

MODIFIED MUSTANGS & FORDS 2012 MEDIA KIT

NEW EFI FUEL SYSTEM FOR EARLY MUSTANGS

MODIFIED Mustangs & Fords

THE SOURCE FOR CLASSIC FORD PERFORMANCE



A BETTER BOSS 351

ROD SASSAMAN BUILT THE BOSS THAT FORD DIDN'T!

IDEAL INDUCTION
SELECTING A CAM, INTAKE,
AND HEADS

POWER STROKE
BUILD A 515HP 331CI

CLASSIC DAYS
MUSTANGS OF EUROPE

A SOURCE INTERLINK MEDIA PUBLICATION
APRIL 2012 \$5.99

modifiedmustangsandfords.com

PLUS!
TED NOURSE'S
'67 "SCARELANE"
453HP MONSTER



modifiedmustangsandfords.com

A SOURCE INTERLINK MEDIA PUBLICATION

MONSTER
"SCARELANE"
TED NOURSE'S
453HP



MODIFIED MUSTANGS & FORDS is a magazine well known for its content and dedication to performance-oriented classic Mustangs ('65-'78) and Ford products from the '50s to the '70s. For the true Ford enthusiast, *Modified Mustangs & Fords* represents the only all encompassing classic Ford magazine title on the shelf. If it has a Ford oval or Ford script on it, you'll see it within our pages.



CIRCULATION DEMOGRAPHICS

Established: 1982
Published: Monthly
Total Audience: 339,000*
Circulation: 27,979
Subscribers: 20,014
Newsstand: 6,961
Other: 1,004
Readers Per Copy: 12.10*
(USPS Statement of Ownership, Management, and Circulation 2011 / *Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 94%
Single: 30%
Married: 55%
Attended College: 54%
Working Full Time: 63%
Mean Household Income: \$83,442
Median Household Income: \$70,761
Mean Age: 43.3
Median Age: 42.9

AGE

18 to 24 Years: 9%
25 to 34 Years: 24%
35 to 44 Years: 22%
45 to 54 Years: 21%
55 to 64 Years: 14%
65+ Years: 9%

HOUSEHOLD INCOME

Under \$40,000: 28%
\$40,000-\$49,999: 8%
\$50,000-\$74,999: 18%
\$75,000 & Over: 47%

(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$6,900	\$6,555	\$6,030	\$5,425	\$4,610
Cover 3	\$6,625	\$6,295	\$5,790	\$5,210	\$4,430
Cover 4	\$7,500	\$7,125	\$6,555	\$5,900	\$5,015

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$6,000	\$5,700	\$5,245	\$4,720	\$4,010
2/3 Page	\$4,800	\$4,560	\$4,195	\$3,775	\$3,210
1/2 Page	\$3,840	\$3,650	\$3,360	\$3,025	\$2,570
1/3 Page	\$3,070	\$2,915	\$2,680	\$2,410	\$2,050

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$5,280	\$5,015	\$4,615	\$4,155	\$3,530
2/3 Page	\$4,225	\$4,015	\$3,695	\$3,325	\$2,825
1/2 Page	\$3,380	\$3,210	\$2,955	\$2,660	\$2,260
1/3 Page	\$2,700	\$2,565	\$2,360	\$2,125	\$1,805

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$4,650	\$4,415	\$4,060	\$3,655	\$3,105
2/3 Page	\$3,720	\$3,535	\$3,250	\$2,925	\$2,485
1/2 Page	\$2,975	\$2,825	\$2,600	\$2,340	\$1,990
1/3 Page	\$2,380	\$2,260	\$2,080	\$1,870	\$1,590
1/4 Page	\$1,905	\$1,810	\$1,665	\$1,500	\$1,275
1/6 Page	\$1,525	\$1,450	\$1,335	\$1,200	\$1,020

Rates subject to change upon notice from the publisher.



