

LOWRIDER 2012 MEDIA KIT

TURN ON THE AIR FULL BLAST

SPECTRE AIR INTAKE SYSTEM

LOWRIDER

PERFORMANCE • ARTISTRY • PRIDE • CULTURE

NOVEMBER 2011

SEDATE 58

CAR SHOW
100 YEARS OF CHEVY

lowridermagazine.com

ULTIMATE LINK TO A BOMB SUSPENSION
CHOP-TOB TECH

NOV 2011 \$5.99

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A SOURCE INTERLINK MEDIA PUBLICATION

OVER 12 LOWRIDER FEATURES

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CHOP-TOB TECH SUSPENSION TO A BOMB ULTIMATE LINK

lowridermagazine.com

100 YEARS OF CHEVY

Lowrider is a carefully mixed editorial product that reflects the interests and needs of enthusiasts of the fastest-growing motorsport in the country—lowriding. It is comprised of four main categories—departments, shows, vehicle showcases and technical how-to's. **Lowrider's** high-impact photography, action-packed graphics and cutting-edge editorial have combined to make it one of the best selling automotive publications on the newsstand.



CIRCULATION DEMOGRAPHICS

Established: 1977
Published: Monthly
Total Audience: 448,000*
Circulation: 55,726
Subscribers: 35,071
Newsstand: 20,655
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: 67%
Single: 38%
Married: 48%
Attended College: 36%
Working Full Time: 55%
Mean Household Income: \$61,987
Median Household Income: \$49,221
Mean Age: 39.8
Median Age: 39

AGE

18 to 24 Years: 18%
25 to 34 Years: 21%
35 to 44 Years: 27%
45 to 54 Years: 17%
55 to 64 Years: 10%
65+ Years: 7%

HOUSEHOLD INCOME

Under \$40,000: 41%
\$40,000-\$49,999: 10%
\$50,000-\$74,999: 22%
\$75,000 & Over: 28%

(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$20,955	—	—	—	—
Cover 3	\$22,415	—	—	—	—
Cover 4	\$23,720	—	—	—	—

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$18,975	\$15,900	\$14,910	\$13,925	\$12,930
2/3 Page	\$11,005	\$10,675	\$10,410	\$10,280	\$10,145
1/2 Page	\$9,500	\$9,220	\$9,035	\$8,745	\$8,470
1/3 Page	\$7,135	\$6,925	\$6,775	\$6,565	\$6,595

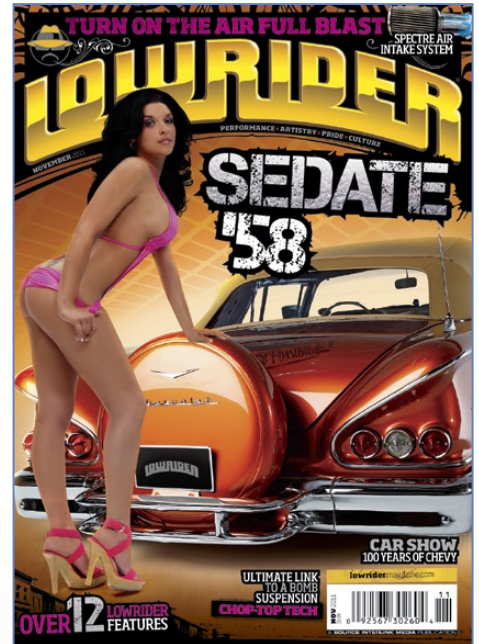
GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$11,205	\$10,875	\$10,595	\$10,465	\$10,335
2/3 Page	\$9,405	\$9,130	\$8,900	\$8,785	\$8,680
1/2 Page	\$7,405	\$7,185	\$7,015	\$6,920	\$6,830
1/3 Page	\$6,160	\$5,980	\$5,840	\$5,655	\$5,475

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$10,085	\$9,310	\$9,080	\$8,965	\$8,860
2/3 Page	\$8,010	\$7,765	\$7,575	\$7,445	\$7,320
1/2 Page	\$6,570	\$6,360	\$6,245	\$6,045	\$5,840
1/3 Page	\$4,945	\$4,775	\$4,690	\$4,545	\$4,410
1/4 Page	\$3,870	\$3,740	\$3,655	\$3,540	\$3,420
1/6 Page	\$2,765	\$2,655	\$2,615	\$2,520	\$2,420
1/12 Page	\$1,705	\$1,620	\$1,590	\$1,545	\$1,500

