

ADVERTISING AND SPONSORSHIP



MERCEDES-BENZ CLUB OF AMERICA
Partnerships

The Official MERCEDES-BENZ CLUB OF AMERICA



Founded in 1956

The Mercedes-Benz Club of America (MBCA) is North America's largest network of Mercedes-Benz enthusiasts, from drivers, collectors, race fans, and more. Our community is based in the United States, Canada, and 22 additional countries, from Argentina and Brazil to New Zealand and Norway.

The MBCA has 78 chapters across North America, with growth being driven by a younger demographic of Mercedes-Benz owners and enthusiasts who have provided a resurgence to the existing interests of MBCA over the past 70 years. Our members describe MBCA as a "Passport into the Mercedes-Benz world" — a community that blends technical expertise, historical preservation, motorsports, lifestyle experiences, as well as technical education, and keeps members up to date with current automotive technology.

Events

March 5 – 8, 2026

The Amelia Concours

AMELIA ISLAND, FL

August 29, 2026

Mercedes Grande

INDIANAPOLIS, IN

July 11 – 20, 2026

Pittsburgh Vintage Grand Prix

PITTSBURGH, PA

September 3 – 7, 2026

Limerock Historic Festival 44 & Sunday in the Park

LAKEVILLE, CT

August 8, 2026

Seattle Annual Regional Show & Shine

TACOMA, WA

September 2026

MBCA Peachtree Concours

ATLANTA, GA

August 7 – 16, 2026

Monterey Car Week

MONTEREY, CA

October 15 – 17, 2026

Lake Mirror Concours and Classic Car Show

LAKELAND, FL

August 13, 2026

Legends of the Autobahn

MONTEREY, CA

Message from the Chief Executive Officer, KATHRYN CARRUTH



We're a vibrant, ever-evolving community of passionate owners, collectors, and enthusiasts who live and celebrate the Mercedes-Benz lifestyle.

For nearly seven decades, MBCA has brought together people who share a deep appreciation for design, engineering excellence, and the timeless spirit of the three-pointed star. Today, our community is more diverse, dynamic, and forward-thinking than ever. The world of car collecting is expanding beyond tradition and embracing the future with a new generation of enthusiasts who value authenticity, quality, and craftsmanship.

Blending classic passion with modern perspectives, MBCA attracts younger members, women, families, and professionals from all walks of life who are discovering, or rediscovering, the enduring allure of Mercedes-Benz. This energy and inclusivity are reshaping the landscape of motoring and creating fresh opportunities for brands to connect with a discerning audience.

As the world of car collecting and luxury ownership continues to evolve, so does MBCA. Through our print, digital, and experiential platforms, we offer advertisers a trusted and effective way to engage with an audience that appreciates the finer things; people who invest in excellence and align themselves with brands that reflect their values.

Whether your message celebrates heritage, innovation, lifestyle, or performance, MBCA provides the perfect platform to tell your story. We'll help you connect with loyal Mercedes-Benz devotees and the next generation of collectors who are defining the brand's future. Join us in reaching this remarkable and growing community, one that honors tradition while driving confidently toward what's next.

Message from the Editor-in-Chief, RUBIN HOWARD



THE STAR® magazine has long been more than a publication; it is the living record of Mercedes-Benz passion and enthusiasm across North America and beyond.

As we celebrate our 70th anniversary, both the automobile and the Club have evolved, along with the members who define what it means to be a modern Mercedes-Benz enthusiast. The beauty of THE STAR® lies in the diversity of those who contribute to the marque's enduring legacy, from the craftsmen and engineers at Mercedes-Benz to the owners, collectors, artists, designers, photographers, and writers who continue to bring that legacy to life.

Every feature, image, and perspective adds to a collective narrative that inspires our work in print, online, and across social media. Together, these voices shape how we celebrate the brand's history while engaging the next generation of enthusiasts.

