

HIGH PERFORMANCE PONTIAC 2012 MEDIA KIT

BUILDING THE **PROJECT PURE PONCHO 467ci ENGINE**

HIGH PERFORMANCE

PONTIAC

HIGHPERFORMANCEPONTIAC.COM



10 WAYS

MODERN TECHNOLOGY
CAN **IMPROVE A
RESTORATION**



RESURRECTING A
HIGHLY COLLECTIBLE
Y82 BANDIT

**9 GREAT
NEW GADGETS**

**HOW-TO: CORRECT
ENGINE IDLE ISSUES**

**LEARNING FROM
A 17,000-MILE
SECOND-GEN T/A**



**HOT 535ci & 455ci
STRIP COMBOS REVEALED!**

\$5.99 JUNE 2012



A SOURCE INTERLINK MEDIA PUBLICATION

2181B COMBOS REVEALED!
HOT 232ci & 422ci



SECOND-GEN IV
T/A

Since 1979, *High Performance Pontiac* has covered all facets of GM's "Performance" division. Each issue presents restored, modified, and racing GTOs, Trans Ams, Firebirds, 2+2s and Catalinas of the past, plus today's high-tech, fuel-injected T/A, GTO, and G8 screamers replete with histories, performance capabilities, and technical highlights. *High Performance Pontiac* also has in-depth tech articles featuring aftermarket parts and services that enable the reader to modify, restore and/or better enjoy their Pontiacs. High Performance Pontiac also provides interviews and historical articles on the men and machines that made Pontiacs legendary.



CIRCULATION DEMOGRAPHICS

Established: 1979
Published: Monthly
Total Audience: 291,000*
Circulation: 24,000**
Subscribers: 19,504
Newsstand: 5,586
Other: 489
Readers Per Copy: 12.10*
(*USPS Statement of Ownership, Management, and Circulation 2011 / *Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 92%
Single: 35%
Married: 50%
Attended College: 51%
Working Full Time: 62%
Mean Household Income: \$83,034
Median Household Income: \$70,641
Mean Age: 42.2
Median Age: 41.9

AGE

18 to 24 Years: 13%
25 to 34 Years: 21%
35 to 44 Years: 24%
45 to 54 Years: 20%
55 to 64 Years: 14%
65+ Years: 8%

HOUSEHOLD INCOME

Under \$40,000: 26%
\$40,000-\$49,999: 7%
\$50,000-\$74,999: 21%
\$75,000 & Over: 46%

(Source: 2011 Fall GfK MRI Prototype Estimate)

High Performance Pontiac is the most-respected, most subscribed to,
and oldest national Pontiac magazine in the world.

- High Performance Pontiac magazine's focus is 75-percent vintage Pontiac musclecars with 25-percent late-model performance content. Like other SIM enthusiast titles, our readership is comprised of do-it-yourselfers, who use our tech stories as a guide to modify or restore their own vehicles or those who learn enough by reading our stories to provide informed decisions when having a shop do the work that is beyond their mechanical skill.
- Tech stories are usually comprised of detailed installations and before and after testing when applicable to verify the product's marketing claims. Tech subjects are split between performance and restoration with emphasis on the former.
- High Performance Pontiac is comprised of 33% feature stories, 33% special features and events, and 33% technical articles.
- High Performance Pontiac supports Pontiac racers with exclusive regular features like the HPP Pavement Pounders Shootout, which provides detailed information on track- proven combinations.
- High Performance Pontiac offers a monthly technical Q&A column for readers to submit questions, answered by some of the biggest names in Pontiac engine building, restoration, and repair.
- High Performance Pontiac offers a monthly new-product showcase, allowing advertisers to get their product in front of our readers.
- High Performance Pontiac has coverage of most of the major Pontiac events throughout the annual season. Many of these shows include drag racing in addition to car shows.
- High Performance Pontiac has exclusive content that brings readers back every month including interviews with the biggest names in the hobby, Pontiac drag racers, Pontiac historical events, and features on Pontiac experimental cars.
- High Performance Pontiac has an editorial staff that is passionate about Pontiacs, and this shows in the content of the magazine.

