

5.0 MUSTANG 2012 MEDIA KIT

RICHARD PETTY'S RIDE! 624HP SIGNATURE 'STANG



5.0 MUSTANG & SUPER FORDS

PLUS! EASY AUTOCROSS UPGRADES



KING OF THE STREET!

- NINE 'STANGS • 7,169 HP
- ONE WINNER

TECH



ADD 150 HP! KENNE BELL FOX BLOWER INSTALL & TEST

MAY 2012 \$5.99



0 74470 34874 0 05

FIND MORE INFO @ 50MUSTANGANDSUPERFORDS.COM

A SOURCE INTERLINK MEDIA PUBLICATION

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FOX BLOWER INSTALL & TEST
ADD 150 HP! KENNE BELL



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Focusing exclusively on late-model Fords, *5.0 Mustang & Super Fords* magazine has become the place for enthusiasts to get the best advice on how to make their 5.0L or mod-motor Mustang perform to its full potential. As the definitive voice of this late-model Ford marketplace, *5.0 Mustang & Super Fords* provides readers with an exciting diet of performance how-tos, technical advice, competition tips, new product evaluations and latest innovations in street performance.



CIRCULATION DEMOGRAPHICS

Established: 1993
 Published: Monthly
 Total Audience: 907,000*
 Circulation: 74,996
 Subscribers: 55,322
 Newsstand: 18,116
 Other: 1,558
 Readers Per Copy: 12.10*
 (USPS Statement of Ownership, Management, and Circulation 2011 / *Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 94%
 Single: 32%
 Married: 51%
 Attended College: 43%
 Working Full Time: 63%
 Mean Household Income: \$70,337
 Median Household Income: \$58,850
 Mean Age: 42.9
 Median Age: 42.5

AGE

18 to 24 Years: 7%
 25 to 34 Years: 27%
 35 to 44 Years: 23%
 45 to 54 Years: 22%
 55 to 64 Years: 12%
 65+ Years: 9%

HOUSEHOLD INCOME

Under \$40,000: 35%
 \$40,000-\$49,999: 10%
 \$50,000-\$74,999: 17%
 \$75,000 & Over: 38%

(Source: 2011 Fall GfK MRI Prototype Estimate)



Subscriber crossover of only 16.7%

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$9,895	\$9,495	\$9,105	\$8,705	\$8,410
Cover 3	\$9,460	\$9,085	\$8,705	\$8,330	\$8,040
Cover 4	\$10,750	\$10,320	\$9,890	\$9,455	\$9,130

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$8,605	\$8,255	\$7,915	\$7,565	\$7,315
2/3 Page	\$6,965	\$6,690	\$6,410	\$6,135	\$5,925
1/2 Page	\$5,595	\$5,370	\$5,140	\$4,920	\$4,750
1/3 Page	\$4,735	\$4,535	\$4,350	\$4,165	\$4,020

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$7,740	\$7,430	\$7,120	\$6,815	\$6,580
2/3 Page	\$6,195	\$5,945	\$5,695	\$5,445	\$5,260
1/2 Page	\$4,735	\$4,535	\$4,350	\$4,165	\$4,020
1/3 Page	\$3,785	\$3,635	\$3,480	\$3,325	\$3,215

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$6,880	\$6,600	\$6,330	\$6,050	\$5,850
2/3 Page	\$5,155	\$4,955	\$4,750	\$4,535	\$4,390
1/2 Page	\$3,875	\$3,715	\$3,565	\$3,410	\$3,295
1/3 Page	\$2,925	\$2,805	\$2,695	\$2,580	\$2,485
1/4 Page	\$2,235	\$2,150	\$2,060	\$1,970	\$1,900
1/6 Page	\$1,720	\$1,650	\$1,585	\$1,510	\$1,465

Rates subject to change upon notice from the publisher.



