

MUSCLE MUSTANGS & FAST FORDS 2012 MEDIA KIT

BOOSTED COYOTE DYNO THRASH: HOW TO MAKE **683** RWHP

MUSCLE

MORE POWER! INTAKE SHOWDOWN ON N/A THREE-VALVE

MUSTANGS & FAST FORDS

YOUR 4.6 & 5.0 POWER SOURCE



DYNO WARS

5 STANGS/3,951 HP!

Fox, 4V Cobra, New GT, GT500, and Cobra R Battle It Out



INSIDE!
'12 NMRA
EVENT
GUIDE

PLUS!

4.6 BEATDOWN:
HEADS,
CAMS, AND
NITROUS FOR
547 HP



ENGINE BAY
DIY Fox
Underhood
Mods

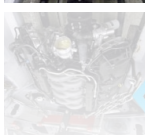
NEW 5.0L
502-RWHP
Nitrous
Blast

REAR
Strange
Bolt-In
9-Inch

APRIL 2012 \$5.99



A SOURCE INTERLINK MEDIA PUBLICATION
MUSCLEMUSTANGFASTFORDS.COM



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With 93 percent of its readers driving late-model Mustangs, *Muscle Mustangs & Fast Fords* offers enthusiasts a practical guide to making their vehicles perform at peak level. Superchargers, nitrous oxide systems and all aftermarket parts and accessories currently manufactured to increase performance are presented in the magazine, usually in the form of highly readable, comprehensive tech articles. Additionally, *Muscle Mustangs & Fast Fords* presents the hottest industry news, latest products and complete coverage of shootouts and races.



CIRCULATION DEMOGRAPHICS

Established: 1987
 Published: Monthly
 Total Audience: 992,000*
 Circulation: 82,023
 Subscribers: 49,445
 Newsstand: 28,172
 Other: 4,406
 Readers Per Copy: 12.10*
 (USPS Statement of Ownership, Management, and Circulation 2011 /
 *Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 88%
 Single: 22%
 Married: 65%
 Attended College: 51%
 Working Full Time: 63%
 Mean Household Income: \$83,672
 Median Household Income: \$66,421
 Mean Age: 47.7
 Median Age: 50.5

AGE

18 to 24 Years: 3%
 25 to 34 Years: 18%
 35 to 44 Years: 16%
 45 to 54 Years: 36%
 55 to 64 Years: 16%
 65+ Years: 11%

HOUSEHOLD INCOME

Under \$40,000: 26%
 \$40,000-\$49,999: 13%
 \$50,000-\$74,999: 15%
 \$75,000 & Over: 46%

(Source: 2011 Fall GfK MRI Prototype Estimate)



Subscriber crossover of only 16.7%

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$10,425	\$10,005	\$9,590	\$9,170	\$8,860
Cover 3	\$9,965	\$9,570	\$9,170	\$8,775	\$8,470
Cover 4	\$11,330	\$10,875	\$10,425	\$9,965	\$9,630

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$9,065	\$8,700	\$8,340	\$7,975	\$7,705
2/3 Page	\$7,345	\$7,045	\$6,750	\$6,460	\$6,240
1/2 Page	\$5,895	\$5,655	\$5,420	\$5,185	\$5,010
1/3 Page	\$4,985	\$4,790	\$4,590	\$4,390	\$4,240

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$8,150	\$7,835	\$7,510	\$7,185	\$6,930
2/3 Page	\$6,525	\$6,260	\$6,000	\$5,740	\$5,540
1/2 Page	\$4,985	\$4,790	\$4,590	\$4,390	\$4,240
1/3 Page	\$3,990	\$3,825	\$3,670	\$3,505	\$3,390

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$7,250	\$6,960	\$6,665	\$6,380	\$6,160
2/3 Page	\$5,435	\$5,215	\$5,000	\$4,790	\$4,625
1/2 Page	\$4,085	\$3,915	\$3,750	\$3,590	\$3,470
1/3 Page	\$3,085	\$2,950	\$2,835	\$2,715	\$2,615
1/4 Page	\$2,350	\$2,265	\$2,170	\$2,080	\$2,005
1/6 Page	\$1,815	\$1,735	\$1,670	\$1,595	\$1,540

