

EUROPEAN CAR 2012 MEDIA KIT

/// WE DRIVE THE MCLAREN MP4-12C: UPPING THE SUPERCAR ANTE ///

europaean car

EUROPEAN CAR WEB . COM

PREDATOR

THE 542-HP XKR-S PUTS JAGUAR BACK IN THE SUPER SPORTS CAR FRAY



OBSESSION:
E30 M3
JAPAN
EVOLUTION
QUITE POSSIBLY
THE WORLD'S
RAREST M3

**G-POWER SK
II CLUBSPORT**
600-HP SUPER-
CHARGED LOVE FROM
DEUTSCHLAND

RUF RT12R
THE FASTEST
RUF 911 YET



OBSESSION:
THE MOST
ONCE POSSIBLY
EVOLUTION
JAPAN
E30 M3
OBSESSION:

DEUTSCHLAND
CHARGED LOVE FROM
600-HP SUPER-
II CLUBSPORT
G-POWER SK

THE FASTEST
THE FASTEST
RUF 911 YET



European Car is the only North American based enthusiast magazine devoted to new, late-model and classic European cars on sale in the U.S. and around the world. The magazine takes readers behind the scenes and behind the wheels of the best cars Europe has to offer. Worldwide coverage of motor shows and racing events, long term tests of the latest cars and reviews of unique Tuner cars, performance equipment and accessories that complement the European car lifestyle are featured in each issue.



CIRCULATION DEMOGRAPHICS

Established: 1969
Published: Monthly
Total Audience: 240,000*
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Subscribers: 25,665
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Other: 1,071

Readers Per Copy: 8.00*

(*USPS Statement of Ownership, Management, and Circulation 2011 / **Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 93%
Single: 28%
Married: 59%
Attended College: 65%
Working Full Time: 63%
Mean Household Income: \$96,538
Median Household Income: \$83,133
Mean Age: 43.6
Median Age: 43.5

AGE

18 to 24 Years: 10%
25 to 34 Years: 22%
35 to 44 Years: 22%
45 to 54 Years: 21%
55 to 64: 15%
65+ Years: 10%

HOUSEHOLD INCOME

Under \$40,000: 21%
\$40,000-\$49,999: 5%
\$50,000-\$74,999: 18%
\$75,000 & Over: 56%
(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 4	\$11,010	\$10,685	\$10,460	\$10,240	\$10,010
Cover 2	\$10,125	\$9,815	\$9,615	\$9,420	\$9,220
Cover 3	\$9,690	\$9,395	\$9,200	\$9,005	\$8,815

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$8,805	\$8,540	\$8,365	\$8,190	\$8,015
2/3 Page	\$6,605	\$6,405	\$6,280	\$6,140	\$6,015
1/2 Page	\$5,880	\$5,700	\$5,575	\$5,470	\$5,345
1/3 Page	\$4,405	\$4,285	\$4,185	\$4,105	\$4,010

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$7,325	\$7,105	\$6,960	\$6,815	\$6,665
2/3 Page	\$5,495	\$5,330	\$5,220	\$5,110	\$5,000
1/2 Page	\$4,900	\$4,745	\$4,645	\$4,540	\$4,445
1/3 Page	\$3,675	\$3,565	\$3,485	\$3,410	\$3,340

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$5,955	\$5,780	\$5,660	\$5,540	\$5,415
2/3 Page	\$4,470	\$4,335	\$4,245	\$4,160	\$4,075
1/2 Page	\$3,975	\$3,855	\$3,780	\$3,705	\$3,615
1/3 Page	\$2,975	\$2,890	\$2,835	\$2,770	\$2,720
1/4 Page	\$2,230	\$2,170	\$2,120	\$2,075	\$2,030
1/6 Page	\$1,645	\$1,590	\$1,560	\$1,535	\$1,495
1/12 Page	\$1,025	\$990	\$965	\$950	\$930

Rates subject to change upon notice from the publisher.



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

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Issue	Ad Close/ Materials Due	On Sale
Feb 2012	10/26/11	12/20/11
Apr 2012	11/30/11	01/31/12
May	01/16/12	03/13/12
Jun	02/21/12	04/17/12
Jul	04/02/12	05/29/12
Sept	05/07/12	07/03/12
Oct	06/18/12	08/14/12
Nov	07/23/12	09/18/12
Dec	09/04/12	10/30/12
Feb 2013	10/12/12	12/11/12
Mar 2013	11/27/12	01/29/13



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For current ad specifications, please see:
<http://ads.sourceinterlinkmedia.com/images/magspecs/epcp.html>

COMPUTER USAGE

Own a Computer: 93.7%
 Use the Internet: 97.1%
 Average # of Hours Spent on Internet a Week: 18.5
 Average # of Hours Spent on Automotive Sites: 4.5
 Purchased Through the Internet: 84.1%
 Value of Internet Purchases in Past 6 Months: \$3,326

READER INTERACTION

Spend One Hour or More Reading Each Issue: 79.4%
 Purchase Products Due to Ads in European Car: 79%

VEHICLE OWNERSHIP

Average Number of CARS owned: 1.9%
 Average Number of TRUCKS owned: 1.1%
 Average Number of SUVs owned: 1.3%
 Average Number of VANS owned: 1.1%
 Average Number of VEHICLES owned: 5.3%

Have Acted as an Advisor on the Purchase / Lease of a Vehicle to Family or Friends: 94.9%

Average Number of People Reader Advised about the Purchase of Vehicle Purchase/Lease: 7%

