

POPULAR HOT RODDING 2012 MEDIA KIT

BUILD THE ANTI-LS SMALL-BLOCK!

**620 HP FOR THE STREET
ALL MOTOR, ALL BOLT-ON!**



POPULAR HOT RODDING

RIGHT HERE, RIGHT NOW!

BUILT IN 48 HOURS



ALL WITH PARTS YOU CAN BUY!

NOVEMBER 2011 • \$5.99 • PopularHotRodding.com



A SOURCE INTERLINK MEDIA PUBLICATION

HEADER TECH:

- HOW TO SIZE HEADERS FOR MAX POWER
- WHEN HEADERS DON'T FIT: EASY DIY FIX!

RINGBROTHERS' "DRAGON" '70 MUSTANG

BUILD IT! 519HP MOPAR 360CI SMALL-BLOCK

LATE-MODEL PERFORMANCE BUYER'S GUIDE

• CAMARO • MUSTANG • CHALLENGER • CORVETTE!

New Mod Allows Wide Meat
With No Hacking! p.30

**GEARHEAD
GETAWAYS**

15 COOL
CAR MUSEUMS
FOR YOUR
BUCKET LIST!



BUCKS-DOWN
OLDS CUTLASS
TRACK RAT!



GOODGUYS
ACTION FROM
COLUMBUS



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LATE-MODEL PERFORMANCE BUYER'S GUIDE

BUCKET LIST!
FOR YOUR
CAR WARDROBE!

The must-read for enthusiasts modifying, racing, or restoring their American muscle cars (1960 - '72). Each month, *Popular Hot Rodding* readers devour technical articles on high-performance engine building, high lateral g handling, paint & body restoration, sportsman-level drag racing, historical special features, and the latest performers out of Detroit. Other topics include recent product and technology breakthroughs, major industry news, the annual PHR reader photography contest, and the always-anticipated yearly Engine Masters Challenge.



CIRCULATION DEMOGRAPHICS

Established: 1959
Published: Monthly
Total Audience: 1,334,000*
Circulation: 110,250
Subscribers: 87,459
Newsstand: 22,791
Readers Per Copy: 12.10*
(ABC Statement 6/30/2011 / *Source Interlink Media Research Estimate)

ABC Statement 6/30/2011:
[Click Here for PDF](#)

DEMOGRAPHIC PROFILE

Male: 100%
Single: 10%
Married: 77%
Attended College: 71%
Working Full Time: n/a
Mean Household Income: \$89,800
Median Household Income: \$83,100
Mean Age: 50.3
Median Age: 52

AGE

18 to 24 Years: 2%
25 to 34 Years: 6%
35 to 44 Years: 21%
45 to 54 Years: 31%
55 to 64 Years: 32%
65+ Years: 6%

HOUSEHOLD INCOME

Under \$35,000: 8%
\$35,000-\$74,999: 34%
\$75,000 & Over: 58%

(Source: 2008 Reader Survey)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$18,495	\$17,565	\$16,830	\$15,905	\$15,160
Cover 3	\$17,690	\$16,810	\$16,100	\$15,220	\$14,510
Cover 4	\$20,100	\$19,090	\$18,295	\$17,290	\$16,480

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$16,085	\$15,275	\$14,635	\$13,830	\$13,185
2/3 Page	\$12,060	\$11,465	\$10,975	\$10,370	\$9,895
1/2 Page	\$10,615	\$10,085	\$9,660	\$9,130	\$8,705
1/3 Page	\$8,050	\$7,645	\$7,325	\$6,915	\$6,600

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$12,560	\$11,940	\$11,435	\$10,805	\$10,300
2/3 Page	\$9,430	\$8,965	\$8,585	\$8,110	\$7,740
1/2 Page	\$8,310	\$7,895	\$7,555	\$7,150	\$6,810
1/3 Page	\$6,295	\$5,970	\$5,725	\$5,415	\$5,160

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$10,060	\$9,555	\$9,145	\$8,645	\$8,245
2/3 Page	\$7,550	\$7,175	\$6,875	\$6,500	\$6,190
1/2 Page	\$6,655	\$6,320	\$6,050	\$5,720	\$5,455
1/3 Page	\$5,030	\$4,785	\$4,585	\$4,330	\$4,130
1/4 Page	\$3,770	\$3,585	\$3,430	\$3,250	\$3,095
1/6 Page	\$2,765	\$2,625	\$2,520	\$2,385	\$2,270
1/12 Page	\$1,720	\$1,625	\$1,570	\$1,480	\$1,410

Rates subject to change upon notice from the publisher.



