

AUTOMOBILE 2012 MEDIA KIT

OCTOBER 2011 AUTOMOBILEMAG.COM

Automobile

NEW CARS

SPECIAL 2012 PREVIEW

FIRST DRIVES of the all-new Toyota Camry, reimagined VW Beetle, and wild Mini Coupe
PLUS **82** MORE NEW CARS, TRUCKS, AND SUVs to check out before you buy

Ford Escape

Toyota Camry

Hyundai Veloster

Volvo Karma

ITTY BITTY BENZ: *The next A-class is coming here!*
BATTLE OF THE SIXES: BMW 740i VS BMW MOTORCYCLE
GOD'S OWN 1954 BENTLEY R-TYPE CONTINENTAL: AS GOOD AS WE IMAGINED?
THE **7000-HP V-8** THAT GOES **1000 FEET** BEFORE **BLOWING UP**

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A SOURCE INTERLINK MEDIA PUBLICATION

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Automobile Magazine, America's leading automotive lifestyle publication. Arbiters of the "All-Star" awards. Profiles upcoming car designs from leading manufacturers. Written for the sophisticated enthusiast. Profiles high-end vehicles with compelling editorial & photographic content. No boring cars.



CIRCULATION DEMOGRAPHICS

Established: 1986
Published: Monthly
Total Audience: 3,622,000*
Circulation: 560,541
Rate Base: 550,000
Subscribers: 533,124
Newsstand: 27,417
Readers Per Copy: 6.54*
(ABC Statement 6/30/2011 / *Fall 2011 Gfk MRI)

ABC Statement 6/30/2011:

[Click Here for PDF](#)

DEMOGRAPHIC PROFILE

Male: 83%
Single: 28%
Married: 59%
Attended College: 51%
Working Full Time: 55%
Mean Household Income: \$74,821
Median Household Income: \$55,718
Mean Age: 43.2
Median Age: 43.3

AGE

Under 18 Years: n/a
18 to 24 Years: 17%
25 to 34 Years: 20%
35 to 44 Years: 17%
45 to 54 Years: 20%
55 to 64 Years: 14%
65+ Years: 13%

HOUSEHOLD INCOME

Under \$40,000: 38%
\$40,000-\$49,999: 9%
\$50,000-\$74,999: 16%
\$75,000 & Over: 37%
(Source: Fall 2011 Gfk MRI)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
COVER 2	\$126,985	\$121,905	\$116,825	\$110,480	\$102,860
COVER 3	\$121,460	\$116,595	\$111,750	\$105,665	\$98,380
COVER 4	\$138,020	\$132,510	\$126,985	\$120,080	\$111,800

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
FULL PAGE	\$110,420	\$106,000	\$101,590	\$96,065	\$89,440
2/3 PAGE	\$86,155	\$82,705	\$79,250	\$74,955	\$69,785
1/2 PAGE	\$71,790	\$68,915	\$66,035	\$62,445	\$58,145
1/3 PAGE	\$55,225	\$53,010	\$50,805	\$47,685	\$44,725

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
FULL PAGE	\$88,320	\$84,785	\$81,260	\$76,850	\$71,540
2/3 PAGE	\$68,920	\$66,155	\$63,400	\$59,970	\$55,830
1/2 PAGE	\$57,445	\$54,615	\$52,855	\$49,970	\$46,535
1/3 PAGE	\$44,185	\$42,405	\$38,425	\$35,970	\$35,780

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
FULL PAGE	\$77,305	\$74,220	\$71,115	\$67,250	\$62,610
2/3 PAGE	\$60,300	\$57,885	\$55,480	\$52,465	\$48,840
1/2 PAGE	\$50,265	\$48,255	\$46,245	\$43,730	\$40,710
1/3 PAGE	\$38,660	\$37,120	\$35,565	\$33,635	\$31,315

Rates subject to change upon notice from the publisher.



