

SUPER STREET 2012 MEDIA KIT

15 YEAR ANNIVERSARY SPECIAL
THE PROS TELL YOU HOW TO STANCE RIGHT & WHO DOES IT THE BEST FROM AROUND THE WORLD

SUPER STREET

QR CODE

Alicia Whitten

OCTOBER 2011 SUPERSTREETONLINE.COM THE BEST TUNER MAG EVER 15 YEARS STRONG (word)

SLAMMIN!!!

FLUSHED, SLAMMED & ALL THE OTHER DIRTY WORDS

We ♥ Stance

Super-Made+

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super-made.com

5.99 OCTOBER '11

A SOURCE INTERLINK MEDIA PUBLICATION

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CAN'T FORGET THE TOP 15 IMPORT MODELS OF ALL TIME! WHO'S YOUR FAVORITE?

EVAOBLES WHO'S YOUR OF ALL TIME! IMPORT MODELS? THE TOP 15 CAN'T FORGET!

Super Street is dedicated to the personalization and performance enhancement of compact cars from Asia, Europe and the United States. The magazine combines extensive technical information with unparalleled feature coverage of the fast-growing aftermarket in performance compact cars.



CIRCULATION DEMOGRAPHICS

Established: 1996
Published: Monthly
Total Audience: 416,000*
Circulation: 52,333
Subscribers: 29,857
Newsstand: 22,476
Readers Per Copy: 8.00*
(ABC Statement 12/31/2011 /
*Source Interlink Media Research Estimate)

ABC Statement 12/31/2011:
[Click Here for PDF](#)

DEMOGRAPHIC PROFILE

Male: 91%
Single: 42%
Married: 41%
Attended College: 37%
Working Full Time: 62%
Mean Household Income: \$69,516
Median Household Income: \$63,224
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	\$25,080	\$24,330	\$23,845	\$23,325	\$22,830
Cover 2	\$22,335	\$21,665	\$21,215	\$20,775	\$20,320
Cover 3	\$20,495	\$19,900	\$19,480	\$19,060	\$18,660

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$20,495	\$19,885	\$19,470	\$19,060	\$18,660
2/3 Page	\$16,400	\$15,905	\$15,575	\$15,245	\$14,920
1/2 Page	\$13,325	\$12,930	\$12,660	\$12,405	\$12,125
1/3 Page	\$11,285	\$10,940	\$10,715	\$10,495	\$10,265

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
Spread	\$32,065	\$31,105	\$30,465	\$29,820	\$29,170
1 Page	\$16,030	\$15,555	\$15,235	\$14,910	\$14,585
2/3 Page	\$12,500	\$12,120	\$11,875	\$11,625	\$11,370
1/2 Page	\$9,950	\$9,635	\$9,435	\$9,230	\$9,045
1/3 Page	\$7,695	\$7,460	\$7,300	\$7,135	\$7,000

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$12,825	\$12,425	\$12,180	\$11,915	\$11,670
2/3 Page	\$9,750	\$9,450	\$9,265	\$9,060	\$8,870
1/2 Page	\$7,695	\$7,460	\$7,300	\$7,135	\$7,000
1/3 Page	\$5,770	\$5,600	\$5,490	\$5,370	\$5,265
1/4 Page	\$4,490	\$4,370	\$4,265	\$4,175	\$4,095
1/6 Page	\$3,215	\$3,125	\$3,050	\$2,990	\$2,920
1/12 Page	\$1,725	\$1,690	\$1,650	\$1,595	\$1,565
1 Inch	\$700	\$695	\$685	\$665	\$640

Rates subject to change upon notice from the publisher.



For current Source Interlink Magazines/Source Interlink Media standard advertising terms and conditions, please see:

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	10/11/11	12/06/11
Feb 2012	11/04/11	01/03/12
Mar	11/30/11	01/31/12
Apr	01/03/12	02/28/12
May	01/31/12	03/27/12
Jun	02/29/12	04/24/12
Jul	04/03/12	05/29/12
Aug	05/01/12	06/26/12
Sept	05/29/12	07/24/12
Oct	06/29/12	08/28/12
Nov	07/31/12	09/25/12
Dec	08/28/12	10/23/12
Jan 2013	10/01/12	11/27/12
Feb 2013	10/24/12	12/25/12
Mar 2013	11/27/12	01/29/13



SUPER STREET Specials

Issue	Ad Close/ Materials Due	On Sale
Wheel & Tire Guide	12/12/11	03/20/12

Group Publisher
Maria Jamison
 Tel: (949) 705-3149
 Fax: (949) 705-3426
 Maria.Jamison@sorc.com

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

COMPUTER USAGE

Own a Home Computer: 87.1%
Access the Internet
in Past 12 Months: 89.2%
Made Purchases Over the Internet: 70.2%
"Often" or "Sometimes" visit
www.SuperStreetOnline.com: 86.1%

READERSHIP INFORMATION

Have Read Magazine
For 2 or More Years: 74.2%
Read All of the Last 4 Issues: 82.4%
Spend an Hour
or More Reading an Issue: 76.2%
Read ALL of each Issue: 73.9%
Save Entire Issue After Reading: 91.2%

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

Purchased the Product or Service: 58.2%
Recommended the Purchase
to Another: 46.1%
Requested Additional Information: 38.4%
Filed the Ad for Future Reference: 28.8%

Others Have Sought Readers Advice in the Following Areas.