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

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Issue	Ad Close/ Materials Due	On Sale
Jan 2012	09/29/11	11/22/11
Feb 2012	10/31/11	12/27/11
Mar 2012	11/29/11	01/24/12
Apr	12/19/11	02/21/12
May	01/24/12	03/20/12
Jun	02/29/12	04/24/12
Jul	03/28/12	05/22/12
Aug	04/24/12	06/19/12
Sept	05/29/12	07/24/12
Oct	06/26/12	08/21/12
Nov	07/24/12	09/18/12
Dec	08/28/12	10/23/12
Jan 2013	09/26/12	11/20/12
Feb 2013	10/26/12	12/25/12
Mar 2013	11/16/12	01/22/13



MUSCLE MUSTANGS & FAST FORDS Specials

Issue	Ad Close/ Materials Due	On Sale
Tech Guide	09/21/12	11/20/12

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For current ad specifications, please see:

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

READER INTERACTION

Read/looked through the last 4 of 4 issues: 94.1%

Very satisfied or satisfied with the editorial content: 93.0%

Average number of hours reading/looking through a typical issue: 2.8

Keep issues for future reference: 93.4%

Took any action as a result of reading ads or articles in Muscle Mustangs & Fast Fords: 97.4%

Took steps (internet/phone) after deciding to buy a product based on something read in Muscle Mustangs & Fast Fords: 99.3%

Average number of repairs made as a result of reading a how-to story in Muscle Mustangs & Fast Fords in the past 12 months: 3.1

(2008 Reader Survey)

MILEAGE

Average number of miles Mustang has been driven in the last 12 months : 7,773

(2008 Reader Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months	Purchased/Plan to Purchase
Any	99.0%	75.1%	99.0%
Motor oil	86.6%	47.2%	88.1%
Oil filters	83.3%	44.6%	86.4%
Car wax & polish	71.6%	34.1%	77.5%
Tire care	59.9%	25.6%	62.6%
Air filters	56.2%	22.3%	64.6%
Car cleaner wash/wipes	59.9%	27.2%	62.3%
Anti-freeze/coolant	54.8%	26.9%	63.9%
Leather & vinyl protectants	50.8%	22.6%	56.0%
Windshield wipers	50.8%	27.2%	60.9%
Spark plugs	49.5%	29.5%	63.6%
Tires	50.5%	40.3%	73.5%
Fuel additives	44.8%	19.7%	47.4%
Vehicle battery	40.5%	19.3%	54.3%
Brakes	43.8%	25.6%	60.3%
Motor oil additives	29.8%	14.4%	33.4%
Muffler	38.5%	15.4%	50.3%
Shock absorbers/struts	29.4%	19.7%	47.0%
Other aftermarket products	68.2%	52.1%	85.1%

(2008 Reader Survey)

MAINTENANCE

Average amount spent on maintenance products annually: \$329

Personally perform vehicle maintenance: 93.7%

Perform maintenance on other people's vehicles: 57.4%

Plan to make modifications to vehicle in the next 12 months: 90.0%
(2008 Reader Survey)

PRODUCT PURCHASES

Performance Parts: 95.9%
Automotive electronics: 65.5%
Wheels: 31.8%
Tires: 73.3%
(2008 Reader Survey)

TOOL OWNERSHIP

Own hand tools: 99.3%
Own power tools: 93.4%
(2008 Reader Survey)

MUSTANG & FORD OWNERSHIP

Owns Mustang: 90.5%
Owns 2 or more Mustangs: 29.9%

Owns Ford vehicle (other than Mustang): 74.1%

Owns 2 or more Ford vehicles (other than Mustang): 47.2%

Average amount spent on Mustangs/Fords in the past 12 months: \$3,909
(2008 Reader Survey)

OTHER TYPES OF VEHICLES CURRENTLY OWN/PLAN TO PURCHASE

Domestic car: 83.0%
Domestic truck: 48.0%
Domestic SUV: 27.3%
Import car: 25.3%
Motorcycle: 22.0%
Open car trailer: 18.3%
ATV: 14.0%
Import SUV: 6.7%
Import truck: 5.0%
Closed car trailer: 7.0%
Motor home: 1.7%
UTV: 1.3%
(2008 Reader Survey)

ADVICE/INFLUENCE

Automotive advice shared with others in the past 2 months

Any: 89.5%
Vehicle brand/model purchase: 63.9%
Modifications: 69.6%
Repairs: 57.4%
Purchase of a product: 65.2%
Purchase of a service: 27.7%
Gave advice on automotive-related purchases: 96.7%
(2008 Reader Survey)

INTERNET USAGE

Uses the internet: 99.7%
Average hours a week use computer for automotive-related activities: 9.2
(2008 Reader Survey)