As Editor-in-Chief, my mission is to ensure that each issue of THE STAR® reflects the spirit of innovation, design, and passion that defines the three-pointed star. Every edition is carefully crafted with the intention of informing, inspiring, and elevating the Mercedes-Benz experience for our readers.

Our goal is for THE STAR® to be not only a source of insight and inspiration, but a collectible piece in its own right; one that captures a moment in time while continuing to resonate for years to come. Through this publication, we honor the brand's legacy and help shape its future, ensuring that the story of Mercedes-Benz continues to shine brightly for generations ahead.

Mercedes-Benz Club of America Member Demographics

54

Average Age of Members

\$359,000

Median Household Income

91%

College Educated

95%

Homeowners

80%

Own Multiple Mercedes-Benz

51%

Work on their own vehicle

THE STAR® Readership Statistics

68%

Interested in Tech/DIY Subjects

81%

Interested in Ads in THE STAR®

91%

Thoroughly Read THE STAR®

87%

Believe the Ad Ratio is Just Right

92%

Supported THE STAR® Advertisers

86%

Spend More than 1h Reading THE STAR®

47%

Collect their Issue of THE STAR®

53%

Share their Issue with Others

13%

Want More Ads

Mercedes-Benz Club of America's Social Media & Communications

The Mercedes-Benz Club of America maintains the largest and most active digital ecosystem amongst Mercedes-Benz clubs. Our reach extends through THE STAR® magazine to national newsletters, targeted local e-mails, and a social media presence with over 74,000 active Instagram followers, over 20,000,000+ views on our reels, as well as content across various Meta Platforms.



74,000+

Followers on Instagram
@mercedesbenzclubofamerica

5,000+

Members in our Facebook Group
facebook.com/groups/mercedesbenzclubofamerica/

1,000,000+

Monthly Impressions Across
Social Media Platforms

20,000,000+

Views on Reels

68%

Open Rate Across MBCA News

86%

Media Engagement Rate

2,000,000+

Emails Sent Annually

1,000,000+

Monthly Impressions on mbca.org

Weekly

Newsletter Frequency

Mercedes-Benz Club of America's Digital Engagement

MBCA.org serves as the membership nucleus, allowing members to connect via forums, browse digital archives of technical information and vintage THE STAR® magazines, post classifieds, and engage with digital blog stories, technical articles, and additional event details.

Our website supports:

- Banner Advertisements
- Editorial Advertising
- Content-seeded forums

The screenshot shows the Mercedes-Benz Club of America website interface. At the top left is the club's logo. Navigation links include 'Join MBCA', 'Member Login', and a social media bar with icons for YouTube, Facebook, Instagram, Twitter, LinkedIn, and a refresh button. A main menu contains 'HOME', 'MEMBERSHIP', 'THE STAR®', 'EVENTS', 'COMMUNITY', 'FORUMS', and 'CLASSIFIED ADS'. A large banner features a white SUV with the text 'DRIVE WITH CONFIDENCE, SHIELDED IN EXCELLENCE' and the XPEL logo. Below this is the 'UPCOMING EVENTS' section, which is a carousel of four event cards:

- November-December 2025 events** (October 26 - December 31): A placeholder card with a 'Read More' button.
- Alabama / NW Florida Fall Color Drive to Little River Canyon** (November 1): Description: 'Fall Drive to Little River Canyon Saturday 1 November The fall drive is breathtaking for fall color, but it is a great drive any time. Meet at Cracker Barrel at the Atlanta Exit 281 on I-59 where AL 77 intersects I-59. This is about 55 miles from downtown Birmingham....' with a 'Read More' button.
- Peachtree - STARS & Coffee at Halcyon** (November 1): Description: 'You are invited to attend our free monthly MBCA Cars & Coffee! Our Cars & Coffee is open to all Mercedes-Benz models Located at Halcyon in Alpharetta, GA, a beautiful venue and a private parking lot with wide spaces to show our cars and mingle with friends and other....' with a 'Read More' button.
- Minnesota - MNMB Sunday Morning with InterMarque** (November 2): Description: 'Sunday Morning Meet-ups are back! Associated Dentists Parking Lot, 1371 7th st. W. WildFlyer Coffee shop (and bathroom) is right next to the parking area. MNMB partners with the other local foreign car clubs to host this event. It is a great way to meet up with MB...' with a 'Read More' button.