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http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/conditions_bottom.html

For current Source Interlink Media automotive group general policies, please see:

http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/General_Policies.html

Issue	Ad Close/ Materials Due	On Sale
Jan 2012	10/18/11	12/06/11
Feb 2012	11/11/11	01/03/12
Mar	12/07/11	01/31/12
Apr	01/11/12	02/28/12
May	02/08/12	03/27/12
Jun	03/08/12	04/24/12
July	04/12/12	05/29/12
Aug	05/09/12	06/26/12
Sept	06/07/12	07/24/12
Oct	07/12/12	08/28/12
Nov	08/08/12	09/25/12
Dec	09/13/12	10/30/12
Jan 2013	10/11/12	11/27/12
Feb 2013	11/06/12	12/25/12
Mar 2013	12/07/12	01/29/13



AUTOMOBILE Specials

Issue	Ad Close/ Materials Due	On Sale
2011 Ult. Car Guide	09/29/11	11/15/11
Spring B&L	03/22/12	05/08/12
2012 Ult. Car Guide	09/27/12	11/13/12

Publisher

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For current ad specifications, please see:

<http://ads.sourceinterlinkmedia.com/images/magspecs/autp.html>

DEMOGRAPHICS

Males: 96%
Median Age: 60.5
Married: 73%
Single: 13%
Attended college+: 82%
Median HHI: \$91,700

READERSHIP

92% of Automobile readers read 3 out of 4 issues

87% of Automobile readers read 4 out of 4 issues

48% of Automobile readers give their issue to others to read

ENGAGEMENT

92% of Automobile readers have either discussed articles, saved issues for further use or visited websites after reading an issue

20% of Automobile readers have purchased an advertised product or service after reading an issue

26% of Automobile readers visited a car or truck dealership after reading an issue

91% of Automobile readers read/ take notice of the advertisements in the magazine

Our readers don't read...
Autoweek: 70%
Car and Driver: 42%
ESPN: 96%
Esquire: 95%
Golf Digest: 96%

GQ: 94%

Maxim: 96%

Men's Fitness: 96%

Men's Health: 93%

Motor Trend: 44%

Road and Track: 54%

Rolling Stone: 97%

Sports Illustrated: 92%

Truck Trend: 96%

OWNERSHIP

51% of Automobile readers own/lease 3 or more vehicles

42% of Automobile readers purchases only new vehicles

25% of Automobile readers purchase only used vehicles

52% of Automobile readers spent \$30,000 or more on their recent vehicle purchase

NEAR TERM INTENDERS

46% of Automobile readers plan to purchase a vehicle in the next 24 months

37% of Automobile readers look specifically at US made vehicles when purchasing. While 43% look at foreign made vehicles (23% Asian made and 20% European made)

75% of Automobile readers make sure the vehicle has excellent reviews in various publications/websites before purchasing/ leasing a vehicle

61% of Automobile readers are looking to spend \$30,000 or more on their next vehicle purchase

OUR READERS ENJOY

84% Dine Out
69% Entertain At Home
62% Travel Domestically
38% Visit Museums
30% Are Interested In Photography
25% Travel To Foreign Countries
20% Are Wine Collectors or Enjoy Wine Tastings

READER'S HOBBIES

30% Bicycling
25% Belong To A Health Club
23% Fishing
21% Power Boating
21% Jogging/Running
20% Playing Golf
17% Playing Football
14% Playing Softball/ Baseball
14% Auto Racing
10% Skiing

(Source: GfK MRI Market Solutions - 2010 Automobile Subscriber Study)

ENTHUSIAST PROFILE

Audience: 483,605

Men: 87.2%

Women: 12.8%

Married: 65.6%

Own Home: 78.4%

Rent Home: 21.6%

Parent: 44.1%

(Source: 2008 Source Interlink Media Database)

AGE

18-25: 3.2%

26-35: 7.9%

35+: 70%

26-55: 39.5%

36-65: 51.3%

Median Age: 40

(Source: 2008 Source Interlink Media Database)

HOUSEHOLD INCOME

HHI \$50,000+: 67.7%

HHI \$75,000+: 47.6%

HHI \$100,000+: 30.8%

Median HHI: \$94,000

(Source: 2008 Source Interlink Media Database)

NET WORTH

Net 100,000+: 67.4%

Net 250,000+: 52.9%

Net 500,000+: 34.4%

Net 1,000,000+: 22%

(Source: 2008 Source Interlink Media Database)

TOP INTERESTS

Auto Work

Home Furnishing/Decorating

Gardening

Sports

Travel

Movies/Music

Cooking (Gourmet)

Exercise/Health

(Source: 2008 Source Interlink Media Database)

