

# IMPORT TUNER 2012 MEDIA KIT

**VTEC ALLEY** INSIDE THE WORLD OF 1,000+ HP HONDAS P.68

# IMPORT TUNER

IMPORTTUNER.COM

**FIRST-STRING PLAYERS**  
PROPERLY BUILT CIVIC EK P.34  
TURBOCHARGED HONDA S2000 P.40  
BIG BALLIN' VIP LEXUS LS P.46

**POWER PAGES**  
**+24.3HP +119TQ**  
WE TEST THE HYUNDAI GENESIS P.76

## IT'S A WHOLE NEW BALL GAME

EXPLOSIVE R34 GT-R FROM JAPAN P.26

**WEKFEST TAKES OVER SOCAL** P.52

**DRIFTING THE HOCKENHEIMRING IN GERMANY** P.58

**FORMULA D: INVASION ROUND 3** P.60

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Targeting the entry-level import car enthusiast, *Import Tuner* provides its readers with all they need to participate in the fastest-growing motorsport in the country. The hottest cars and coolest shows are captured in the high-impact, full-color features, while step-by-step tech articles detail how to select, purchase and install aftermarket parts and accessories. From daydreaming to dynotesting, *Import Tuner* has it all for the new import car enthusiast.



## CIRCULATION DEMOGRAPHICS

Established: 1998

Published: Monthly

Total Audience: 344,000\*

Circulation: 42,623\*\*

Subscribers: 19,339

Newsstand: 24,846

Other: 1,878

Readers Per Copy: 8.00\*

\*\*USPS Statement of Ownership, Management, and Circulation 2011 /

\*Source Interlink Media Research Estimate)

## DEMOGRAPHIC PROFILE

Male: 91%

Single: 42%

Married: 41%

Attended College: 37%

Working Full Time: 62%

Mean Household Income: \$69,516

Median Household Income: \$63,225

Mean Age: 40.7

Median Age: 40.5

## AGE

18 to 24 Years: 15%

25 to 34 Years: 21%

35 to 44 Years: 26%

45 to 54 Years: 19%

55 to 64 Years: 12%

65+ Years: 6%

## HOUSEHOLD INCOME

Under \$40,000: 31%

\$40,000-\$49,999: 9%

\$50,000-\$74,999: 24%

\$75,000 & Over: 36%

(Source: 2011 Fall GfK MRI Prototype Estimate)

## GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 4	\$14,960	\$14,520	\$14,215	\$13,920	\$13,615
Cover 2	\$14,255	\$13,885	\$13,600	\$13,320	\$13,025
Cover 3	\$16,265	\$15,785	\$15,455	\$15,125	\$14,800

## GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$13,015	\$12,625	\$12,365	\$12,095	\$11,840
2/3 Page	\$9,780	\$9,495	\$9,290	\$9,105	\$8,905
1/2 Page	\$8,685	\$8,425	\$8,255	\$8,075	\$7,905
1/3 Page	\$6,515	\$6,325	\$6,190	\$6,060	\$5,935

## GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$11,990	\$11,625	\$11,385	\$11,145	\$10,910
2/3 Page	\$9,000	\$8,730	\$8,550	\$8,375	\$8,195
1/2 Page	\$8,010	\$7,770	\$7,605	\$7,445	\$7,285
1/3 Page	\$5,990	\$5,810	\$5,695	\$5,575	\$5,455

## GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$10,655	\$10,325	\$10,120	\$9,905	\$9,690
2/3 Page	\$8,010	\$7,770	\$7,605	\$7,445	\$7,285
1/2 Page	\$7,120	\$6,905	\$6,760	\$6,630	\$6,485
1/3 Page	\$5,340	\$5,180	\$5,080	\$4,965	\$4,855
1/4 Page	\$3,575	\$3,470	\$3,395	\$3,330	\$3,260
1/6 Page	\$2,690	\$2,610	\$2,550	\$2,505	\$2,455
1/12 Page	\$1,835	\$1,770	\$1,730	\$1,700	\$1,660

Rates subject to change upon notice from the publisher.



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Issue	Ad Close/ Materials Due	On Sale
Feb 2012	10/13/11	12/06/11
Mar 2012	11/11	01/17/12
Apr	12/13/11	02/21/12
May	02/07/12	04/03/12
Jun	03/14/12	05/08/12
Jul	04/17/12	06/12/12
Aug	05/21/12	07/17/12
Oct	07/02/12	08/28/12
Nov	08/07/12	10/02/12
Jan 2013	10/01/12	11/27/12
Feb 2013	11/13/12	01/15/13



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

## COMPUTER USAGE

Own a Home Computer: 84.2%  
Access the Internet  
in Past 12 Months: 90.9%  
Made Purchases Over the Internet:  
61.5%