1,000,000+
Monthly Impressions on mbca.org

THE STAR® 2026 Print Advertising Rates

Ad Location		Quantity	Price
INTERIOR	2-Page Spread	1x	\$5,794
	Full Page	1x	\$3,090
	2/3 Page	1x	\$2,581
	1/2 Page	1x	\$2,060
	1/4 Page	1x	\$1,391
	1/6 Page	1x	\$973
	1/12 Page	1x	\$564
COVER	Back Cover	1x	\$7,000
	Inside Front Cover	1x	\$3,750
	Inside Back Cover	1x	\$3,250

Collateral Advertising

THE STAR® can deliver your inserts, onserts, bind-ins, flyers, brochures, and other collateral advertising material with our magazine. Contact the Advertising and Sales Director for details. Please book early — limited to three per issue.

THE STAR® 2026 Production Schedule

Issue	Reservation Deadline	Ads Due in Inbox	Delivery Date
2026.1	Nov. 14, 2025	Nov. 21, 2025	Dec. 29, 2025
2026.2	Jan. 16, 2026	Jan. 23, 2026	Mar. 03, 2026
2026.3	Mar. 18, 2026	Mar. 25, 2026	May. 01, 2026
2026.4	May. 15, 2026	May 22, 2026	Jul. 01, 2026
2026.5	Jul. 10, 2026	Jul. 17, 2026	Sep. 01, 2026
2026.6	Sep. 8, 2026	Sep. 15, 2026	Nov. 01, 2026
2027.1	Nov. 13, 2026	Nov. 20, 2026	Dec. 29, 2026

THE STAR® Advertising Formats and Technical Information

Advertising Formats

Advertising submissions should be made by email or a file transfer service. Files must be sized accurately as press-quality, at a minimum of 300 dpi. Flattened PDF files are preferred. Ads arriving in an incorrect size will either be modified to fit or the advertiser will be notified that a corrected file is required.

