

4WHEEL & OFF-ROAD 2012 MEDIA KIT

RAMRUNNER vs. FORD RAPTOR

**FIRST DRIVE:
NEW 2012
WRANGLER GETS
MORE POWER!**

**PETERSEN'S
4WHEEL
& OFF-ROAD**



ULTIMATE ADVENTURE

KANSAS • OKLAHOMA • MISSOURI • ARKANSAS
**22 RIGS CRUNCH THROUGH
4 STATES & 5 OFF-ROAD
PARKS IN A WEEK**



NOVEMBER 2011 \$5.99



4WHEELOFFROAD.COM
A SOURCE INTERLINK MEDIA PUBLICATION

- > **ECOBOOST F-150 SUSPENSION TWEAKING**
- > **TOYOTA FJ CRUISER BUILT TO EXPLORE**
- > **NEW PITBULL TIRE TEST**

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As the world's largest truck enthusiast magazine, *Petersen's 4Wheel & Off-Road* is the best connection to the automotive industry's number one segment - the light-truck category's off-road marketplace. Editorial is directed to a do-it-yourself readership and features real-world 4x4 performance modifications, new products and evaluations, plus many more hot topics of interest to off-road enthusiasts.



CIRCULATION DEMOGRAPHICS

Established: 1977
Published: Monthly
Total Audience: 2,844,000*
Circulation: 285,036
Subscribers: 251,644
Newsstand: 33,392
Readers Per Copy: 10.12*
(ABC Statement 6/30/2011 / *Fall 2011 GfK MRI)

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

DEMOGRAPHIC PROFILE

Male: 94%
Single: 36%
Married: 49%
Attended College: 34%
Working Full Time: 64%
Mean Household Income: \$68,585
Median Household Income: \$55,107
Mean Age: 36.8
Median Age: 34.1

AGE

Under 18 Years: n/a
18 to 24 Years: 20%
25 to 34 Years: 33%
35 to 44 Years: 20%
45 to 54 Years: 16%
55 to 64 Years: 8%
65+ Years: 4%

HOUSEHOLD INCOME

Under \$40,000: 37%
\$40,000-\$49,999: 10%
\$50,000-\$74,999: 23%
\$75,000 & Over: 30%
(Source: 2011 Fall GfK MRI)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 4	\$49,935	\$48,435	\$47,405	\$46,445	\$45,445
Cover 2	\$45,940	\$44,560	\$43,645	\$42,725	\$41,805
Cover 3	\$43,950	\$42,630	\$41,745	\$40,870	\$39,990

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$39,945	\$38,750	\$37,955	\$37,155	\$36,355
2/3 Page	\$31,960	\$31,000	\$30,360	\$29,720	\$29,085
1/2 Page	\$26,610	\$25,810	\$25,280	\$24,750	\$24,215
1/3 Page	\$21,975	\$21,320	\$20,880	\$20,440	\$20,005

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$31,960	\$31,000	\$30,360	\$29,720	\$29,085
2/3 Page	\$23,975	\$23,255	\$22,775	\$22,290	\$21,815
1/2 Page	\$20,535	\$19,915	\$19,510	\$19,100	\$18,655
1/3 Page	\$15,895	\$15,425	\$15,105	\$14,790	\$14,465

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$23,975	\$23,255	\$22,775	\$22,290	\$21,815
2/3 Page	\$17,975	\$17,440	\$17,080	\$16,725	\$16,360
1/2 Page	\$15,895	\$15,425	\$15,105	\$14,790	\$14,465
1/3 Page	\$11,925	\$11,570	\$11,340	\$11,095	\$10,860
1/4 Page	\$8,990	\$8,725	\$8,540	\$8,360	\$8,180
1/6 Page	\$6,595	\$6,395	\$6,260	\$6,135	\$6,005
1/12 Page	\$3,575	\$3,465	\$3,395	\$3,320	\$3,250

Rates subject to change upon notice from the publisher.



For current Source Interlink Magazines/Source Interlink Media standard advertising terms and conditions, please see:

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



4WHEEL & OFF-ROAD Specials

Issue	Ad Close/ Materials Due	On Sale
Whoops!	10/20/11	12/13/11
ota	08/21/12	10/16/12
Whoops!	10/15/12	12/11/12

Truck Group Publisher

Steve von Seggern
 Tel: (949) 705-3179
 Fax: (949) 705-3404
 Steve.Vonseggern@sorc.com

For current ad specifications, please see:

<http://ads.sourceinterlinkmedia.com/images/magspecs/4wop.html>

COMPUTER USAGE

Own a Home Computer: 81.3%
Access the Internet in
Past 12 Months: 86.5%
Made Purchases
Over the Internet: 59.6%
Often or "Sometimes" visit
www.4WheelOffRoad.com: 75%

READERSHIP INFORMATION

Have Read Magazine for
5 or More Years: 51.4%
Read All of the Last 4 Issues: 62.6%
Spend an Hour or More
Reading an Issue: 87.3%
Read ALL of each Issue: 80.9%
Save Entire Issue
After Reading: 86.1%

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

Purchased the Product
or Service: 59.5%
Requested Additional
Information: 52.6%
Recommended the
Purchase to Another: 43.4%
Filed the Ad for
Future Reference: 36.4%

Others Have Sought Readers Advice in the Following Areas.

