

CAMARO PERFORMERS 2012 MEDIA KIT

KEEP YOUR RALLIES BIG-BRAKE PERFORMANCE SMALL-BRAKE PACKAGE



OCTOBER 2011 VOLUME 8 NUMBER 8

CAMARO PERFORMERS

AMERICAN ICON

◆ 1969 GM DESIGN WINNER

◆ 1999 FACTORY MUSCLE

◆ 1972 BIG-BLOCK BRAWLER

◆ 2011 TWIN-TURBO V-6



WWW.CAMAROPERFORMERS.COM/PREVIEW



◆ FIRST LOOK DAVID RAMPY'S HOT SUPERSTOCK 3RD-GEN

◆ EASY EXTERIOR MAKEOVER
TRANSFORM YOUR 4TH-GEN FROM BLAH TO BITCHIN'

◆ TO THE NINES
BULLETPROOF 5TH-GEN REAR END



\$5.99 (DISPLAY UNTIL 11/01/2011)

A SOURCE INTERLINK MEDIA PUBLICATION



CAMAROPERFORMERS.COM

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ВІПРІВІТЬОСЬ ЗІН-СЕН КЕАКЕНД

◆ ІО ІНЕ ІНІЕЗ

ЕКОН ВІАН ІО ВІЛЧІА,
ІРВІІЗОНІМ ІОПІВ 4ІН-СЕН

◆ ЕВ2А ЕХЛЕКІОК ІАКЕОЛЕР



CAMAROPERFORMERS.COM

◆ FIRST LOOK DAVID RAMPY'S HOT SUPERSTOCK 3RD-GEN

Camaro Performers, the most successful newsstand special ever produced by the editors of Super Chevy. The editorial is formatted to include restoration, restification and just plain radical content. The magazine will feature photos and trend setting tech that will feed the readers appetite to move their passion to the next level of excellence. Select *Camaro Performers* to reach your target audience of hardcore, hands-on, do-it-yourself Camaro enthusiasts.



Subscriptions: **14,091**
Newsstand Sales: **11,405**
Circulation: **25,496**

(USPS Statement of Ownership, Management, and Circulation 2011)

Issue	Ad Close/ Materials Due	On Sale
Jan 2012	10/18/11	12/13/11
Feb 2012	11/16/11	01/17/12
Apr	12/19/11	02/21/12
May	02/06/12	04/03/12
Jun	03/20/12	05/15/12
Jul	04/30/12	06/26/12
Sept	06/11/12	08/07/12
Oct	07/24/12	09/18/12
Dec	09/04/12	10/30/12
Jan 2013	10/16/12	12/11/12
Feb 2013	11/12/12	01/15/13

Publisher

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

GENERAL COVERS

SIZE	1x	3x	6x	9x
Cover 2	\$9,160	\$8,240	\$7,910	\$7,505
Cover 3	\$8,930	\$8,035	\$7,715	\$7,320
Cover 4	\$10,540	\$9,490	\$9,110	\$8,645

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x
1 Page	\$8,225	\$7,405	\$7,110	\$6,745
2/3 Page	\$6,825	\$6,145	\$5,900	\$5,595
1/2 Page	\$5,600	\$5,045	\$4,845	\$4,595
1/3 Page	\$4,335	\$3,895	\$3,740	\$3,555
1/4 Page	\$2,465	\$2,215	\$2,130	\$2,020
1/6 Page	\$1,865	\$1,675	\$1,610	\$1,530

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x
1 Page	\$6,495	\$5,855	\$5,620	\$5,330
2/3 Page	\$4,890	\$4,400	\$4,225	\$4,015
1/2 Page	\$3,880	\$3,495	\$3,355	\$3,180
1/3 Page	\$2,945	\$2,645	\$2,540	\$2,405
1/4 Page	\$1,945	\$1,755	\$1,685	\$1,600
1/6 Page	\$1,475	\$1,325	\$1,270	\$1,210

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x
1 Page	\$5,555	\$5,000	\$4,800	\$4,560
2/3 Page	\$4,165	\$3,750	\$3,600	\$3,415
1/2 Page	\$3,335	\$3,005	\$2,885	\$2,735
1/3 Page	\$2,505	\$2,255	\$2,165	\$2,050
1/4 Page	\$1,945	\$1,750	\$1,680	\$1,595
1/6 Page	\$1,390	\$1,255	\$1,205	\$1,140
1/12 Page	\$770	\$695	\$670	\$625

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