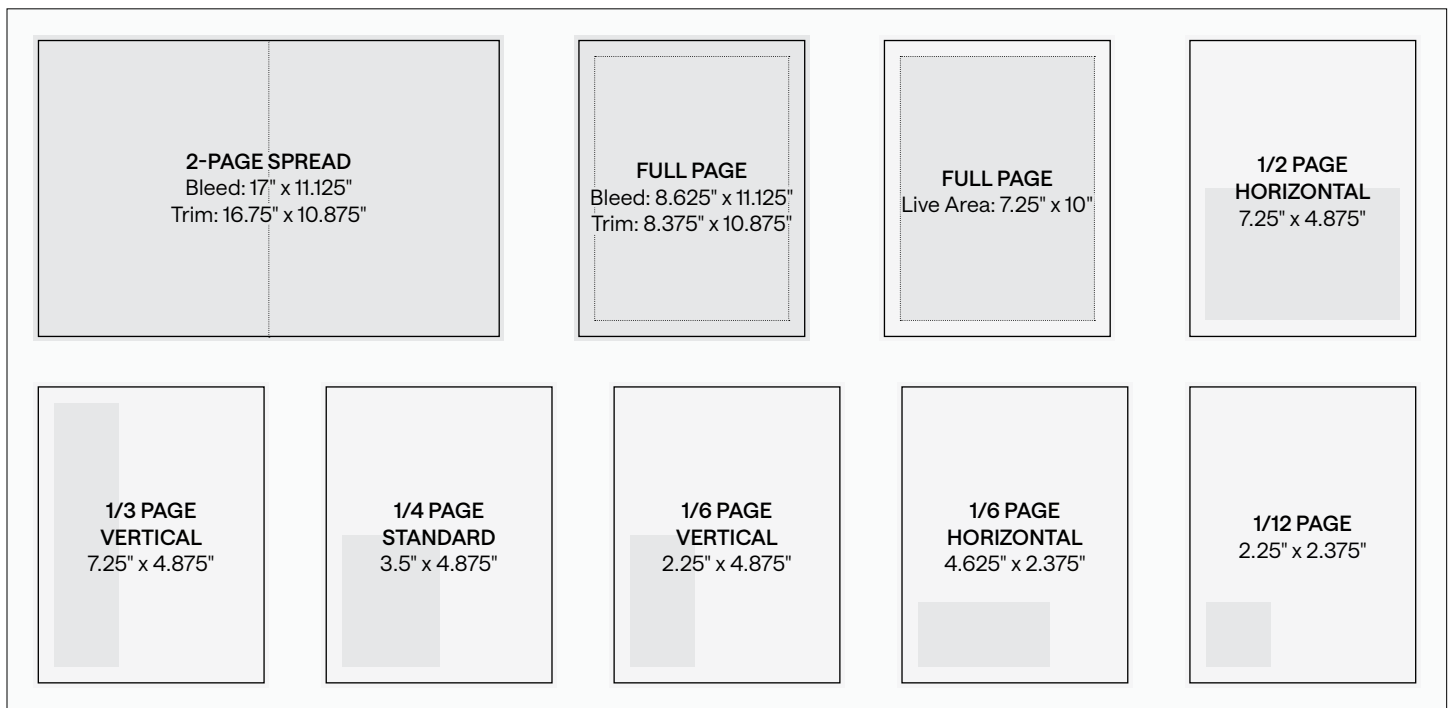
Please submit all advertising by email (for files less than 20 MB) or use a file transfer service to Ilko Nechev at thestar@mbca.org.

Full Color and Digital Workflow

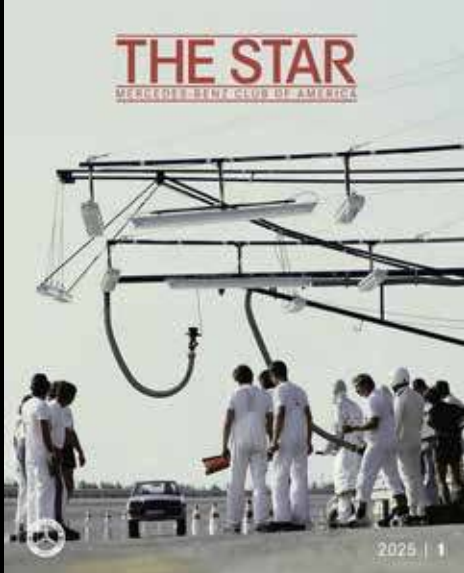
THE STAR® is a full-color magazine. All display advertising is offered in color. Bleeds are only available for full-page and two-page spreads. Fractional page advertising does not bleed. THE STAR® is printed in a G7-certified facility. Do not submit proofs, as we employ a full digital process, and color information is embedded in your files. We do not modify the color in your files. For precise color management, set your layout software to SWOP standards and your photograph and tint specifications to the CMYK color space.