SELF MAINTENANCE

Readers "Always or Sometimes" Perform Maintenance on Own Vehicle: 86.3%

EUROPEAN CAR OWNERSHIP

Currently Own or Plan to Buy a European Car Within the Next 12 Months: 75.3%
 The Average # of European Cars Owned or Planning to Buy Within the Next 12 Month: 2.3%

Of Those Planning to Buy.
 Plan to Buy a NEW European Car Within Next 12 Months: 41%
 Plan to Spend Over \$20,000 for an European Car Within Next 12 Months: 87.4%
 Plan to Spend Over \$30,000 for an European Car Within Next 12 Months: 47.4%

VEHICLE CARE

Automotive Care Products Used in the Past 6 Months.
 Wax: 87.4%
 Polish: 71.2%
 Rubber Treatment/Preservative: 67.5%
 Vinyl Treatment/Preservative: 58.4%
 Carpet Cleaner: 57.7%
 Wheel Cleaner: 76.5%
 Tire Cleaner: 70.7%
 Leather Cleaner/Preservative: 66.4%
 Sealer: 33.3%

AUTOMOTIVE ELECTRONICS

Owned or Plan to Purchase in the Next 12 Months.
 AM/FM Cassette Head Unit: 40.1%
 AM/FM CD Head Unit: 56.2%
 Speakers/Separates: 45.4%
 Amplifier: 38%
 CD Changer: 48.7%
 Woofers: 28.1%

Bass/Tube: 14%
 DVD: 15.7%
 Cellular Phone: 53.3%
 Automotive Security System: 76.5%
 Portable Stereo/Boombox: 3.9%
 GPS Receiver: 10.2%
 Pager: 16.8%
 Radar Detector: 43.1%

PERFORMANCE PRODUCTS

Performance Products Used in the Past 6 Months.
 Lubricants: 70.3%
 Carburetor Cleaner: 69.5%
 Brake Cleaner: 43.8%
 Silicon Spray: 42.8%
 Injector Cleaner: 56.1%
 Oil Additives: 28.2%
 Fuel Additives: 57.5%
 Octane Enhancers: 18.3%

VEHICLE MAINTENANCE

Replace Motor Oil Every 3,000 Miles: 61.1%
 Use More Than 18 Quarts of Motor Oil a Year: 73.4%
 Replace Spark Plugs Every 30,000 Miles: 67.4%
 Replace Shock Absorbers Every 50,000 Miles: 40.7%

Median Number of People Reader has Advised about the Purchase of Automotive Related Products: 4

Average Amount Spent Annually on Vehicle Parts, Accessories, Replacements, or Upgrades: \$3,494

(Source: 2001 Reader Survey)

GENERAL PRODUCT USAGE

Smoke Cigarettes:	10.7%
Drink Beer:	73.1%
Drink Hard Liquor:	55%
Wear Non-Prescription Sunglasses:	63.2%
Own or Plan to Purchase a 35mm Camera:	55.5%
Own or Plan to Purchase a Digital Camera:	37.4%
Own or Plan to Purchase a Video Camera:	37.1%

ACTIVITY PARTICIPATION

Road Racing:	34.5%
Camping:	33.4%
Skiing/Snowboard:	36%
Bicycling:	45.8%
Golf:	30.5%
Motorcycling:	22.2%
Photography:	37.7%
Formula One:	26.3%
Fishing:	28%
Boating:	28.6%
Mountain Biking:	35.4%
Tennis:	17.8%
Hiking:	32.9%
Average Amount Spent Annually on Equipment, and Services Related to Motorsports Activities:	\$6,658
Average Amount Spent Annually on Equipment, and Services Related to NON-Motorsports Outdoor Activities:	\$2,759

AFTERMARKET PURCHASES

	SELF DONE	HAD DONE
Air Filter:	74.2%	9%
Alternator:	25%	9.2%
Battery:	54.9%	7.8%
Boost Controller:	7.8%	5.2%
Brakes:	44.5%	21%
Brake Pads:	35.9%	13.4%
Camshaft:	11.6%	6.5%
Catalytic Converter:	12.6%	8.1%
Chips:	22.2%	11%
Clutch:	18.5%	16.9%
Cross-drilled Rotors:	12.6%	6.6%
Cylinder Heads:	10.5%	8.8%
Distributor:	15.7%	4.4%
Engine Bolt-Ons:	22%	4.7%
Engine Management:	12%	6.6%
Engine Swap:	13.3%	4.4%
Exhaust System:	28%	21%
Floor Mats/Carpeting:	38.8%	3.7%
Fuel Injection:	12.4%	5.9%
Ground Effects:	10.7%	5.9%
Gauges:	21.8%	4.5%
Headers:	15%	6.1%
Ignition:	18.1%	5.4%
Intake:	20.1%	4.7%
Lights:	43.9%	5.4%
Muffler:	24.3%	16.8%
Nitrous Oxide System (NOS):	2.3%	1.3%
Plug Wires:	39.7%	6.8%
Roll Bar/Cage:	8.2%	4.4%
Seats:	19.6%	4.7%
Seat Covers:	15%	3%
Security System/Parts:	10.6%	7.8%
Shifter:	22.3%	5.5%
Shock Absorbers:	33.5%	19.6%
Spark Plugs:	51.1%	9.9%
Spoilers:	15%	5.8%
Steering Wheel:	22.6%	3.2%
Stress Bars:	21.5%	5.8%
Supercharger:	4%	3%
Suspension/Springs:	28.5%	15.3%
Sways Bars:	21%	8.5%
Tires:	30.8%	45.9%
Turbocharger:	5.9%	4%
Wheels:	35.3%	23%
Window Tinting:	10.2%	24.6%

(Source: 2001 Reader Survey)