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	09/22/11	11/15/11
Feb 2012	10/18/11	12/13/11
Mar 2012	11/11/11	01/10/12
Apr	12/02/11	02/07/12
May	01/13/12	03/13/12
Jun	02/13/12	04/10/12
Jul	03/20/12	05/15/12
Aug	04/16/12	06/12/12
Sept	05/18/12	07/17/12
Oct	06/18/12	08/14/12
Nov	07/16/12	09/11/12
Dec	08/20/12	10/16/12
Jan 2013	09/18/12	11/13/12
Feb 2013	10/12/12	12/11/12
Mar 2013	11/05/12	01/08/13



LOWRIDER Special Issue Publications

Issue	Ad Close/ Materials Due	On Sale
Bound By Ink #8	11/29/11	01/24/12
Bound By Ink #9	02/28/12	04/24/12
Revolution #1	03/06/12	05/01/12
Revolution #2	05/07/12	07/03/12
Bound By Ink #10	06/04/12	07/31/12
Bound By Ink #11	09/04/12	10/30/12
Bound By Ink #12	11/28/12	01/29/13

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

COMPUTER USAGE

Own a Home Computer: 68.9%
 Access the Internet Daily: 32.2%
 Access the Internet From Home: 61.2%
 Access the Internet From Work: 19.4%
 Made Purchases Over the Internet: 39.3%
 "Often" or "Sometimes" visit
 www.LowriderMagazine.com: 76.3%

READERSHIP INFORMATION

Have Read Magazine
 For 5 or More Years: 72.6%
 Read All of the Last 4 Issues: 71.1%
 Spend an Hour
 or More Reading an Issue: 87.4%
 Read ALL of each Issue: 75.8%
 Save Entire Issue After Reading: 89.6%

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

Visited an Advertiser's Website: 51.3%
 Purchased the Product or Service: 49.3%
 Recommended the Purchase
 to Another: 34.4%
 Requested Additional
 Information: 28.8%
 Filed the Ad for Future Reference: 18.2%

Others Have Sought Readers Advice in the Following Areas.

Modifications: 53.1%
 Repairs: 51.2%
 Purchase of a Product: 50.5%
 Purchase of a Vehicle: 39.6%
 Purchase of a Service: 22.8%

Average Number of Times
 Others Sought Reader's Expert
 Advice in the Past Year: 60

VEHICLE OWNERSHIP

Number of Non-enthusiast
 Vehicles Owned:
 Average Number of
 CARS Owned: 2
 Average Number of
 TRUCKS Owned: 0.9
 Average Number of
 SUVs Owned: 0.5
 Average Number of
 VEHICLES Owned: 3.4

VEHICLE MAINTENANCE

Maintenance Items Personally
 Performed by Readers.
 Wash/Wax: 89.5%
 Oil Change: 81%
 Filter Change (Oil, Air, Fuel): 75.6%
 Tune-up: 67.5%
 Brakes: 65.1%
 Preserve Vinyl/Rubber: 54.9%
 Coolant Change: 54.9%
 Spend \$200 or more a Year
 on Maintenance Products: 55.7%

AUTOMOTIVE ELECTRONICS

Have Purchased in the Past 12 Months
 or Will Purchase in Next 12 Months.
 AM/FM/CD: 76.4%
 Speaker Upgrade: 69.6%
 Amplifier/Crossover: 60.5%
 DVD Player: 46.7%
 Anti-theft Device: 33.7%
 Game Console: 21%
 Radar Detector: 18.1%
 Satellite Radio: 9.8%
 AM/FM/Cassette: 7.6%
 GPS / Mapping Unit: 5.8%

LOWRIDER INFORMATION

Number of LOWRIDERS Owned.
 None: 15.5%
 One: 42.4%
 Two: 22%
 Three: 7.6%
 Four: 2.3%
 Five: 1.3%
 Six or more: 8.9%

Average Number of
 LOWRIDERS Owned: 1.8

Types of Lowriders Owned.

