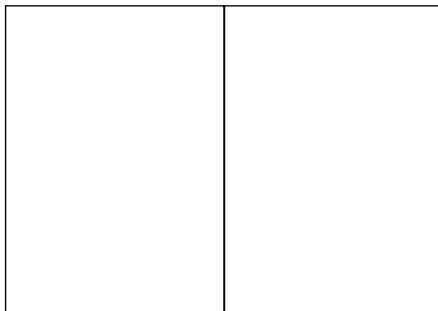
Advertising rates



First opening spread

€ 1.800

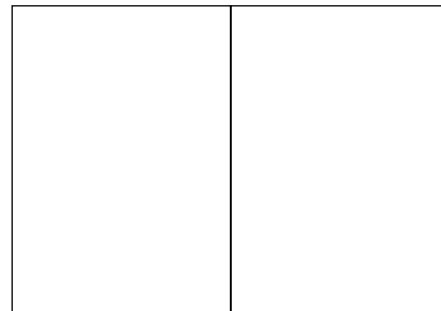
420mm /297 mm
bleed 3mm



Second opening spread

NA - reserved for OKP

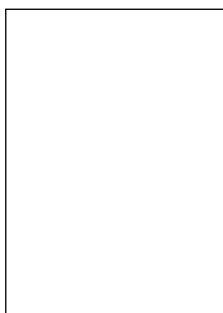
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Third opening spread

€ 1.500

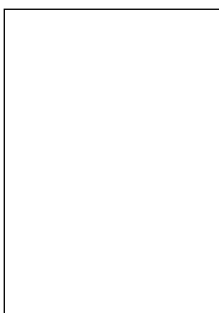
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Inside back last page

€ 1.300

210mm /297 mm
bleed 3mm



Inside page

€ 900

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bleed 3mm

THE

Discounts

5%

for a whole year of advertising

10%

for two years

15%

for three years



GET IN TOUCH

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Thank You