Repairs: 74.4%
Modifications: 70.3%
Purchase of a Product: 1.6%
Purchase of a Vehicle: 51.2%
Purchase of a Service: 31.4%
Average Number of Times Others
Sought Reader's Expert Advice
in the Past Year: 64

VEHICLE OWNERSHIP

**Number of Non-enthusiast
Vehicles Owned.**
Average Number of
CARS Owned: 1.1
Average Number of
TRUCKS Owned: 1.4
Average Number of
SUVs Owned: 0.7
Average Number of
VEHICLES Owned: 3.2

AUTOMOTIVE ELECTRONICS

Purchased in the Past 12 Months.
AM/FM/CD: 65.9%
Speaker Upgrade: 65.2%
CB Radio: 37.9%
Amplifier/Crossover: 32.6%
Radar Detector: 21.2%
Anti-theft Device: 15.9%
AM/FM/Tape: 6.8%
GPS / Mapping Unit: 3%
Satellite Radio: 3%

VEHICLE MAINTENANCE

**Maintenance Items Personally
Performed by Readers.**
Oil Change: 97.1%
Filter Change (Oil, Air, Fuel): 96%
Wash/Wax: 90.8%
Tune-up: 86.7%
Coolant Change: 85%
Brakes: 85%
Perserve Vinyl/Rubber: 64.2%
Spend \$250 or more a Year on
Maintenance Products: 55.3%

4-WHEEL & OFF-ROAD INFORMATION

Number of Off-Road Vehicles Owned.
None: 4.7%
One: 45%
Two: 26.9%
Three: 14%
Four: 3.5%
Five or more: 5.8%
Average Number of OFF-ROAD
VEHICLES Owned: 1.8

Amount Spent on OFF-ROAD VEHICLES in the Past Year (excluding the Purchase Price)

Mean: \$4,999
Median: \$2,350

4-WHEEL & OFF-ROAD LIFESTYLE

What Readers Do With Their Off-Road Vehicles.

Trial Ride: 81.1%
Snow: 60.4%
Commute: 59.8%
Hunt / Fish: 59.8%
Deep Mud: 58.6%
Rock Crawl: 23.7%
Sand Dunes: 19.5%
Compete / Race: 6.5%

(Source: 2003 Reader Survey)

AFTERMARKET PURCHASES**Aftermarket Purchases
Made in Past 12 Months.**

1-3 inch Suspension Lift Kit: 14.4%
4-6 inch Suspension Lift Kit: 27.6%
7-12 inch Suspension Lift Kit: 9.2%
Air Conditioning: 4.6%
Auxillary Fuel Tank: 10.9%
Axle, Driveshaft, Joints: 40.2%
Bedliner: 12.1%
Bikini Top, Convertible Top,
Jeep Top: 9.2%
Billet Grille: 7.5%
Body Lift Kit: 28.7%
Camper Shell: 3.4%
Clutch / Flywheel: 24.1%
Computer Upgrades, Chips: 8%

Driving Lights: 38.5%
Electric Winch: 13.8%
Engine Swap: 28.2%
Exhaust Headers: 41.4%
Flares/Louvers/Vents/Spoilers: 14.4%
Front or Rear Gears: 27.0%
Gauges / Instruments: 35.1%
Grille Guard, Pushbar: 23.6%
Heavy-duty Shocks: 44.8%
Interior Carpet / Floor Mats: 26.4%
Locking Differential: 21.8%
Locking Hubs: 29.3%
Low Range Transfer Case,
Crawler Box: 6.3%
New Wheels: 47.7%
Overdrive: 1.1%

Oversized Tires: 66.1%
Replacement Body Parts: 31%
Rollbar: 19.5%
Running Boards: 5.2%
Skid Plate: 21.3%
Special Camshaft: 19%
Special Carburetor: 22.4%
Special Seats: 14.4%
Tire Carrier: 8.6%
Towing Accessories: 35.6%
Transmission Oil Cooler: 18.4%
Upgrade Front Rear Bumper: 24.7%
Upgraded Ignition: 22.4%
Valvetrain: 12.6%

SELF MAINTENANCE

Perform Most of the
Maintenance on Your Vehicles:
95.3%

**Automotive Maintenance
Items Personally Performed in
the Past 12 Months.**

Tires: 79.2%
Battery: 76.2%
Suspension: 50.6%
Headlights: 48.8%
Shock Absorbers: 48.2%
Muffler: 45.8%
Transmission: 43.5%
Generator / Alternator: 40.5%

TIRE PURCHASES**Type of Tires Purchased in
Past 12 Months.**

All Terrain: 53.4%
Mud Terrain: 51.5%
Street / Milage: 35%
Mud Bogger, Swamper: 29.4%
Soft Compound Rock Crawler: 4.3%

TOWING**Readers Use the Following to Get Their
Off-Road Vehicles to the Trail.**

Drive It: 93.3%
Sometimes Trailer: 15.9%
Sometimes Flat Tow: 9.8%
Always Trailer: 6.7%
Always Flat Tow: 0%

TOW VEHICLES**The Following Applies to
Reader's Tow Vehicle.**

4WD: 94.1%
Custom Wheels / Tires: 61%
Suspension Lift: 54.2%
Power Enhancements: 52.5%
Body/Appearance
Accessories: 50%

(Source: 2003 Reader Survey)