Traditional: 60.6%
 Pick-up / SUV: 26.4%
 New Age: 16.3%
 Euro-style: 13%
 Bomb: 9.8%
 Sport Vehicle: 6.9%

The Following Applies to Primary Lowrider.

Purchased NEW: 13%
 Purchased USED: 67.1%
 Use a Daily Driver: 64.7%
 Use as a Show Vehicle: 31.7%

Amount Spent on LOWRIDERS in the Past Year (excluding the Purchase Price).

Mean: \$8,390
 Median: \$5,000

REPAIRS & MODIFICATIONS

Where Readers Usually Have Their Repairs and Modifications Performed.

Do Most Work Yourself: 44.8%
 Do All Work Yourself: 35.5%
 Performance Shop: 22.6%
 Dealer: 9.9%
 Auto Shop: 8%

(Source: 2003 Reader Survey)

PERFORMANCE MODIFICATIONS

Performance Modifications That Currently Owned Lowriders Have or Will be Equipped With Within the Next Year.

- Air Filter: 61.9%
- Brakes: 47.8%
- Camshaft: 20%
- Chips: 16.3%
- Clutch: 10%
- Headers: 37%
- Exhaust System: 58.5%
- Fuel Controller: 12.2%
- Heads / Valvetrain: 14.8%
- Ignition: 24.8%
- Induction: 9.6%
- Intake: 35.9%
- Nitrous Oxide: 12.2%
- Plug Wires: 53.7%
- Pistons: 17.8%
- Spark Plugs: 56.7%
- Supercharger: 11.9%
- Engine Swap: 20.7%
- Transmission: 33.3%
- Other: 35.9%

SUSPENSION PARTS

Suspension That Currently Owned Lowriders Have or Will be Equipped With Within the Next Year.

- A-arms: 23.6%
- Lowering Springs: 36.8%
- Air Lifts: 26%
- Pitman Arms: 4.5%
- Drop Spindles: 6.5%
- Shocks: 34.7%
- Hydraulics: 54.1%
- Sway Bars: 21.5%

AUTOMOTIVE BATTERIES

Readers Use Batteries For the Following.

- Ignition: 76.1%
- Audio: 51.2%
- Hydraulics: 30.7%
- Other: 13.7%

Average Number of Automotive Batteries Owned: 1.8

WHEEL PURCHASES

Type of Wheels Owned.

- Factory: 39.8%
- Aftermarket: 35.6%
- Aluminum: 28%
- Wire: 54%
- Average Wheels Purchased a Year: 1.4

CELL PHONE MINUTES

Minutes Per Month Readers Talk on Their Cell Phone.

- 0 - 499: 44.9%
- 500 - 999: 31.6%
- 1000 - 1999: 16%
- Over 2000: 7.5%

OUTDOOR ACTIVITIES

Readers Participated in the Following Activities.

- Fitness Club Member: 44.4%
- Skateboarding: 17.4%
- Jogging / Running: 38.2%
- Climbing: 9%
- Snowboarding: 33.3%
- Skiing: 9%
- Mountain Biking: 20.8%
- Surfing: 8.3%

TIRE PURCHASES

Readers Who Purchase 3 or More Tires a Year: 68.4%

CUSTOM EXTERIOR PRODUCTS

Custom Exterior Products That Currently Owned Lowriders Have or Will be Equipped With in the Next Year.

- Custom Paint: 66.1%
- Custom Lighting: 47.8%
- Other: 45.6%
- Custom Grille: 39.4%
- Ground Effects: 24.5%
- Head- / Tail- Light Covers: 20.4%
- Part Swap: 17.5%
- Spoilers: 16.8%
- Fender Skirts: 16.1%
- Wings: 12%
- Visors: 11.7%

CUSTOM INTERIOR PRODUCTS

Custom Interior Products That Currently Owned Lowriders Have or Will be Equipped With Within the Next Year.

- Upholstery: 61%
- Window Tinting: 58.8%
- Carpet: 53.7%
- Steering Wheel: 50%
- Seats: 43.8%
- Lights: 42.3%
- Other: 33.8%
- Gauges: 29.4%
- Shifters: 18.8%
- Aftermarket Trim Kits: 16.2%
- Roll Bar / Cage: 4%

(Source: 2003 Reader Survey)