

PROJECT CAR 2012 MEDIA KIT

HONDA TECH: WORKING A K-SWAP INTO YOUR BUDGET

PROJECT CAR

No.20

930+
WHP



REAL TECH / REAL CARS / REAL BUDGETS

FALL 2011 ISSUE • projectcarmag.com

COMPTON'S FASTEST BUCKET!

GET 'ER DONE

>> FINISH YOUR SUMMER PROJECT <<



A SOURCE INTERLINK MEDIA PUBLICATION
FALL 2011 ISSUE DISPLAY UNTIL 01/31/2012 \$5.99



FABRICATION: P72
**BUILD YOUR OWN
CATCH CAN**
BUILD YOUR OWN
FABRICATION: P35

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**GUIDE TO WIRING
& STAND-ALONE
GUIDE TO MIXING
ECU TECH:** P20

HOW P78
**RELAYS
WORK**
RELAYS
HOW: P38

PROJECT CAR



New – from the editors of *Super Street* – comes a magazine dedicated to showing tuners how to crank up the custom while cutting down costs. Geared to DIYers doing it all on a project car budget, *Project Car* delivers first-class tuning tips for everyday cars, including very in-depth “how-to” tech advice, Buyer’s Guides, Automotive eBay insight, and step-by-step features.



2012 GENERAL COVERS

SIZE	1X	2X	4X
Spread Cover 2	\$15,790	\$15,000	\$14,245
Cover 2	\$9,070	\$8,615	\$8,185
Cover 3	\$8,435	\$8,015	\$7,610
Cover 4	\$10,080	\$9,575	\$9,095

2012 GENERAL FOUR COLOR

SIZE	1X	2X	4X
Spread	\$13,440	\$12,770	\$12,125
Spread 1/2 Page	\$6,720	\$6,385	\$6,060
Page	\$6,720	\$6,385	\$6,060
1/2 Page	\$5,710	\$5,425	\$5,145
1/3 Page	\$4,180	\$3,970	\$3,770

2012 PRODUCTION SCHEDULE

ISSUE	Spring	Summer	Fall	Winter	Spring	
Ad Close/Materials Due:	11/11/11	02/14/12	05/14/12	08/14/12	10/31/12	
On Sale:	01/10/12	04/10/12	07/10/12	10/09/12	01/08/13	

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