THE STAR® Dimensions

Trim size: 8.375" x 10.875"



THE STAR® 2025 Cover Index



2025.1

Showdown in Nardò

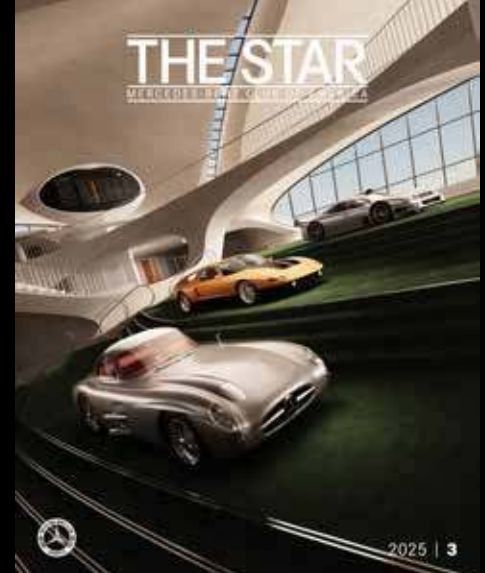
From August 13-21, 1983, Mercedes-Benz set 12 world records on the high-speed oval track in Nardò, Southern Italy, with the 190 E 2.3-16, powered by Cosworth four-cylinder engines.



2025.2

Tony Kelly World

Tony Kelly, a fine art photographer, shared his iconic LADY DRIVER photo with THE STAR® readers, which he describes as "Rush hour on Sunset Blvd. like it's 1988!"



2025.3

Mercedes-Benz Dreamscapes

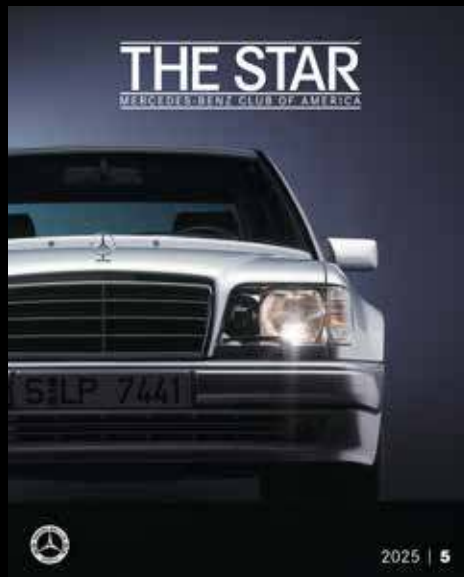
George Tyebocho, a graphic artist, expressed his admiration for the 300 SLR Uhlenhaut Coupe, the C111 Concept, and the CLK GTR to the Star readers.



2025.4

Birth of the Mercedes-Benz Vision SLR

Photographer René Staud expressed his admiration for the Mercedes-Benz SLR McLaren in the early 2000s, developed when Mercedes-Benz had 40% ownership of McLaren.



2025.5

The 500 E Story

Photographer René Staud captures the essence of one of the final E 500s built with collaboration from Porsche, using their 959 assembly line, to accommodate the wider stance.



2025.6

Armani's Lasting Automotive Legacy

To commemorate the legacy of Giorgio Armani, a "CLK Designo by Giorgio Armani" he collaborated with Mercedes-Benz in 2004 to build, 100 were produced for the European market.

Editorial Team



KATHRYN CARRUTH

Publisher

Kathryn G. Carruth is the Publisher of THE STAR®, the official magazine of the Mercedes-Benz Club of America, and serves as the organization's Chief Executive Officer. With a passion for automotive culture and community building, she leads MBCA's national initiatives to connect, inform, and inspire Mercedes-Benz enthusiasts across North America and beyond.



RUBIN HOWARD

Editor-in-Chief

Rubin-Lee Ross Howard is the Editor-in-Chief of THE STAR®. Much like properly maintaining and caring for a Mercedes-Benz, curating content for THE STAR® is no easy task ... it is a passion-driven duty that requires meticulous attention to detail and care — but he finds the outcome to be quite rewarding.



DAVID WOMMER

Associate Editor

David Wommer is guided by a keen eye for detail, drawing on experiences in the military, government, and academia. This role enables him to craft compelling narratives and experiences that resonate with discerning audiences who value automotive culture, lifestyle, and heritage, paired with engaging and branded content.



