

5.0 MUSTANG & SUPER FORDS



**THE AUTHORITATIVE
SOURCE FOR MUSTANGS
FROM 1979 TO TODAY!**

THE BEST LATE-MODEL MUSTANG IN THE BUSINESS

WHAT'S INSIDE:

- Market-leading tech from easy bolt-ons to full-out builds
- Comprehensive NMRA Ford Drag Racing coverage
- Street performance with plenty of 1/4 mile edit tech superb and second to none
- Readers and advertisers of *5.0 Mustang & Super Fords* are truly loyal to the magazine



OUR READERS ARE YOUR TARGET MARKET:

- 96.5% of readers took any action as a result of reading ads or articles in *5.0 Mustang & Super Fords*
- 93.3% of readers gave advice on automotive-related purchases
- 92.3% of readers own 1 Mustang; 37.1% own 2 or more Mustangs
- 91.2% perform their own maintenance
- 86.7% plan to make modifications to their vehicles in the next 12 months
- 85.9% share automotive advice with others
- 52% have an income of \$75,000+
- 25% of readers are between 35 and 54 years of age

Source: 2008 Reader Survey, 2010 Spring GFK MRI Prototype Estimate, 2010 Spring GFK MRI Prototype Estimate



More on *5.0 Mustang & Super Fords*...

- Full Paid Circulation of 75,742+
Total Audience = 944,000*, 12.1*
Readers Per Copy 90% Male Readership**
- Mean HH Income - \$83,868**

Source: *Source Interlink Media Research Estimate.
**Source 2010 Spring GFK MRI Prototype Estimate.

**To advertise or for more information, contact your representative or:
Publisher Mike Essex at 813.675.3492 or michael.essex@sorc.com**

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