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$5,470	\$5,190	\$4,975	\$4,755	\$4,400
Cover 3	\$5,245	\$4,975	\$4,765	\$4,555	\$4,215
Cover 4	\$6,040	\$5,735	\$5,495	\$5,255	\$4,860

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$4,900	\$4,655	\$4,470	\$4,270	\$3,950
2/3 Page	\$3,680	\$3,505	\$3,355	\$3,210	\$2,970
1/2 Page	\$3,275	\$3,115	\$2,980	\$2,850	\$2,640
1/3 Page	\$2,460	\$2,335	\$2,240	\$2,140	\$1,980

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$4,270	\$4,055	\$3,885	\$3,715	\$3,435
2/3 Page	\$3,215	\$3,050	\$2,925	\$2,795	\$2,585
1/2 Page	\$2,850	\$2,710	\$2,600	\$2,485	\$2,295
1/3 Page	\$2,140	\$2,040	\$1,955	\$1,870	\$1,725

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$3,675	\$3,495	\$3,350	\$3,205	\$2,965
2/3 Page	\$2,760	\$2,625	\$2,515	\$2,405	\$2,225
1/2 Page	\$2,450	\$2,325	\$2,230	\$2,125	\$1,970
1/3 Page	\$1,855	\$1,755	\$1,680	\$1,605	\$1,490
1/4 Page	\$1,335	\$1,270	\$1,215	\$1,160	\$1,075
1/6 Page	\$1,020	\$970	\$930	\$895	\$820
1/12 Page	\$665	\$630	\$600	\$580	\$535

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	08/24/11	10/18/11
Feb 2012	09/22/11	11/15/11
Mar 2012	10/18/11	12/13/11
Apr 2012	11/15/11	01/17/12
May	12/19/11	02/14/12
Jun	01/17/12	03/13/12
Jul	02/15/12	04/17/12
Aug	03/21/12	05/15/12
Sept	04/19/12	06/12/12
Oct	05/18/12	07/17/12
Nov	06/19/12	08/14/12
Dec	07/17/12	09/11/12
Jan 2013	08/16/12	10/16/12
Feb 2013	09/13/12	11/13/12
Mar 2013	10/11/12	12/11/12



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For current ad specifications, please see:

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

READER INTERACTION

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

Very satisfied or satisfied with the editorial content: 97%

Spent 1 to less than 3 hours reading/looking through a typical issue: 71%

Keep issues for future reference: 97%

Visited advertiser's website as result of reading ads or articles in High Performance Pontiac magazine or highperformancepontiac.com: 72%

Purchased product based on something read in High Performance Pontiac magazine or on highperformancepontiac.com (In store, online or by phone): 81%

Made repairs as a result of reading a how-to story in High Performance Pontiac Magazine in the past 12 months: 72%

Made repairs as a result of reading a how-to story on highperformancepontiac.com in the past 12 months: 48%
(2010 Zoomerang Reader Survey)

MILEAGE

Personally drove Pontiac 3,000+ miles in the last 12 months: 30%
(2011 Zoomerang Reader Survey)

MAINTENANCE

Spent \$200+ on maintenance products annually: 59%

Personally perform vehicle maintenance: 96%

Perform maintenance on other people's vehicles: 47%

Plan to make modifications to Pontiac in the next 12 months: 76%
(2011 Zoomerang Reader Survey)

PRODUCT PURCHASES

Wheels: 23%

Plan to purchase wheels: 31%
Purchased 4+ tires: 57%
(2011 Zoomerang Reader Survey)

TOOL OWNERSHIP

Own hand tools: 99%
Own power tools: 96%
(2011 Zoomerang Subscriber Survey)

PONTIAC OWNERSHIP

Own Pontiac: 96%
Owns 2 or more Pontiacs: 53%
Spent \$1,000+ on Pontiac the past 12 months: 66%
(2011 Zoomerang Reader Survey)

ADVICE/INFLUENCE

Automotive advice shared with others in the past 12 months:

Vehicle brand/model purchase: 49%
Modifications: 44%
Repairs: 56%
Purchase of a product: 54%
Purchase of a service: 29%
Gave advice on automotive-related purchases once a week or more: 31%
(2011 Zoomerang Reader Survey)

INTERNET USAGE

Uses the internet to research new products for purchase: 84%
Use the internet 5+ hours a week: 58%
Use forums or blogs to interact with other enthusiasts: 43%
(2011 Zoomerang Reader Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months
Motor oil:	72%	43%
Oil filters:	64%	36%
Car wax & polish:	53%	22%
Tire care:	21%	11%
Air filters:	51%	17%
Car cleaner wash/wipes:	41%	16%
Anti-freeze/coolant:	49%	16%
Leather & vinyl protectants:	25%	11%
Windshield wipers:	30%	12%
Spark plugs:	47%	22%
Fuel additives:	28%	15%
Vehicle battery:	49%	21%
Brakes:	42%	18%
Motor oil additives:	27%	16%
Muffler:	24%	16%
Shock absorbers/struts:	21%	12%

(2011 Zoomerang Reader Survey)