

STREET RODDER 2012 MEDIA KIT


BIGGER! BETTER! 47th L.A. Roadsters Bash

STREET RODDER

streetrodder.com


Prepping For Your Next Build

- The Nuts & Bolts of Nuts & Bolts
- Preparing for Plating
- Headliners for '49-51 Fords
- Installing Merc Taillights




Race Car or Hot Rod?
Injected Nailhead-Powered
Speed33

NOVEMBER 2011 - VOLUME 40, NO. 11
\$6.99




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A SOURCE INTERLINK MEDIA PUBLICATION



← See more on the Road Tour



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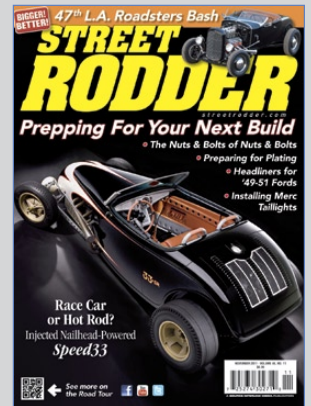


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For over thirty years *Street Rodder* has devoted itself to the building, driving, and upgrading early iron all the way through the 50's and 60's full sized cars. It is one of the original titles that spawned the street rod industry. Packed with over 224 pages per month, *Street Rodder* truly lives up to its tag line - "The World's Street Rodding Authority." Past and present trends are chronicled, along with "how to" subjects ranging from beginner skills all the way to the talent levels of the master fabricator. Each month, family fun is recorded on the pages from the hottest "must see" shows nationwide.



CIRCULATION DEMOGRAPHICS

Established: 1972
Published: Monthly
Total Audience: 1,823,000*
Circulation: 150,643
Subscribers: 119,742
Newsstand: 30,901
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: 99%
Single: 10%
Married: 81%
Attended College: 65%
Working Full Time: 66%
Mean Household Income: \$75,356
Median Household Income: \$62,500
Mean Age: 52
Median Age: 55

AGE

Under 18 Years: 1%
18 to 24 Years: 2%
25 to 34 Years: 5%
35 to 44 Years: 12%
45 to 54 Years: 29%
55 to 64 Years: 42%
65+ Years: 8%

HOUSEHOLD INCOME

Under \$40,000: 20%
\$40,000-\$49,999: 11%
\$50,000-\$74,999: 28%
\$75,000 & Over: 42%
(Source: 2002 Reader Survey)



Subscriber crossover of only 20%

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$15,400	\$14,630	\$14,020	\$13,240	\$12,630
Cover 3	\$14,750	\$14,010	\$13,425	\$12,680	\$12,085
Cover 4	\$16,740	\$15,905	\$15,235	\$14,390	\$13,725

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$13,390	\$12,725	\$12,185	\$11,520	\$10,980
2/3 Page	\$10,055	\$9,550	\$9,155	\$8,650	\$8,245
1/2 Page	\$8,945	\$8,495	\$8,135	\$7,690	\$7,335
1/3 Page	\$6,710	\$6,375	\$6,105	\$5,770	\$5,505

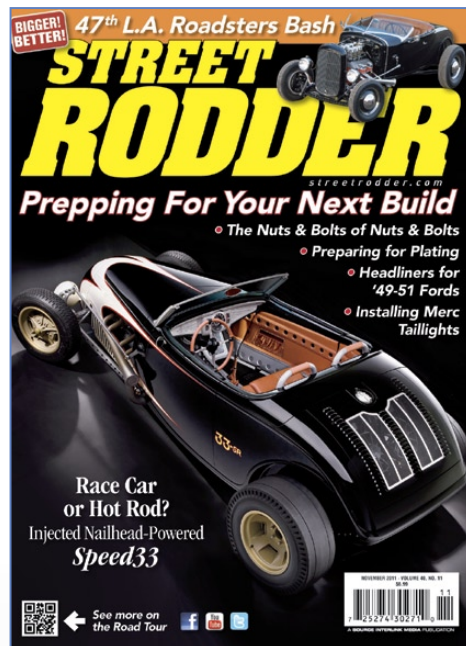
GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$12,175	\$11,565	\$11,080	\$10,470	\$9,985
2/3 Page	\$9,140	\$8,680	\$8,310	\$7,860	\$7,490
1/2 Page	\$8,135	\$7,725	\$7,405	\$6,990	\$6,675
1/3 Page	\$6,100	\$5,795	\$5,550	\$5,245	\$5,000

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$9,535	\$9,060	\$8,670	\$8,195	\$7,815
2/3 Page	\$7,155	\$6,805	\$6,515	\$6,150	\$5,870
1/2 Page	\$6,370	\$6,050	\$5,800	\$5,475	\$5,220
1/3 Page	\$4,775	\$4,535	\$4,345	\$4,105	\$3,910
1/4 Page	\$3,570	\$3,395	\$3,250	\$3,070	\$2,925
1/6 Page	\$2,620	\$2,490	\$2,380	\$2,255	\$2,145
1/12 Page	\$1,640	\$1,555	\$1,495	\$1,415	\$1,340

