



THE FIFTH EDITION

Living on the Edge

MEDIA KIT

SPRING 2024

THE FIFTH 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.

**Living on the Edge,
our fifth instalment
in our series of
collectible coffee
table books,**

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


Living on the Edge looks at some of the highlights of this year's spring with a perspective informed by Alfa's edge-design classics and their attitude. 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 • 0931-2699
PARTS & ENGINEERING FOR ITALIAN CLASSICS



THE Facts

Living on the Edge reaches customers who made purchases from OKP, giving it a powerful advantage in terms of shopper marketing.

Living on the Edge...

is following our four 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

Living on the Edge

Midnight Orange

Main feature

A bright orange 1973 Alfa Romeo Montreal lights up Munich's night as our guide to some magic places, well off the tourist trail.

Alfa Romeo Milano

New car launch

The smallest Alfa in the current line-up splashes onto the market, in a bid to attract back to the brand those who owned a MiTo or a Giulietta.

Tbc

Event coverage

Following the cancelling of The Ice, we will be covering an alternative event that we are currently in the process of confirming.

Pista e Piloti

Event coverage

Germany's Alfisti get together for a spirited hillclimb race, up the Pferdesfeld track.

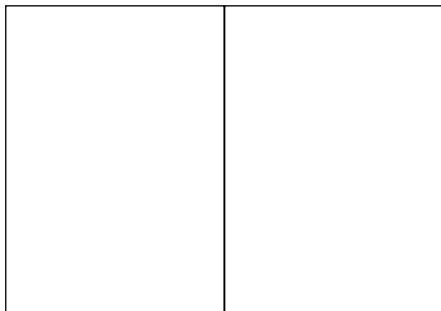
Facetti Brothers

Interview

Undisputed legends in Alfa Romeo's Pantheon, the Facetti brothers sit down with us for a look back at their incredible careers.

FULL

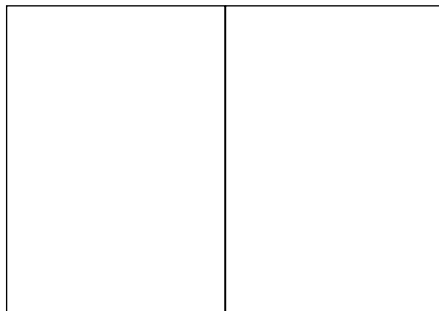
Advertising rates



First opening spread

€ 1.800

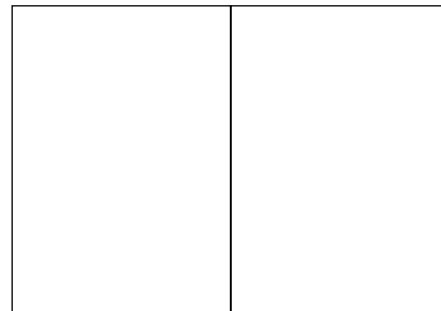
420mm /297 mm
bleed 3mm



Second opening spread

NA - reserved for OKP

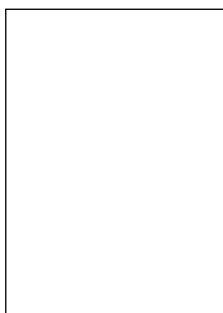
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Third opening spread

€ 1.500

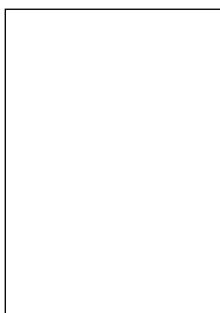
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Inside back last page

€ 1.300

210mm /297 mm
bleed 3mm



Inside page

€ 900

210mm /297 mm
bleed 3mm

THE

Discounts

5%

for a whole year of advertising

10%

for two years

15%

for three years



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