

AUTO NEWS

NOW! ONLINE-www.autonewsonline.com

RATE CARD

P.O. Box 3327 Bellevue, WA 98009 • Phone (206) 484-6529

FAX (425) 688-9985

For ads and photo, contact support@graphicadserv.com

For correspondence, contact bill@autonewsonline.com

Display Advertising	Width	Height	Local	Regional	National
Full Page	10"	14"	\$1,800	\$3,600	\$5,400
1/2 Page (Tall)	5"	14"	\$900	\$1,800	\$2,700
1/2 Page (Wide)	10"	7"	\$900	\$1,800	\$2,700
1/3 Page (Wide or Tall)	10"	4 1/2"	\$600	\$1,200	\$1,800
1/4 Page	5"	7"	\$450	\$900	\$1,350
1/8 Page	5"	3 1/2"	\$225	\$450	\$675
Business Card Ad	3 1/4"	2"	\$30	\$60	\$90
Column Inch Rate	2"		\$25	\$51	\$77

Standard 2" Column with 5 column format

- All display ads appear in both the print and online versions
- All rates are based on a per issue insertion
- 10% discount for 4 issue schedule in a 12 month period
- 6 month minimum (for Business Card ads)

INSERTS

Auto Dealer Only Submit piece for bid

Trade Only Submit piece for bid

Consumer Only Submit piece for bid

History:

The Auto News has been published monthly since 1986. With a news magazine format, the Auto News features 20 to 25 stories each month. Topics include new vehicle test drive reviews, classic and collector car auctions, auto events, environmental issues, industry information, Cars, Stars & Film reports, motorsports, aftermarket products, tire page, automotive art and much more.

Circulation:

The Auto News is distributed from 3,000 retail locations. The news magazine is mailed to auto enthusiasts, auto executives, ad agencies, film studios, entertainment agents and interested individuals in 48 states.

Demographics:

With the majority of the distribution points being automotive in nature, the Auto News reader is an auto enthusiast and is interested in his or her vehicle. Gender: 59% male, 41% female. Age: 26 to 58. Individual income: \$101,000. Number of vehicles owned: 3.5. Average distance driven to buy a new vehicle: 253 miles. New vehicles purchase frequency: 4.5 years. Auto News readers also reading a "buff book" each month: 37%. *

Ad Deadline:

Mailed to arrive the 25th of the month prior to insertion.

Email: support@graphicadserv.com to arrive the 30th of the month prior to insertion.

Four Color:

Free when available.

Advertorial:

Available on 1/2 and full page contract ads.

* Demographic information compiled from annual survey at Seattle, San Francisco, and Los Angeles auto shows.