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

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	09/15/11	11/08/11
Feb 2012	10/18/11	12/13/11
Mar 2012	11/11/11	01/10/12
Apr	12/13/11	02/14/12
May	01/18/12	03/13/12
Jun	02/15/12	04/10/12
Jul	03/15/12	05/08/12
Aug	04/11/12	06/05/12
Sept	05/09/12	07/03/12
Oct	06/13/12	08/07/12
Nov	07/11/12	09/04/12
Dec	08/15/12	10/09/12
Jan 2013	09/13/12	11/06/12
Feb 2013	10/16/12	12/11/12
Mar 2013	11/07/12	01/08/13



STREET RODDER Specials

Issue	Ad Close/ Materials Due	On Sale
Premium (Spring 2012)	09/29/11	11/22/11
Premium (Summer 2012)	04/18/12	06/12/12
How to build	08/09/12	10/23/12
Premium (Spring 2013)	09/12/12	11/20/12

Publisher

Tim Foss

Tel: (949) 705-3325

Fax: (949) 705-3423

Tim.Foss@sorc.com

For current ad specifications, please see:

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

COMPUTER USAGE

Own a Home Computer: 84.9%
Accessed the Internet in Past 12 Months: 87.3%
Made Purchases Over the Internet in Past 12 Months: 53.8%
(Source: 2002 Reader Survey)

READER INFORMATION

Have Read Magazine For 10 or More Years: 49.1%
Read All of the Last 4 Issues: 87.8%
Spend an Hour or More Reading an Issue: 82.6%
Read ALL of each Issue: 78.5%
Save Entire Issue After Reading: 80.5%

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

Purchased the Product or Service: 39.2%
Requested Additional Information: 24.4%
Recommended the Purchase to Another: 23.7%
Filed the Ad for Future Reference: 16.3%

Others Have Sought Reader's Advice in the Following Areas.

Repairs: 76.5%
Modifications: 71.6%
Purchase of a Product: 70.9%
Purchase of a Vehicle: 63.3%
Purchase of a Service: 49.9%
Advised 6 or More People a Year: 70.1%
Advised 15 or More People a Year: 38.1%

(Source: 2002 Reader Survey)

VEHICLE OWNERSHIP

Number of Non-enthusiast Vehicles Owned.

Average Number of CARS Owned: 1.3
Average Number of TRUCKS Owned: 0.9
Average Number of SUVs Owned: 0.4
Average Number of VANS Owned: 0.2
Average Number of VEHICLES Owned: 2.8

(Source: 2002 Reader Survey)

ROD INFORMATION

Own Any Street Rod, Custom Rod, or Classic Truck: 86.20%

How Many are COMPLETED Street Rods?

One: 65.8%
Two: 22.6%
Three: 7.7%
Four: 2.4%
Five or More: 1.5%

Average Number of COMPLETED Street Rods, Custom Rods, or Classic Trucks: 1.5

Types of RODS Owned.

Pre-'49 Street Rod: 78.9%
49 - '64 Custom Rod: 27.9%
40 - '72 Classic Truck: 24.6%

Amount Spent on STREET RODS in the Past Year (excluding purchase price).

Spent \$1,000 or More: 67.6%
Spent \$2,000 or More: 53.9%
Spent \$3,000 or More: 44.9%
Spent \$4,000 or More: 36.9%

(Source: 2002 Reader Survey)

VEHICLE MAINTENANCE

Maintenance Items Personally Performed by Readers.

Wash/Wax: 93%
Filter Change (Oil, Air, Fuel): 87.7%
Oil Change: 86.8%
Perserve Vinyl/Rubber: 78.4%
Coolant Change: 81.1%
Brakes: 74.7%
Tune-up: 73.7%
Spend \$200 or more a Year on Maintenance Products: 58.1%

(Source: 2002 Reader Survey)

SELF MAINTENANCE

How Much of Mechanical Work Readers Perform.

All: 38.9%
Most: 42.7%
Some: 16.4%
None: 2%

Readers Who Work on Other People's Cars: 57.9%

Of Those Who Do, How Many Peoples' Cars?

1-2: 28.1%
3-4: 29.5%
5-6: 17.1%
7-8: 4.1%
9-10: 2.3%
10+: 18.9%

Readers Who Farm-out Mechanical & Fabrication Work, Do the Following.

Always Assemble the Street Rod Themselves: 37.1%
Usually Assemble the Rod Themselves: 21.1%
Sometimes Assemble the Street Rod Themselves: 11.5%
Never Assemble the Street Rod Themselves: 4.2%
Never Farm-out Mechanical & Fabrication Work: 28.1%

(Source: 2002 Reader Survey)