



MOTOR TREND

2012 MOTOR TREND BUYER'S GUIDES

CUSTOM-MADE FOR IN-MARKET BUYERS

Purchasing a vehicle involves a great deal of information gathering and research. *Motor Trend* helps in-market consumers streamline this process with two newsstand-only special editions that offer a detailed look at all the latest models available in the coming year.

Motor Trend Buyer's Guides – on newsstands for three months each – contain comprehensive overviews and reviews, delivered with signature *Motor Trend* credibility and authority. These guides are a must-read for all prospective buyers and an ideal platform to showcase your brand to its core consumer target.

INFORMATIVE EDITORIAL FEATURES INCLUDE

- Insights into current and future trends
- Reviews and comparisons
- *Motor Trend's* exclusive "Star Rating"
- Prices, specifications and photos of every new car, truck, crossover and SUV model available in the U.S.

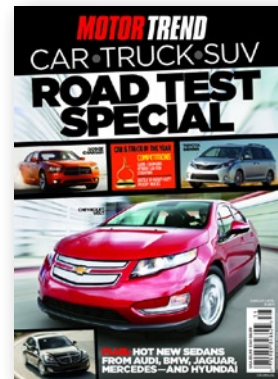
IMPORTANT DATES

CAR, TRUCK, & SUV BUYER'S GUIDE

- CLOSE: 3/14/12
- ON SALE: 5/8/12

NEW CAR BUYER'S GUIDE

- CLOSE: 7/24/12
- ON SALE: 9/18/12



ONE OF THE MOST EFFECTIVE ENVIRONMENTS FOR YOUR ADVERTISING MESSAGE

In-market vehicle shoppers consider automotive buying guides to be the second most useful print source in the vehicle purchasing decision, behind automotive magazines.

To be a part of this powerful consumer resource, contact your Motor Trend Sales Representative or **SVP Group Publisher**, **Motor Trend Automotive Group, Eric Schwab** at 248.594.2544 or email eric.schwab@sorc.com.

