

# JP 2012 MEDIA KIT



**ALL JEEPS!**

# JP

**MAGAZINE**

## 23 TECH TIPS FOR THE TRAIL

### EVERY JEEP TIRE TESTED (WELL, ALMOST!)

**MUD • ROCKS • SAND  
STREET • SNOW • ICE**

**37 TERRAIN TAMERS REVIEWED**

**JEEP PICKUP**  
BUDGET PROJECT  
ON 37-INCH TIRES

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A SOURCE INTERLINK MEDIA PUBLICATION

Covering the entire world of Jeep — from technical how-to articles and backcountry adventures to the latest Jeep upgrades and performance modifications — **Jp** is America's first publication dedicated to Jeep owners and enthusiasts. **Jp** readers are committed to the repair, restoration and modifications of their Jeeps.



## CIRCULATION DEMOGRAPHICS

Established: 1995  
Published: 10x a year  
Total Audience: 881,000\*  
Circulation: 76,139  
Subscribers: 51,279  
Newsstand: 24,860  
Readers Per Copy: 11.60\*  
(ABC Statement 12/31/2011 /  
\*Source Interlink Media Research Estimate)

ABC Statement 12/31/2011:  
[Click Here for PDF](#)

## DEMOGRAPHIC PROFILE

Male: 90%  
Single: 27%  
Married: 58%  
Attended College: 45%  
Working Full Time: 62%  
Mean Household Income: \$76,035  
Median Household Income: \$64,949  
Mean Age: 42.7  
Median Age: 43.1

## AGE

18 to 24 Years: 13%  
25 to 34 Years: 20%  
35 to 44 Years: 22%  
45 to 54 Years: 23%  
55 to 64 Years: 13%  
65+ Years: 9%

## HOUSEHOLD INCOME

Under \$40,000: 29%  
\$40,000-\$49,999: 9%  
\$50,000-\$74,999: 20%  
\$75,000 & Over: 41%

(Source: 2011 Fall GfK MRI Prototype Estimate)

## GENERAL COVERS

| SIZE    | 1x       | 3x       | 6x       | 9x      |
|---------|----------|----------|----------|---------|
| Cover 2 | \$9,810  | \$9,520  | \$9,330  | \$9,135 |
| Cover 3 | \$9,385  | \$9,110  | \$8,925  | \$8,730 |
| Cover 4 | \$10,675 | \$10,350 | \$10,140 | \$9,930 |

## GENERAL FOUR COLOR

| SIZE     | 1x      | 3x      | 6x      | 9x      |
|----------|---------|---------|---------|---------|
| 1 Page   | \$8,535 | \$8,280 | \$8,120 | \$7,940 |
| 2/3 Page | \$6,600 | \$6,400 | \$6,265 | \$6,130 |
| 1/2 Page | \$5,690 | \$5,520 | \$5,400 | \$5,285 |
| 1/3 Page | \$4,325 | \$4,195 | \$4,105 | \$4,025 |

## GENERAL TWO COLOR

| SIZE     | 1x      | 3x      | 6x      | 9x      |
|----------|---------|---------|---------|---------|
| 1 Page   | \$6,835 | \$6,625 | \$6,490 | \$6,360 |
| 2/3 Page | \$5,230 | \$5,080 | \$4,970 | \$4,865 |
| 1/2 Page | \$4,550 | \$4,415 | \$4,320 | \$4,225 |
| 1/3 Page | \$3,425 | \$3,320 | \$3,245 | \$3,180 |

## GENERAL BLACK & WHITE

| SIZE      | 1x      | 3x      | 6x      | 10x     |
|-----------|---------|---------|---------|---------|
| 1 Page    | \$5,690 | \$5,520 | \$5,400 | \$5,285 |
| 2/3 Page  | \$4,270 | \$4,140 | \$4,055 | \$3,970 |
| 1/2 Page  | \$3,480 | \$3,375 | \$3,320 | \$3,245 |
| 1/3 Page  | \$2,620 | \$2,530 | \$2,470 | \$2,420 |
| 1/4 Page  | \$2,135 | \$2,070 | \$2,025 | \$1,985 |
| 1/6 Page  | \$1,555 | \$1,505 | \$1,480 | \$1,445 |
| 1/12 Page | \$840   | \$815   | \$795   | \$775   |
| 1 - Inch  | \$350   | \$340   | \$330   | \$320   |

Rates subject to change upon notice from the publisher.



