

AUTOMOTIVE

Porsche enthusiast publication relies on exclusivity, mirroring its subject

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000 Magazine pay homage to all things Porsche

By BRIELLE JAEKEL

Pete Stout, former editor in chief of Porsche Club of America's print title Porsche Panorama, is developing a new enthusiast publication, and is relying on the magazine's exclusivity to carry it.

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000 Magazine is a new print publication created by Mr. Stout that caters to the super-fan of German automaker Porsche, with the title designed as more of a collectable than reading material. The magazine is not available online or at newsstands, but is only delivered to subscribers' homes in protective packaging and features in-depth analysis of Porsche vehicles with little advertising.

"The difference is in the depth with feature stories that range from 20-40 pages and include not only new photography, but archival images and original documents, shown at a size where the reader can actually enjoy viewing them," said Peter Stout, CEO of 000 Magazine. "No other marque has the history, the relevance, the artistry and the following at the scale that Porsche does."

Porsche and print

The Porsche-enthusiast is taking a big leap of faith by not incorporating a digital presence into its strategies, but its publishers believe that true Porsche fans will view it as a collectible.



000 Magazine sneak preview

Each issue will consist of more than 200 pages, all devoted to Porsche and its automobiles. There will be content that ranges from behind-the-scenes looks at Porsche to in-depth features that can run beyond 40 pages.

A decision to limit advertising keeps the focus on quality content created by experts. However, the magazine will still see profits, from the \$250 subscription fee it charges a year.

The magazine's name is a reference to Porsche's vehicle model names, which each feature three-digit numerals. 000 Magazine will go to print quarterly with high-quality thick interior paper to establish an image of a collectable and elegance.

Sized at 9 by 12, the publication focuses on unique and beautiful imagery by having photographers shoot in interesting locations. For instance, photographer Linhbergh Nguyen photographed an ex-Le Mans 924 Carrera GTP in Los Angeles' Chinatown.



Inside 000 Magazine

The cover has a suede finish and features a raised foiled logo. A supportive periodical elevates the idea of exclusivity by only accepting 999 subscribers worldwide a year for an annual price of \$999.

Subscription S features the same content inside, but instead of a softcover will be hardcover with its own subscription number for each edition produced, along with a slipcase produced from high-quality material. The subscription will arrive for Christmas every year.

Mr. Stout stepped down as editor-in-chief of PCA's Porsche Panorama in June of this year to pursue the new magazine.

Enthusiasm in media

Porsche endorsed a similar enthusiast media app by AutoWeek that celebrated the 50th anniversary of its 911 model.

The free app provided Porsche enthusiasts with pages of articles, video and images of the honored model. Although the automaker did not produce the app itself, the content seeks to celebrate the 911, making it beneficial for the brand to promote ([see more](#)).

Web site The Superyacht Life similarly launched the first issue of its lifestyle publication, 71% magazine.

The publication is biannual and covers superyachting and the lifestyle that coincides with superyacht owners, featuring ads from top brands across several spectrums. The magazine supplements the Web site and creates a space for readers to subscribe and participate to enjoy the content further ([see more](#)).

"We're an independent publication, and though not authorized by Porsche, we are grateful for the cooperation with Porsche Cars North America and Porsche AG that we have received," Mr. Stout said.