MATTEO DE SANCTIS

Design Director

Matteo De Sanctis is an independent graphic designer and art director based in Toronto, Canada. Matteo's work has received multiple accolades in national juried design competitions, across brand, digital, and editorial design. He is responsible for the creative output of THE STAR® and oversees its design, layout, and production.



ILKO NECHEV

Advertising Director

Ilko Nechev has been passionate about fine automobiles since childhood. He has turned his passion into a career, selling automotive advertising space for 15 years. Ilko has been a Mercedes-Benz owner for 12 years and loves the performance, attention to detail and luxury the brand delivers.

Editorial Team, Continued



PIERRE HEDARY
Technical Editor

Pierre Hedary is our MBCA Workshop Technical Advisor, a former MBCA Regional Director, and the owner of Pierre Hedary and Company, in Titusville, FL, since 2006. Pierre has a YouTube channel, “Mercedes Classics with Pierre Hedary,” which has been educating classic Mercedes-Benz owners and enthusiasts since 2013.



AXEL E. CATTON
Contributing Editor

Axel E Catton is looking back at a 40-year career in the automotive industry. Having started in PR for major automotive brands, he has also lived in the US and represented a German car company in their Manhattan flagship store. As a contributor to the Star since 2011, he is mainly focusing on classic car topics.



KARL LUDVIGSEN
European Editor

Karl Ludvigsen is widely acknowledged as one of the world’s most active, interesting and readable writers on the subject of automobiles. Having been a journalist and author since 1953, when he was at MIT. Karl has fond memories of his Mercedes-Benz 300 SL Gullwing, which he drove both in Europe and America.



ALFREDO STOLA
European Editor

Alfredo Stola is the heir to a family automotive business, STOLA S.p.A - STUDIOTORINO, founded in Turin in 1919. He has been working there since 1980, and over the past forty-five years, he has collaborated on approximately 280 styling models, master model show cars, and prototypes. Mercedes-Benz is among his most beloved clients.



MARC CHRISTANSEN
European Editor

Marc Christansen is our newest European Editor for THE STAR®. Some might know him as a video anchor from “fünfkommasechs” on YouTube, delivering mesmerizing coverage of the latest Mercedes-Benz models from 2013 to 2020. Others may recognize him as “Der_Landgraf” on Instagram. In his past career, Marc worked in the Automotive Industry as a Global Product Manager for AMG and as a Strategist for Daimler AG (Now Mercedes-Benz Group AG).

Editorial Team, Continued



MISHELLE ORREGO

Tech Editor

Mishelle Orrego serves as the Tech Editor of THE STAR®. With a background in computer science, artificial intelligence, and systems engineering, she brings sharp technical insight to her coverage of Mercedes-Benz innovation. She writes compelling stories that captivate the latest MB.OS and MBUX development for many audiences.

Contributing Photographers



BLUE NELSON

Photographer

Blue Nelson has traveled the world over, more than 130 countries, to find lost antiquities and classic cars for private museums and collectors. He lives in a WW2 theater with no heat or air, and often hosts unusual Mercedes-Benz gatherings and excursions. He still uses a flip phone and loves to take timeless photographs. With over 1,000,000 miles logged on just classic Mercedes-Benz, he is probably driving somewhere interesting as you read this.



RENÉ STAUD

Photographer

René Staud is a legend in the world of automotive photography. Hardly anyone else has followed the development of the automotive industry as closely as he has. René Staud is considered the star photographer of the automotive world, the Peter Lindbergh of cars, and has had almost every important car in front of his lens for over 50 years.



MERCEDES-BENZ CLASSIC

Photography Archive



MERCEDES-BENZ CLUB OF AMERICA

Advertising Contacts
and Submissions:

ILKO NECHEV
Advertising and Sales Director
+1 646 644 2796
thestar@mbca.org

KATIE CARRUTH
Publisher and Chief Executive Officer
+1 719 294 8034
katie@mbca.org

RUBIN HOWARD
Editor-in-Chief
+1 310 980 6747
editor@mbca.org