

# HOT ROD 2012 MEDIA KIT

WHEN NASCAR MATTERED (WHAT WENT WRONG?) PG. 52

# HOT ROD



**1377 HP  
AT THE  
WHEELS!**



## RETRO REBELS

UNPREDICTABLE  
HOMEBUILT  
HOT RODS

★ **Driven Everywhere:**  
Diesel-Powered Four-Door  
Turned Pickup at the  
Bonneville Salt Flats

**TESTED  
BOSS 302 INTAKE  
FOR MUSTANG GTs**

MAY 2012 SEE MORE AT HOTROD.COM



A SOURCE INTERLINK MEDIA PUBLICATION



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**HOW TO BUY  
YOUR FIRST TURBO**

**PROVEN  
PAXTON'S LATEST  
LOW-BUCK BLOWER KIT**

**HOT ROD WHERE IT ALL BEGAN**

HOT ROD WHERE IT ALL BEGAN

LOW-BUCK BLOWER KIT  
PAXTON'S LATEST  
PROVEN

HOW TO BUY YOUR FIRST TURBO

*Hot Rod* covers the gamut of hot rodding with an unrivaled mix of technical information, industry commentary, and new trends. Delivering a wider range of information than the competition, *Hot Rod* engages its loyal readers with a compelling visual style and comprehensive editorial package. Regular departments—from the thoughtful musings of “Starting Line” to the in-your-face reader letters of “Bench Racing”—not only inform, but entertain the reader as well.



## CIRCULATION DEMOGRAPHICS

Established: 1948  
Published: Monthly  
Total Audience: 6,249,000\*  
Circulation: 654,521  
Subscribers: 605,822  
Newsstand: 48,699  
Readers Per Copy: 9.76\*  
(ABC Statement 12/31/2011 / \*Fall 2011 MRI)

ABC Statement 12/31/2011:  
[Click Here for PDF](#)

## DEMOGRAPHIC PROFILE

Male: 92%  
Single: 36%  
Married: 46%  
Attended College: 39%  
Working Full Time: 57%  
Mean Household Income: \$65,749  
Median Household Income: \$54,893  
Mean Age: 40.5  
Median Age: 39.9

## AGE

Under 18 Years: n/a  
18 to 24 Years: 18%  
25 to 34 Years: 20%  
35 to 44 Years: 24%  
45 to 54 Years: 18%  
55 to 64 Years: 13%  
65+ Years: 7%

## HOUSEHOLD INCOME

Under \$40,000: 35%  
\$40,000-\$49,999: 9%  
\$50,000-\$74,999: 23%  
\$75,000 & Over: 33%  
(Source: 2011 Fall GfK MRI)

## GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$94,855	\$92,015	\$90,120	\$88,220	\$86,320
Cover 3	\$103,495	\$100,385	\$98,315	\$96,240	\$94,170
Cover 4	\$112,105	\$108,740	\$106,505	\$104,260	\$102,015

## GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$92,020	\$89,255	\$87,415	\$85,580	\$83,740
2/3 Page	\$73,605	\$71,405	\$69,935	\$68,460	\$66,985
1/2 Page	\$60,745	\$58,920	\$57,705	\$56,490	\$55,275
1/3 Page	\$50,600	\$49,090	\$48,075	\$47,065	\$46,055
1/4 Page	\$32,210	\$31,235	\$30,595	\$29,945	\$29,305
1/6 Page	\$23,010	\$22,315	\$21,855	\$21,400	\$20,940
1/12 Page	\$12,880	\$12,495	\$12,240	\$11,985	\$11,720

## GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$71,035	\$68,905	\$67,490	\$66,070	\$64,645
2/3 Page	\$55,215	\$53,560	\$52,450	\$51,350	\$50,235
1/2 Page	\$44,045	\$42,725	\$41,845	\$40,955	\$40,080
1/3 Page	\$34,105	\$33,090	\$32,405	\$31,715	\$31,040
1/4 Page	\$24,865	\$24,120	\$23,620	\$23,125	\$22,625
1/6 Page	\$17,765	\$17,230	\$16,875	\$16,515	\$16,160
1/12 Page	\$9,950	\$9,645	\$9,450	\$9,250	\$9,055

## GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$56,830	\$55,125	\$53,990	\$52,855	\$51,720
2/3 Page	\$42,790	\$41,505	\$40,655	\$39,800	\$38,940
1/2 Page	\$34,105	\$33,090	\$32,405	\$31,715	\$31,040
1/3 Page	\$25,575	\$24,815	\$24,305	\$23,795	\$23,275
1/4 Page	\$19,890	\$19,290	\$18,895	\$18,500	\$18,100
1/6 Page	\$14,210	\$13,795	\$13,500	\$13,220	\$12,930
1/12 Page	\$7,675	\$7,445	\$7,290	\$7,140	\$6,985

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](http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/conditions_bottom.html)

For current Source Interlink Media automotive group general policies, please see:

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Issue	Ad Close/ Materials Due	On Sale
Jan 2012	09/23/11	11/16/11
Feb 2012	10/19/11	12/13/11
Mar 2012	11/16/11	01/17/12
Apr	12/12	02/14/12
May	01/17/12	03/13/12
Jun	02/22/12	04/17/12
Jul	03/21/12	05/15/12
Aug	04/17/12	06/12/12
Sept	05/15/12	07/10/12
Oct	06/19/12	08/14/12
Nov	07/17/12	09/11/12
Dec	08/21/12	10/16/12
Jan 2013	09/19/12	11/13/12
Feb 2013	10/15/12	12/11/12
Mar 2013	11/13/12	01/15/13



## Jerry Pitt

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For current ad specifications, please see:

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

## COMPUTER USAGE

Own a Home Computer: 82.4%  
Access the Internet in  
Past 12 Months: 79.6%  
Made Purchases  
Over the Internet: 54.3%  
"Often" or "Sometimes" visit  
www.HotRod.com: 56%  
(Source: 2003 Reader Survey)

## READERSHIP INFORMATION

Have Read Magazine for  
9 or more years: 75.3%  
Read All of the Last 4 Issues: 85.9%  
Spend an hour  
or more reading an Issue: 70.2%  
Read ALL of each Issue: 68.9%  
Save Entire Issue After Reading: 71.5%

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

Purchased the Product  
or Service: 62.9%  
Requested Additional Information: 44.4%  
Filed the Ad for Future Reference: 38.4%  
Recommended the Purchase  
to Another: 33.8%

### Others Have Sought Readers Advice in the Following Areas.

Repairs: 78.5%  
Purchase of a Product: 68.5%  
Modifications: 65.8%  
Purchase of a Vehicle: 59.7%  
Purchase of a Service: 43%

Average Number of Times  
Others Sought Reader's Expert  
Advice in the Past Year: 80

(Source: 2003 Reader Survey)

## VEHICLE OWNERSHIP

### Number of Non-enthusiast Vehicles Owned.

Average Number of  
CARS Owned: 1.4  
Average Number of  
TRUCKS Owned: 1.0  
Average Number of  
SUVs Owned: 0.5  
Average Number of  
VEHICLES Owned: 2.9  
(Source: 2003 Reader Survey)

## AUTOMOTIVE ELECTRONICS

### Purchased in the Past 12 Months.

Speakers: 73.2%  
AM/FM/CD: 59.8%  
Woofers: 26.8%  
Amplifier/Crossover: 23.2%  
Radar Detector: 22%  
AM/FM/Tape: 22%  
Anti-theft Device: 17.1%  
CB Radio: 15.9%  
GPS / Navigation: 7.3%  
Satellite Radio: 4.9%  
(Source: 2003 Reader Survey)

## VEHICLE MAINTENANCE

### Maintenance Items Personally Performed by Readers.

Wash/Wax: 95.3%  
Filter Change (Oil, Air, Fuel): 93.3%  
Oil Change: 90.7%  
Tune-up: 87.3%  
Coolant Change: 82%  
Perserve Vinyl/Rubber: 80%  
Brakes: 78%

Spend \$250 or more a Year on  
Maintenance Products: 53.7%

(Source: 2003 Reader Survey)

## ROD INFORMATION

### Number of Street Rods, Street Machines, Street Trucks and Off-Road Trucks Owned.

None: 14%  
One: 35.3%  
Two: 25.3%  
Three: 12.7%  
Four: 6.7%  
Five or more: 6%