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Issue	Ad Close/ Materials Due	On Sale
Jan 2012	09/15/11	11/08/11
Feb 2012	10/18/11	12/13/11
Mar 2012	11/11/11	01/10/12
Apr	12/08/11	02/07/12
May	01/09/12	03/06/12
Jun	02/13/12	04/10/12
Jul	03/12/12	05/08/12
Aug	04/10/12	06/05/12
Sept	05/14/12	07/10/12
Oct	06/08/12	08/07/12
Nov	07/11/12	09/04/12
Dec	08/10/12	10/09/12
Jan 2013	09/07/12	11/06/12
Feb 2013	10/15/12	12/11/12
Mar 2013	11/06/12	01/08/13



Special Issues

Issue	Ad Close/ Materials Due	On Sale
Tech Guide (fall)	04/17/12	06/19/12

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For current ad specifications, please see:

<http://ads.sourceinterlinkmedia.com/images/magspecs/m5lp.html>

READER INTERACTION

Read/looked through the last
 4 of 4 issues: 90.9%

Very satisfied or satisfied
 with the editorial content: 93.6%

Average number of hours reading/looking
 through a typical issue: 2.5

Keep issues for future reference: 94.2%

Took any action as a result of reading ads or
 articles in 5.0 Mustang & Super Fords: 96.5%

Took steps (internet/phone)after deciding to
 buy a product based on something read
 in 5.0 Mustang & Super Fords: 98.0%

Average number of repairs made as a result of
 reading a how-to story in 5.0 Mustang &
 Super Fords in the past 12 months: 3.2

(2008 Reader Survey)

MILEAGE

Average number of miles Mustang has been
 driven in the last 12 months :8,105

(2008 Reader Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months	Purchased/ Plan to Purchase
Any	99.2%	67.7%	99.2%
Motor oil	89.1%	41.6%	90.4%
Oil filters	85.3%	38.9%	87.3%
Car wax & polish	74.2%	30.2%	79.3%
Tire care	61.8%	23.6%	64.3%
Air filters	53.9%	21.7%	62.0%
Car cleaner wash/wipes	56.9%	21.9%	59.6%
Anti-freeze/coolant	55.5%	22.8%	63.2%
Leather & vinyl protectants	47.9%	18.2%	52.0%
Windshield wipers	46.9%	25.5%	58.1%
Spark plugs	53.5%	25.5%	65.7%
Tires	48.5%	30.9%	67.3%
Fuel additives	43.5%	18.8%	46.8%
Vehicle battery	44.5%	14.3%	55.0%
Brakes	44.1%	25.7%	58.9%
Motor oil additives	30.0%	13.2%	32.2%
Muffler	34.6%	17.2%	47.6%
Shock absorbers/struts	29.0%	21.3%	46.0%
Other aftermarket products	64.6%	42.9%	78.0%

(2008 Reader Survey)

MAINTENANCE

Average amount spent on maintenance products annually: \$323

Personally perform vehicle maintenance: 91.2%

Perform maintenance on other people's vehicles: 58.9%

Plan to make modifications to vehicle in the next 12 months: 86.7%
(2008 Reader Survey)

PRODUCT PURCHASES

Performance Parts: 93.5%
Automotive electronics: 63.4%
Wheels: 32.4%
Tires: 72.8%
(2008 Reader Survey)

TOOL OWNERSHIP

Own hand tools: 98.6%
Own power tools: 93.4%
(2008 Reader Survey)

MUSTANG & FORD OWNERSHIP

Owns Mustang: 92.3%
Owns 2 or more Mustangs: 37.1%

Owns Ford vehicle (other than Mustang): 77.9%

Owns 2 or more Ford vehicles (other than Mustang): 52.4%

Average amount spent on Mustangs/Fords in the past 12 months: \$3,909
(2008 Reader Survey)

OTHER TYPES OF VEHICLES CURRENTLY OWN/PLAN TO PURCHASE

Domestic car: 81.3%
Domestic truck: 53.2%
Domestic SUV: 28.1%
Import car: 27.5%
Motorcycle: 19.3%
Open car trailer: 16.7%
ATV: 12.4%
Import SUV: 6.9%
Import truck: 4.7%
Closed car trailer: 8.3%
Motor home: 2.0%
UTV: 0.4%
(2008 Reader Survey)

ADVICE/INFLUENCE

Automotive advice shared with others in the past 2 months

Any: 85.9%
Vehicle brand/model purchase: 59.0%
Modifications: 64.7%
Repairs: 55.5%
Purchase of a product: 60.4%
Purchase of a service: 22.2%

Gave advice on automotive-related purchases: 93.3%
(2008 Reader Survey)

INTERNET USAGE

Uses the internet: 100%
Average hours a week use computer for automotive-related activities: 8.8
(2008 Reader Survey)