

100% PURE RETRO

HOT ROD

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STILLA BEST-SELLER

Subscriptions now available!

57,560*
CIRCULATION

*2010 SIM Consumer Marketing (six month average)

HOT ROD is retro and *HOT ROD Deluxe* was the first magazine to cover car culture and the retro craze. Join the *HOT ROD* staff as this retro-style magazine like no other broadens its reach!

Our enthusiasts go **OUT OF THEIR WAY** to pick up an issue.

100% RETRO

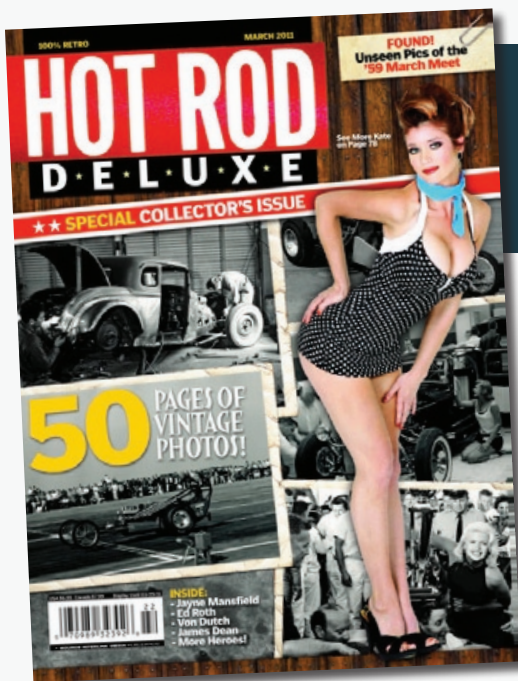
HOT ROD

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What makes *HOT ROD Deluxe* different from the other kulture mags on the 'stands?

- ★ It celebrates traditional hot rodding from the perspective only *HOT ROD* bring. Reflecting on the historical perspective from the origins of car culture, *HOT ROD Deluxe* taps into its unrivaled archive of materials, and romances hot rodding as a uniquely American tradition.
- ★ *HOT ROD Deluxe* provides both new generations of enthusiasts and graybeards with detailed "how-to" tech that reflects the passion of fabricating and drag racing set-up, plus engine builds of the powerplants traditional enthusiasts seek to recreate the image and styling of hot rodding's formative years.
- ★ The pin-up also lives on in the most glamorous and appealing manner.



Reach enthusiasts
who go out of their way to buy your products!
HOT ROD Deluxe
No other magazine can deliver the impact.

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