

GM HIGH TECH PERFORMANCE 2012 MEDIA KIT

20 BEST NEW PRODUCTS

590 RWHP WITH CTS-V BOLT-ONS

45TH ANNIVERSARY CAMARO TESTED

GM High-Tech PERFORMANCE

OLD-SCHOOL

891-RWHP
PUMP-GAS LT1 MISSILE

COOL



9.0s IN A TRAILBLAZER SS!



PLUS!

GS NATIONALS
ROCKS BG

THIRD-GEN T5
BUILD & INSTALL

MID-11 GN
SUSPENSION TEST

DISPLAY UNTIL: 6.30.12



GMHIGHTECPERFORMANCE.COM

2025EN10N JE2J
MID-11 GN

BN1RD 8 IN2LVT
THIRD-GEN T2



GMHIGHTECPERFORMANCE.COM

GM High Tech Performance serves the exciting domestic late-model GM performance car enthusiast--Camaros, Firebirds, Corvettes, Grand Nationals. Maintaining a high-tech, fuel-injected performance car is a complicated job. GM High Tech Performance editorial specializes in covering fuel injection, supercharging, nitrous oxide systems, turbo technology, suspension technology, electronic engine management, cutting-edge engine hardware and anything else in the modern arsenal of GM power.



CIRCULATION DEMOGRAPHICS

Established: 1993
Published: 9 times/year
Total Audience: 242,000*
Circulation: 20,105**
Subscribers: 14,515
Newsstand: 5,998
Other: 362

Readers Per Copy: 12.10*

(*USPS Statement of Ownership, Management, and Circulation 2011 / **Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 91%
Single: 42%
Married: 41%
Attended College: 37%
Working Full Time: 62%
Mean Household Income: \$69,516
Median Household Income: \$63,225
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
Cover 2	\$5,720	\$5,435	\$5,205	\$4,690
Cover 3	\$5,615	\$5,335	\$5,115	\$4,600
Cover 4	\$6,240	\$5,930	\$5,675	\$5,120

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x
1 Page	\$5,200	\$4,945	\$4,735	\$4,265
2/3 Page	\$4,160	\$3,950	\$3,785	\$3,410
1/2 Page	\$3,485	\$3,305	\$3,175	\$2,855
1/3 Page	\$2,755	\$2,620	\$2,510	\$2,260
1/4 Page	\$2,080	\$1,975	\$1,890	\$1,710

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x
1 Page	\$4,420	\$4,200	\$4,020	\$3,620
2/3 Page	\$3,315	\$3,145	\$3,015	\$2,715
1/2 Page	\$2,650	\$2,520	\$2,415	\$2,170
1/3 Page	\$1,985	\$1,885	\$1,815	\$1,630
1/4 Page	\$1,550	\$1,470	\$1,405	\$1,270

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x
1 Page	\$3,640	\$3,460	\$3,315	\$2,985
2/3 Page	\$2,730	\$2,595	\$2,485	\$2,240
1/2 Page	\$2,040	\$1,935	\$1,850	\$1,670
1/3 Page	\$1,635	\$1,555	\$1,490	\$1,345
1/4 Page	\$1,275	\$1,205	\$1,155	\$1,045
1/6 Page	\$840	\$795	\$760	\$685
1/12 Page	\$505	\$485	\$465	\$420

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Issue	Ad Close/ Materials Due	On Sale
Jan 2012	08/31/11	10/25/10
Feb 2012	10/11/11	12/06/11
Mar 2012	11/16/11	01/17/12
Apr	01/03/12	02/28/12
May	02/13/12	04/10/12
Jul	03/27/12	05/22/12
Aug	05/07/12	07/03/12
Sept	06/18/12	08/14/12
Nov	07/30/12	09/25/12
Jan 2013	09/11/12	11/06/12
Feb 2013	10/19/12	12/18/12
Mar 2013	11/28/12	01/29/13



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For current ad specifications, please see:

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

COMPUTER USAGE

Own a Home Computer: 88%
 Access the Internet Daily: 63.2%
 Access the Internet From Home: 83.9%
 Access the Internet From Work: 41.9%
 Made Purchases
 Over the Internet: 76.8%
 "Often" or "Sometimes" visit
 www.GMHighTechPerformance.com:
 70.8%

(Source: 2003 Reader Survey)

READERSHIP INFORMATION

Have Read Magazine For
 3 or More Years: 48.4%
 Read All of the Last 4 Issues: 80.9%
 Spend an Hour
 or More Reading an Issue: 85.3%
 Read ALL of each Issue: 75%
 Save Entire Issue After Reading: 87.5%

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

Visited an Advertiser's Website: 72.7%
 Purchased the Product
 or Service: 66.5%
 Requested Additional Information: 43.5%
 Recommended the Purchase
 to Another: 42.5%
 Filed the Ad for Future Reference: 29.4%

Others Have Sought Readers Advice in the Following Areas.

Modifications: 80.5%
 Purchase of a Product: 72%
 Repairs: 69.6%
 Purchase of a Vehicle: 60.9%
 Purchase of a Service: 40.5%
 Average Number of Times
 Others Sought Reader's Expert
 Advice in the Past Year: 74

(Source: 2003 Reader Survey)

VEHICLE OWNERSHIP

Number of Non-enthusiast Vehicles Owned.

Average Number of CARS Owned: 2.5
 Average Number of
 TRUCKS Owned: 0.8
 Average Number of SUVs Owned: 0.4
 Average Number of
 VEHICLES Owned: 3.6

(Source: 2003 Reader Survey)

VEHICLE MAINTENANCE

Maintenance Items Personally Performed by Readers.