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Issue	Ad Close/ Materials Due	On Sale
Jan 2012	09/29/11	11/22/11
Feb 2012	10/25/11	12/20/11
Mar 2012	11/29/11	01/24/12
Apr	12/19/11	02/21/12
May	01/24/12	03/20/12
Jun	03/01/12	04/24/12
Jul	03/29/12	05/22/12
Aug	04/25/12	06/19/12
Sept	05/30/12	07/24/12
Oct	06/27/12	08/21/12
Nov	07/25/12	09/18/12
Dec	08/29/12	10/23/12
Jan 2013	09/27/12	11/20/12
Feb 2013	10/29/12	12/25/12
Mar 2013	11/21/12	01/22/13



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For current ad specifications, please see:

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

READER INTERACTION

Read/looked through the last 4 of 4 issues: 89.5.9%

Very satisfied or satisfied with the editorial content: 89.9%

Average number of hours reading/looking through a typical issue: 2.4

Keep issues for future reference: 85.6%

Took any action as a result of reading ads or articles in Popular Hot Rodding: 93.3%

Took steps (internet/phone) after deciding to buy a product based on something read in Popular Hot Rodding: 97.6%

Average number of repairs made as a result of reading a how-to story in Popular Hot Rodding in the past 12 months: 2.6
(2008 Reader Survey)

MILEAGE

Average number of miles driven in the last 12 months: 21,096
(2008 Reader Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months	Purchased/Plan to Purchase
Any	98.5%	70.5%	99.5%
Motor oil	82.3%	39.5%	85.4%
Oil filters	75.4%	37.6%	78.5%
Car wax & polish	61.6%	18.1%	65.4%
Tire care	30.5%	8.1%	32.7%
Air filters	74.9%	28.6%	82.9%
Car cleaner wash/wipes	60.1%	17.6%	62.4%
Anti-freeze/coolant	67.0%	22.9%	73.7%
Leather & vinyl protectants	28.6%	10.0%	32.7%
Windshield wipers	55.2%	22.9%	61.0%
Spark plugs	56.7%	27.6%	67.8%
Fuel additives	37.4%	17.6%	42.4%
Vehicle battery	57.6%	20.0%	71.2%
Brakes	54.7%	18.1%	64.4%
Motor oil additives	38.4%	14.3%	42.0%
Muffler	25.1%	16.2%	38.0%
Shock absorbers/struts	30.0%	16.7%	42.0%
Other aftermarket products	40.9%	27.6%	51.7%

(2008 Reader Survey)

MAINTENANCE

Average amount spent on maintenance products annually: \$561

Personally perform vehicle maintenance: 96.6%

Perform maintenance on other people's vehicles: 58.9%

Plan to make modifications to vehicle in the next 12 months: 85.6%
(2008 Reader Survey)

PRODUCT PURCHASES

Automotive electronics: 66.3%
Wheels: 35.1%
Tires: 81.9%
(2008 Reader Survey)

TOOL OWNERSHIP

Own hand tools: 99.5%
Own power tools: 98.6%
(2008 Reader Survey)

STREET MACHINE, ROD OR CLASSIC TRUCK OWNERSHIP

Own street machine, street rod or classic truck: 87.6%

Owens 2 or more street machines, rods or classic trucks: 54.1%

Average number of street machines, rods or classic trucks owned: 2.2

Amount spent on street machines, rods or classic trucks in the past 12 months: \$5,391

(2008 Reader Survey)

OTHER TYPES OF VEHICLES CURRENTLY OWN/PLAN TO PURCHASE

Domestic car: 72.2%
Domestic truck: 62.2%
Domestic SUV: 34.4%
Import car: 29.2%
Motorcycle: 24.4%
Open car trailer: 25.4%
ATV: 12.4%
Import SUV: 5.7%
Import truck: 9.6%
Closed car trailer: 12.4%
Motor home: 5.7%
UTV: 1.0%

ADVICE/INFLUENCE

Automotive advice shared with others in the past 2 months

Any: 87.0%
Vehicle brand/model purchase: 56.3%
Modifications: 63.5%
Repairs: 63.9%
Purchase of a product: 63.9%
Purchase of a service: 31.3%
Gave advice on automotive-related purchases: 95.7%
(2008 Reader Survey)

INTERNET USAGE

Uses the internet: 99.5%
Average hours a week use computer for automotive-related activities: 8.7
(2008 Reader Survey)