## READERSHIP INFORMATION

Have Read Magazine  
For 2 or More Years: 58.6%  
Read All of the Last 4 Issues: 68.8%  
Spend an Hour  
or More Reading an Issue: 68.2%  
Read ALL of each Issue: 71.6%  
Save Entire Issue After Reading: 92.6%

### Readers Have Done the Following as a Result of Reading Advertisements in the Magazine.

Purchased the Product or Service: 53.7%  
Recommended the Purchase  
to Another: 53.1%  
Requested Additional Information: 32.6%  
Filed the Ad for Future Reference: 26.1%

### Others Have Sought Readers Advice in the Following Areas.

Modifications: 71.6%  
Purchase of a Product: 68.1%  
Purchase of a Vehicle: 51.3%  
Repairs: 48.7%  
Purchase of a Service: 30%

Advised 6 or More People a Year: 62.5%  
Advised 15 or More People a Year: 40.3%

## VEHICLE OWNERSHIP

Number of Non-enthusiast  
Vehicles Owned.  
Average Number of  
CARS Owned: 1.9  
Average Number of  
TRUCKS Owned: 1.3  
Average Number of  
SUVs Owned: 1.2  
Average Number of  
VEHICLES Owned: 4.4

## AUTOMOTIVE ELECTRONICS

### Purchased in the Past 12 Months.

AM/FM/CD: 70.2%  
Speaker Upgrade: 66.5%  
Amplifier/Crossover: 45.3%  
Anti-theft Device: 32.2%  
Radar Detector: 29.3%  
DVD Player: 23%  
Game Console: 18.8%  
Satellite Radio: 7.3%  
GPS / Mapping Unit: 3.7%  
AM/FM/Tape: 2.9%

## VEHICLE MAINTENANCE

### Maintenance Items Personally Performed by Readers.

Wash/Wax: 93.1%  
Oil Change: 79.6%  
Filter Change (Oil, Air, Fuel): 75.9%  
Tune-up: 58.3%  
Perserve Vinyl/Rubber: 56.6%  
Brakes: 56.4%  
Coolant Change: 54.6%

Spend \$200 or more a Year  
on Maintenance Products: 54.8%

## EVENT PARTICIPATION

### Participated in the Following Car Shows or Motorsports Events.

Import Car Shows: 85.8%  
Import Drags: 54.9%  
Road Races: 19.8%  
NASCAR: 14.8%  
Mobile Audio Shows: 13.6%  
Motocross: 11.3%  
Rally Races: 8.6%  
CART / Indy: 6.6%  
Formula 1: 6%  
Solo II: 3.5%  
LeMans: 2.9%  
Trans Am: 2.3%

(Source: 2002 Reader Survey)

## REPAIRS & MODIFICATIONS

### Where Readers Prefer to Have Their Vehicles Serviced.

- Home: 52.4%
- Tuner Shop: 23.6%
- Dealer: 21.6%
- Independent Shop: 19.5%
- Service Center: 8%
- Other: 6.3%
- Quick Lube: 3.5%
- Gas Station: 1.1%
- Discount Center: 0.7%

## PERFORMANCE MODIFICATIONS

### Readers Made the Following Modifications to Their Cars.

- Exhaust: 73.9%
- Tires: 72.9%
- Air Intake: 72.6%
- Audio System: 70.8%
- Wheels: 65.6%
- Suspension: 48.9%
- Interior: 44.7%
- Body Kit: 37.6%
- Other: 37.6%
- Brakes: 34.4%
- Turbo: 15.4%
- Nitrous: 12.7%
- Supercharger: 5.8%

## PORTABLE ELECTRONICS

### Types of Electronics Owned.

- Portable CD Player: 84.5%
- Digital Camera: 59.3%
- MP3 Player: 28.8%
- Personal Organizer: 25.6%

## MOVIES

### Types of Movies Watched.

- Action / Adventure: 93.5%
- Comedy: 89.6%
- Horror: 63.3%
- Sci-Fi: 43.7%
- Mystery: 38.1%
- Spy: 30.6%
- Other: 22.6%
- Romance: 17.6%
- Western: 9.8%
- Classic: 8.7%

## MUSIC

### Types of Music Listened to.

- Rap: 80.1%
- Hip-Hop: 76.2%
- R&B: 55.2%
- Alternative: 49.7%
- Hard Rock: 33.9%
- Dance: 33.1%
- House: 27.8%
- Heavy Metal: 25.4%
- Punk: 25.4%
- Raggae / Ska: 24.1%
- Modern Rock: 20.3%
- Other: 19.5%
- Classic Rock: 18.6%
- Latin: 12.9%
- Soft Rock: 11.6%
- Country: 8.3%
- Blues: 7.9%
- New Age: 7.7%
- Christian: 6.1%
- Live: 4.2%
- World: 3.3%

(Source: 2002 Reader Survey)