

CAR CRAFT 2012 MEDIA KIT

GO BIG! FORD RACING'S 351 WINDSOR BLOCK

CAR CRAFT



**PRO-STREET
PROJECT
CAR!** PG. 46

AMERICAN MUSCLE

**BOSS
VS.
BOSS**

WHICH ONE WOULD YOU CHOOSE?



CarCraft.com

OH YEAH

BABES IN RIPPED SHIRTS! PG. 97



BABES IN RIPPED SHIRTS! PG. 97

OH YEAH

Car Craft is the world's largest street machine magazine aimed at hands-on enthusiasts with a keen interest in 1949-present high-performance vehicles, especially '60s and '70s muscle cars. With a focus on practical performance, *Car Craft's* technical how-tos, engine buildups, and product evaluations are well read by do-it-yourself automotive zealots. Combine that with vibrant event coverage and fun feature stories, and *Car Craft* earns its distinction as America's tell-it-like-it-is performance car magazine.



CIRCULATION DEMOGRAPHICS

Established: 1953
Published: Monthly
Total Audience: 2,247,000*
Circulation: 209,218
Subscribers: 194,338
Newsstand: 14,880
Readers Per Copy: 10.96*
(ABC Statement 6/30/11 / *Fall 2011 MRI)

ABC Statement 6/30/2011:
[Click Here for PDF](#)

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

Under 18 Years: n/a
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: Fall 2011 GfK MRI)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$22,495	\$21,370	\$20,470	\$19,345	\$18,445
Cover 3	\$21,510	\$20,440	\$19,580	\$18,495	\$17,645
Cover 4	\$24,455	\$23,225	\$22,260	\$21,030	\$20,060

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$19,560	\$18,580	\$17,800	\$16,820	\$16,040
2/3 Page	\$15,055	\$14,305	\$13,700	\$12,955	\$12,355
1/2 Page	\$13,100	\$12,445	\$11,925	\$11,270	\$10,740
1/3 Page	\$10,360	\$9,845	\$9,435	\$8,915	\$8,505
1/4 Page	\$7,040	\$6,695	\$6,400	\$6,055	\$5,770

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$16,235	\$15,415	\$14,770	\$13,965	\$13,315
2/3 Page	\$12,175	\$11,565	\$11,075	\$10,470	\$9,985
1/2 Page	\$10,875	\$10,330	\$9,900	\$9,350	\$8,920
1/3 Page	\$8,120	\$7,710	\$7,385	\$6,980	\$6,650
1/4 Page	\$5,845	\$5,555	\$5,320	\$5,020	\$4,795

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$13,690	\$13,010	\$12,460	\$11,770	\$11,225
2/3 Page	\$10,270	\$9,755	\$9,345	\$8,830	\$8,415
1/2 Page	\$9,175	\$8,710	\$8,350	\$7,885	\$7,520
1/3 Page	\$6,850	\$6,500	\$6,225	\$5,885	\$5,615
1/4 Page	\$4,930	\$4,680	\$4,485	\$4,240	\$4,045
1/6 Page	\$3,695	\$3,515	\$3,360	\$3,180	\$3,030
1/12 Page	\$2,325	\$2,205	\$2,125	\$2,000	\$1,910

Rates subject to change upon notice from the publisher.



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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	09/09/11	11/08/11
Feb 2012	10/07/11	12/06/11
Mar 2012	11/02/11	01/03/12
Apr	11/29/11	01/31/12
May	12/19/11	02/28/12
Jun	02/01/12	04/03/12
Jul	03/01/12	05/01/12
Aug	04/04/12	06/05/12
Sept	05/02/12	07/03/12
Oct	06/06/12	08/07/12
Nov	06/29/12	09/04/12
Dec	08/01/12	10/02/12
Jan 2013	09/06/12	11/06/12
Feb 2013	10/02/12	12/04/12
Mar 2013	10/25/12	01/01/13



CAR CRAFT Specials

Issue	Ad Close/ Materials Due	On Sale
LS Engine Rev.	11/30/11	01/31/12
Engine Swaps	03/01/12	05/01/12
Elapsed Times	06/12/12	08/07/12
Engine Swaps	10/22/12	12/18/12

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For current ad specifications, please see:

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

READER INTERACTION

Read/looked through the last
4 of 4 issues: 92%

Very satisfied or satisfied
with the editorial content: 96%

Spent 1 to less than 3 hours reading/looking
through a typical issue: 67%

Keep issues for future reference: 92%

Visited advertiser's website as result of reading
ads or articles in Car Craft magazine: 83%

Purchased product based on something read in
Car Craft magazine (store, online or via phone):
90%

Made repairs as a result of reading a how-to
story in Car Craft Magazine
in the past 12 months: 76%
(2008 Reader Survey)

MILEAGE

Personally drove street machine 3,000+ miles
in the last 12 months: 43%
(2009 Zoomerang Subscriber Survey)

MAINTENANCE

Spent \$500+ on maintenance products
annually: 30%

Personally perform vehicle maintenance: 98%

Perform maintenance on other people's
vehicles: 66%

Plan to make modifications to vehicle in the
next 12 months: 85%
(2009 Zoomerang Subscriber Survey)

PRODUCT PURCHASES

Wheels: 27%
Plan to purchase wheels: 42%
Purchased 4+ tires: 66%
(2009 Zoomerang Subscriber Survey)

TOOL OWNERSHIP

Own hand tools: 100%
Own power tools: 98%
(2009 Zoomerang Subscriber Survey)

ADVICE/INFLUENCE

Automotive advice shared with others in the past 2
months

Vehicle brand/model purchase: 60%
Modifications: 66%
Repairs: 73%

Purchase of a product: 64%
Purchase of a service: 33%

Gave advice on automotive-related purchases once a
week or more: 37%
(2009 Zoomerang Subscriber Survey)

INTERNET USAGE

Uses the internet to research new products for
purchase: 90%

Use the internet 5+ hours a week: 64%
Use forums: 71%

(2009 Zoomerang Subscriber Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months
Motor oil	86%	64%
Oil filters	79%	59%
Car wax & polish	59%	37%
Tire care	32%	19%
Air filters	75%	49%
Car cleaner wash/wipes	53%	32%
Anti-freeze/coolant	65%	40%
Leather & vinyl protectants	30%	16%
Windshield wipers	51%	30%
Spark plugs	62%	46%
Fuel additives	41%	24%
Vehicle battery	52%	28%
Brakes	62%	44%
Motor oil additives	33%	28%
Muffler	33%	32%
Shock absorbers/struts	35%	27%

(2009 Zoomerang Subscriber Survey)

STREET MACHINE OWNERSHIP

Own street machine: 94%

Owns 2 or more

street machines: 56%

Spent \$1,000+ on street machines the past 12 months: 73%

(2009 Zoomerang Subscriber Survey)

OTHER TYPES OF VEHICLES CURRENTLY OWN BOUGHT NEW/USED

	past year	next 12 months
	New	Used
Domestic car	37%	68%
Domestic truck	31%	44%
Domestic SUV	17%	19%
Import car	17%	23%
Motorcycle	14%	19%
Open car trailer	11%	9%
ATV	7%	8%
Import SUV	4%	3%
Import truck	3%	4%
Closed car trailer	4%	3%
Motor home	1%	4%
UTV	1%	n/a

(2009 Zoomerang Subscriber Survey)