Wash/Wax: 96.8%
 Filter Change (Oil, Air, Fuel): 90.6%
 Oil Change: 87.5%
 Preserve Vinyl/Rubber: 82.5%
 Tune-up: 78.8%
 Coolant Change: 77%
 Brakes: 76.6%

Spend \$250 or more a Year on Maintenance Products: 54.8%

(Source: 2003 Reader Survey)

AUTOMOTIVE ELECTRONICS

Purchased in the Past 12 Months.

Speakers: 58.5%
 AM/FM/CD: 55.3%
 Amplifier/Crossover: 33.6%
 Radar Detector: 31.6%
 Woofers: 30.4%
 Anti-theft Device: 20%
 Satellite Radio: 8.3%
 AM/FM/Tape: 5.3%
 CB Radio: 3.7%
 GPS / Navigation: 3.5%

(Source: 2003 Reader Survey)

GM PERFORMANCE CAR INFORMATION

Number of GM PERFORMANCE CARS Owned.

None: 2.4%
 One: 49.5%
 Two: 29.2%
 Three: 9.6%
 Four: 4.8%

Five or more: 4.5%

Average Number of GM
 PERFORMANCE CARS Owned: 1.8

Models of GM PERFORMANCE CARS Owned.

Camaro: 51.4%
 Firebird / Trans Am: 31.9%
 Other Chevy: 16%
 Grand Nat'l / T-type: 12.4%
 Corvette: 12.1%
 Impala SS: 7.6%
 Grand Prix: 4.3%
 Other Pontiac: 3.8%
 Other Buick: 3.6%
 Cadillac: 2.9%
 Other Oldsmobile: 2.5%
 Grand Am: 2.4%
 Saturn: 0.9%

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

Mean: \$5,626
 Median: \$3,000

(Source: 2003 Reader Survey)

SELF MAINTENANCE

Readers Who Perform Repairs, Modifications, or Building.

Do Everything Yourself: 28%
 Do Most Yourself: 42.8%
 Do Some Yourself: 20.4%
 Do Only Maintenance: 6.5%
 Don't Work on Car at All: 2.2%

(Source: 2003 Reader Survey)

WHEEL PURCHASES**Type of Wheels Owned.**

Factory Alloy: 71.3%
Aftermarket 1-Piece Alloy: 25.9%
Aftermarket 2-Piece Alloy: 18.2%
Factory Steel: 17.6%
Billet: 9.6%
Aftermarket 3-Piece Alloy: 6.9%
Average Number of Wheels
Purchased a Year: 0.7
(Source: 2003 Reader Survey)

TIRE PURCHASES**Type of Tires Owned.**

Ultra High Performance (VorZ):
68.4%
Dot Racing: 26.9%
All-Season: 25.3%
Performance: 24.1%
High Performance (HorS): 23.1%
Slicks: 19.1%
Passenger: 14.4%
Mud/Snow (M+S): 14.3%
Touring: 7.1%
Average Number of
Tire Purchased a Year: 3.7
(Source: 2003 Reader Survey)

TYPES OF WORK DONE**Type of Work Done to
GM PERFORMANCE CARS
in the Past 12 Months.**

Modified Engine: 92.9%
Personally Built Vehicle: 22.4%
Repainted Vehicle: 20.2%
Customized Paint: 10.1%
(Source: 2003 Reader Survey)

TYPES OF WORK DONE**Aftermarket Purchases Made
in Past 12 Months.**

Air Filter: 72.9%
Alternator: 22.3%
Battery: 46.5%
Big Valves: 13.5%
Body Panels: 12.4%
Boost Controller: 6.8%
Braided Steel Lines: 20.9%
Brake Pads-High Performance: 40.5%
Camshaft: 28.7%
Cat-back System: 43.7%
Catalytic Converter: 14.9%
Cold Air Inlet: 41.6%
Computer Chips: 28.9%
Control Arms: 21.5%
Clutch & Flywheel: 16.7%
Connecting Rods: 11.2%
Convertor Kit: 9.2%
Cross-drilled Rotors: 16.4%
Custom Grille: 11.2%
Cylinder Heads: 21%
Distributor: 13.4%
EFI Controller: 5.5%
EGT Sensor: 4.4%
Engine Bolt-Ons: 49.1%
Engine Rebuild: 16.6%
Exhaust Systems: 43.9%
4-link Suspension: 3.4%
Floor Mats / Carpeting: 21.3%
Fuel Injection: 11.8%
Fuel Pressure Regulator: 19.4%
Fuel Pump / Filter: 36.9%
Ground Effects: 5.9%
Gauges / Instruments: 29.4%
H.E.D. Lights: 5.8%
Headers: 36.3%
Ignition System: 25.3%
Mass Air Flow Sensor: 26.8%
Lights: 21.2%
Muffler: 35.9%

Nitrous Oxide System (NOS): 11.9%

Pistons: 14.5%
Plug Wires: 50.6%
Roll Bar / Cage: 8.5%
Seats: 9%
Seat Covers: 7.7%
Shifter: 21%
Shock Tower Brace: 18.2%
Shocks / Struts: 24.6%
Spoilers: 7.5%
Steering Wheel: 7.4%
Stroker Kits: 7.9%
Supercharger: 4.2%
Springs: 20.9%
Subframe Connectors: 22.9%
Sway Bars: 14.6%
Transmission: 22.8%
Turbocharger: 6.3%
Throttle Body: 19.8%
Valvetrain: 17.6%
Window Tinting: 29.3%
(Source: 2003 Reader Survey)