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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	10/11/11	12/06/11
Feb 2012	11/04/11	01/03/12
Mar	11/30/11	01/31/12
Apr	01/03/12	02/28/12
May	02/07/12	04/03/12
Jun	03/07/12	05/01/12
Jul	04/10/12	06/05/12
Aug	05/08/12	07/03/12
Sept	06/12/12	08/07/12
Oct	07/10/12	09/04/12
Nov	08/07/12	10/02/12
Dec	09/12/12	11/06/12
Jan 2013	10/08/12	12/04/12
Feb 2013	10/31/12	01/01/13
Mar 2013	11/29/12	01/29/13



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For current ad specifications, please see:

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

READER INTERACTION

Read/looked through the last 4 of 4 issues: 89.9%

Very satisfied or satisfied with the editorial content: 81.8%

Average number of hours reading/looking through a typical issue: 2.2

Keep issues for future reference: 88.8%

Took any action as a result of reading ads or articles in Modified Mustangs & Fords: 92.9%

Took steps (internet/phone) after deciding to buy a product based on something read in Modified Mustangs & Fords: 97.9%

Average number of repairs made as a result of reading a how-to story in Modified Mustangs & Fords in the past 12 months: 2.1

(2008 Reader Survey)

MILEAGE

Average number of miles Mustang has been driven in the last 12 months :5,408

(2008 Reader Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months	Purchased/ Plan to Purchase
Any	99.1%	69.0%	99.1%
Motor oil	87.6%	38.9%	87.2%
Oil filters	84.8%	38.1%	86.0%
Car wax & polish	76.4%	28.3%	78.5%
Tire care	57.3%	20.9%	60.3%
Air filters	62.7%	27.1%	70.4%
Car cleaner wash/wipes	57.9%	22.7%	59.7%
Anti-freeze/coolant	55.8%	24.5%	61.2%
Leather & vinyl protectants	57.3%	20.4%	61.5%
Windshield wipers	53.6%	26.0%	63.9%
Spark plugs	49.4%	25.4%	60.9%
Tires	47.3%	27.4%	63.0%
Fuel additives	49.7%	21.5%	51.3%
Vehicle battery	46.1%	13.3%	54.0%
Brakes	44.5%	27.7%	61.2%
Motor oil additives	37.0%	15.6%	38.8%
Muffler	26.4%	17.1%	40.3%
Shock absorbers/struts	30.3%	19.5%	45.7%
Other aftermarket products	65.8%	41.9%	80.0%

(2008 Reader Survey)

MAINTENANCE

Average amount spent on maintenance products annually: \$309

Personally perform vehicle maintenance: 92.6%

Perform maintenance on other people's vehicles: 50.9%

Plan to make modifications to vehicle in the next 12 months: 80.5%
(2008 Reader Survey)

PRODUCT PURCHASES

Performance Parts: 92.7%

Automotive electronics: 61.8%

Wheels: 27.5%

Tires: 72.0%

(2008 Reader Survey)

TOOL OWNERSHIP

Own hand tools: 99.4%

Own power tools: 97.0%

(2008 Reader Survey)

MUSTANG & FORD OWNERSHIP

Owns Mustang: 85%

Owns 2 or more Mustangs: 33.7%

Owns Ford vehicle (other than Mustang): 84.7%

Owns 2 or more Ford vehicles (other than Mustang): 60.5%

Average amount spent on Mustangs/Fords in the past 12 months: \$3,834
(2008 Reader Survey)

OTHER TYPES OF VEHICLES CURRENTLY OWN/PLAN TO PURCHASE

Domestic car: 82.0%

Domestic truck: 56.0%

Domestic SUV: 33.5%

Import car: 26.9%

Motorcycle: 20.4%

Open car trailer: 17.7%

ATV: 9.0%

Import SUV: 6.0%

Import truck: 4.5%

Closed car trailer: 7.2%

Motor home: 1.8%

UTV: 0.6%

(2008 Reader Survey)

ADVICE/INFLUENCE

Automotive advice shared with others in the past 2 months

Any: 83.9%

Vehicle brand/model purchase: 53.3%

Modifications: 62.7%

Repairs: 57.0%

Purchase of a product: 58.2%

Purchase of a service: 31.2%

Gave advice on automotive-related purchases: 95.0%

(2008 Reader Survey)

INTERNET USAGE

Uses the internet: 99.4%

Average hours a week use computer for automotive-related activities: 8.5

(2008 Reader Survey)