The Average Number of Street Rods,  
Street Machines, Street Trucks and  
Off-Road Trucks Owned: 1.8

### Types of Street Rods, Street Machines, Street Trucks and Off-Road Trucks.

Street Machine (1949+): 77.5%  
Street Truck: 33.3%  
Street Rod: 20.9%  
Off-Road Truck: 14.7%

### Amount Spent on Street Rods, Street Machines, Street Trucks and Off-Road Trucks in the Past Year (excluding the Purchase Price)

Mean: \$6,229  
Median: \$3,000  
(Source: 2003 Reader Survey)

## SELF MAINTENANCE

### Readers Who Perform Repairs, Modifications, or Building.

Do Everything Yourself: 34.9%  
Do Most Yourself: 44.3%  
Do Some Yourself: 14.1%  
Do Only Maintenance: 4.7%

(Source: 2003 Reader Survey)

## AFTERMARKET PURCHASES

### Aftermarket Purchases Made in Past 12 Months.

Alternator: 37.7%  
Battery: 70.2%  
Bed Liner: 6%  
Big Valves: 15.9%  
Boost Controller: 3.3%  
Braided Steel Lines: 27.2%  
Brakes: 70.9%  
Brake Pads—High Performance: 29.8%  
Camshaft: 31.1%  
Carburetor: 39.7%  
Catalytic Converter: 11.3%  
Cat-back System: 13.9%  
Computer Chips: 10.6%  
Clutch & Flywheel: 20.5%  
Connecting Rods: 15.2%  
Cross-drilled Rotors: 2.6%  
Custom Grille: 8.6%  
Cylinder Heads: 16.6%  
Cylinder Head Porting: 15.2%  
Distributor: 28.5%  
Engine Bolt-Ons: 45.7%  
Engine Management: 6.6%  
Engine Swap: 25.2%  
Exhaust Systems: 47.7%  
Floor Mats / Carpeting: 35.1%  
Fuel Injection: 7.9%  
Fuel Pump/ Filter: 43.7%  
Gauges / Instruments: 44.4%  
Ground Effects: 5.3%  
Headers: 35.8%  
Ignition Systems: 31.1%  
Lights: 33.1%  
Muffler: 43.7%  
Nitrous Oxide System (NOS): 6.6%  
Pistons: 19.9%  
Spark Plug Wires: 57.6%  
Rear-end Gears: 27.2%  
Roll Bar/Cage: 7.9%  
Seats: 14.6%  
Seat Covers: 14.6%  
Shifter: 23.2%

Shock Absorbers: 40.4%  
Spark Plugs: 72.2%  
Spark Plugs Wires: 72.2%  
Louvers / Vent / Spoilers / Scoops: 13.2%  
Steering Wheel: 15.2%  
Stress Bars: 4%  
Supercharger: 3.3%  
Springs: 24.5%  
Sways Bars: 11.3%  
Torque Convertors: 16.6%  
Turbocharger: 2.6%  
Valvetrain: 19.2%  
Window Tinting: 21.2%

(Source: 2003 Reader Survey)

## WHEEL PURCHASES

Readers Who Purchase 4 or More Wheels a Year: 32.6%  
Factory Steel: 41.9%  
Aftermarket 1-Piece Alloy: 41.2%  
Factory Alloy: 39.7%  
Aftermarket 2-Piece Alloy: 25%  
Billet: 18.4%  
Aftermarket 3-Piece Alloy: 6.6%

(Source: 2003 Reader Survey)

## TIRE PURCHASES

Readers Who Purchase 4 or More Tires a Year: 73.1%  
All-Season: 40.4%  
Performance: 42.5%  
Passenger: 37%  
High Performance (HorS): 28.8%  
Mud/Snow (M+S): 28.8%  
Slicks: 21.2%  
Ultra High Performance (VorZ): 13.7%  
Dot Racing: 12.3%  
Touring: 15.1%

(Source: 2003 Reader Survey)

## TYPES OF WORK DONE

### Type of Work Done to Street Machines or Street Rods.

Modified Engine: 81%  
Custom Wheels or Tires: 69%  
Repainted Vehicle: 50%  
Personally Built Vehicle: 46%  
Have Completed Work: 40.5%  
Customized Paint: 26.2%

(Source: 2003 Reader Survey)