



MOTOR TREND classic

MOTORTRENDCLASSIC.COM

America's best classic car magazine is **bigger and better than ever!**

From 1950s Chevys to '70s Lamborghinis to million-dollar movie machines and factory concepts, **Motor Trend Classic** puts readers in the driver's seat of some of the world's most fascinating cars. This award winning magazine brings postwar classics to life like never before with compelling state-of-the-art performance tests and first-hand retrospectives celebrating the cars that shaped our culture and created the "automotive soundtrack to our lives".

With stunning graphic design, captivating photography, A-list writers, an oversized format on high-quality paper and a limited quarterly print run, **Motor Trend Classic** is the "rebirth of the cool".

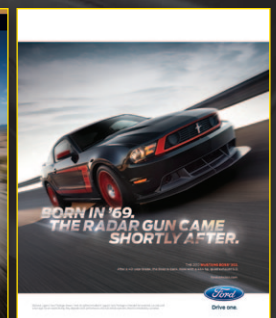
What's more, **Motor Trend Classic** can offer select issue sponsors exclusive editorial integration opportunities that polishes the heritage of the brand*.

2012 ISSUE DATES: AD CLOSE ON SALE

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SPRING	12-22-11	02-21-12
SUMMER	03-21-12	05-15-12
FALL	06-19-12	08-14-12
WINTER	09-26-12	11-20-12

4C AD RATES: 1X 4X

ISSUE SPONSORSHIP	1X	4X
4C SPREAD COVER 2	\$90,000	\$29,945
4C COVER 2	\$39,770	\$15,925
4C COVER 3	\$20,835	\$15,080
4C COVER 4	\$20,335	\$18,305
4C SPREAD	\$23,210	\$21,740
4C FULL PAGE	\$31,560	\$14,025
4C SPREAD 1/2 PAGE	\$18,935	\$14,025
4C 2/3 PAGE	\$18,935	\$11,920
4C 1/2 PAGE	\$15,710	\$8,410
4C 1/3 PAGE	\$12,200	\$6,310
4C 1/6 PAGE	\$10,095	\$6,310
4C 1/6 PAGE	\$9,645	



FORD Editorial Integration Example.



*Pending final editorial approval.

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