Modifications: 72.1%
Purchase of a Product: 64.4%
Purchase of a Vehicle: 50.8%
Repairs: 47.8%
Purchase of a Service: 29.9%

Average Number of Times
Others Sought Reader's Expert
Advice in the Past Year: 74

VEHICLE OWNERSHIP

Number of Non-enthusiast Vehicles Owned.
Average Number of
CARS Owned: 1.6
Average Number of
TRUCKS Owned: 0.6
Average Number of
SUVs Owned: 0.4
Average Number of
VEHICLES Owned: 2.6

VEHICLE MAINTENANCE

Maintenance Items Personally
Performed by Readers.
Wash/Wax: 92.9%
Oil Change: 81.7%
Filter Change (Oil, Air, Fuel): 77.4%
Tune-up: 60.3%
Brakes: 57.8%
Perserve Vinyl/Rubber: 57.3%
Coolant Change: 53%

Spend \$200 or more a Year on
Maintenance Products: 55.8%

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%

COMPACT CAR USAGE

What Readers Do
With Their Compact Cars.
Street / Daily Driver: 91.7%
Show Vehicle: 26.1%
Road Racing: 23.9%
Drag Racing: 21.1%
Auto Crossing: 5.9%

Amount Spent on COMPACT CARS in the Past Year (excluding the Purchase Price)

Mean: \$6,277
Median: \$3,000

EVENT PARTICIPATION

Participated in the Following
Car Shows or Motorsports Events.
Import Car Shows: 70.2%
Import Drag Racing: 39.9%
Road Racing: 22%
Autocrossing: 10.6%
Asian Car Only Shows: 10.6%

REPAIRS & MODIFICATIONS

Where Readers Usually Have Their Repairs and Modifications Performed.

Do Most Work Yourself: 71.4%
Performance Shop: 23%
Auto Shop: 15.2%
Dealer: 9.3%

(Source: 2003 Reader Survey)

AFTERMARKET PURCHASES

Aftermarket Purchases Made in Past 12 Months.

- Air Filter: 58.3%
- Alternator: 10.9%
- Body Kits : 29.5%
- Boost Controller: 9.8%
- Brakes (perf): 38.2%
- Camshaft (perf): 8.9%
- Injectors: 11.8%
- Catalytic Converter: 12.5%
- Chip: 11.4%
- Clutch: 21.9%
- Crossdrilled Rotors: 13.2%
- Cylinder Heads: 7.1%
- Distributor: 11.4%
- Engine Bolt-ons: 23.4%
- Engine Management: 9.4%
- Engine Swap: 13.2%
- Exhaust System: 45.3%
- Fuel Injection: 10.5%
- Gauges: 31.7%
- Headers: 23%
- Handling Components: 23.7%
- Ignition: 19.2%
- Intake: 46.4%
- Lights: 54.9%
- Muffler: 43.3%
- Nitrous Oxide: 11.2%
- Plug Wires: 35.7%
- Roll Bar / Cage: 4.9%
- Seats: 16.7%
- Seats Covers: 14.3%
- Shifter: 31.7%
- Shocks / Struts: 25.7%
- Spoilers: 25.9%
- Steering Wheel: 13.4%
- Stress Bars: 12.5%
- Supercharger: 4%
- Springs / Coilovers: 29.2%
- Sway Bars: 18.3%
- Throttle Body: 9.8%
- Turbocharger: 12.1%

PORTABLE ELECTRONICS

Types of Portable Electronics Owned.

- Cell: 86.9%
- CD Player: 82.1%
- Boombox: 47.7%
- Camcorder: 47.5%
- Digital Camera: 45.4%
- Other: 27.1%
- MP3 Player: 19.7%

CELL PHONE MINUTES

Minutes Per Month Readers Talk on Their Cell Phone.

- 0 - 249: 34.3%
- 250 - 499: 22.5%
- 500 - 749: 16.2%
- 750 - 1199: 10.5%
- 1200 - 2000: 8.8%
- Over 2000: 7.6%

VIDEO GAMES

Types of Video Games Played.

- Driving / Car Games: 94.5%
- 1st Person Shoot'em Up: 55.7%
- Fighting: 54.3%
- Sports: 49%
- Action Adventure: 46.9%
- Extreme Sports Games: 37.4%
- Roll Playing: 26%
- Other: 18.1%

MUSIC

Types of Music Readers Most Listen To.

- Hip-Hop / Rap: 82.1%
- Electronic: 28.2%
- Rock: 43.2%
- Classic Rock: 17.2%
- Alternate Rock: 39.8%
- Top 40: 12.1%
- Other: 28.6%
- Country: 9.2%

EXTREME SPORTS

Extreme Sports Readers Participated in.

- Other: 46.1%
- Inline Skating: 18%
- Snowboarding: 27.1%
- Mountain Biking: 17%
- Skateboarding: 25.9%
- Motor Cross: 13.6%
- BMX: 23.7%
- Surfing: 9.5%

REPAIRS & MODIFICATIONS

Where Readers Usually Have Their Repairs and Modifications Performed.

- Do Most Work Yourself: 71.4%
- Performance Shop: 23%
- Auto Shop: 15.2%
- Dealer: 9.3%

(Source: 2003 Reader Survey)