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| Issue    | Ad Close/<br>Materials Due | On Sale  |
|----------|----------------------------|----------|
| Jan 2012 | 09/30/11                   | 11/22/11 |
| Mar 2012 | 10/28/11                   | 12/27/11 |
| Apr 2012 | 12/01/11                   | 01/31/12 |
| May      | 01/13/12                   | 03/13/12 |
| Jun      | 02/21/12                   | 04/17/12 |
| Jul      | 03/27/12                   | 05/22/12 |
| Aug      | 04/30/12                   | 06/26/12 |
| Sept     | 06/04/12                   | 07/31/12 |
| Oct      | 07/10/12                   | 09/04/12 |
| Nov      | 08/13/12                   | 10/09/12 |
| Jan 2013 | 09/25/12                   | 11/20/12 |
| Mar 2013 | 10/26/12                   | 12/25/12 |
| Apr 2013 | 11/28/12                   | 01/29/13 |



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For current ad specifications, please see:  
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## COMPUTER USAGE

Own a Home Computer: 87%  
 Access the Internet Daily: 54.4%  
 Access the Internet From Home: 81%  
 Access the Internet From Work: 38.2%  
 Made Purchases Over the Internet: 68%  
 "Often" or "Sometimes" visit www.JPmagazine.com: 68%

## READERSHIP INFORMATION

Have Read Magazine For 3 or More Years: 52.6%  
 Read All of the Last 4 Issues: 82.6%  
 Spend an Hour or More Reading an Issue: 94%  
 Read ALL of each Issue: 80.3%  
 Save Entire Issue After Reading: 84.8%

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

Visited an Advertiser's Website: 73.1%  
 Purchased the Product or Service: 69.7%  
 Requested Additional Information: 47.7%  
 Recommended the Purchase to Another: 39.7%  
 Filed the Ad for Future Reference: 32.4%

### Others Have Sought Readers Advice in the Following Areas.

Repairs: 72.6%  
 Modifications: 69.9%  
 Purchase of a Product: 66.7%  
 Purchase of a Vehicle: 57.9%  
 Purchase of a Service: 32.2%  
 Average Number of Times Others Sought Reader's Expert Advice in the Past Year: 56

## VEHICLE OWNERSHIP

**Non-enthusiast Vehicles Owned.**  
 Average Number of CARS Owned: 0.9  
 Average Number of TRUCKS Owned: 1  
 Average Number of SUVs Owned: 1.7  
 Average Number of VEHICLES Owned: 3.5

## VEHICLE MAINTENANCE

Maintenance Items Personally Performed by Readers.  
 Wash/Wax: 93.2%  
 Filter Change (Oil, Air, Fuel): 92.6%  
 Oil Change: 90.4%  
 Tune-up: 82.2%  
 Coolant Change: 81.4%  
 Brakes: 77.6%  
 Preserve Vinyl/Rubber: 75%  
 Spend \$200 or more a Year on Maintenance Products: 62.8%

## AUTOMOTIVE ELECTRONICS

**Purchased in the Past 12 Months.**  
 AM/FM/CD: 53.4%  
 Speaker Upgrade: 52.8%  
 CB Radio: 46.9%  
 Amplifier/Crossover: 20.9%  
 Hand-held CBs: 18.2%  
 GPS / Navigation: 17.2%  
 AM/FM/Tape: 13.8%  
 Anti-theft Device: 13.3%  
 Radar Detector: 11.6%  
 Satellite Radio: 4.1%

## TIRE PURCHASES

**Tires Purchased in Past 12 Months.**  
 All Terrain: 58.3%  
 Mud Terrain: 40.6%  
 Street / Milage: 35.3%  
 Mud Bogger, Swamper: 17.1%  
 Soft Compound Rock Crawler: 6.5%

## VEHICLE INFORMATION

**Number of JEEPS & OFF-ROAD VEHICLES Owned (Including Jeeps, SUVs, Vans, & Pickups).**  
 None: 1.4%  
 One: 36.8%  
 Two: 36.2%  
 Three: 15.1%  
 Four: 5.9%  
 Five: 1.7%  
 Six or more: 2.8%  
 Average Number of JEEPS & OFF-ROAD VEHICLES Owned: 1.9

### Amount Spent on JEEPS & OFF-ROAD VEHICLES in the Past Year\* (excluding the Purchase Price)

Mean: \$4,188  
 Median: \$2,000  
 Average Number of Total Vehicles Purchased NEW: 1.1  
 Average Number of Total Vehicles Purchased USED: 2.5

## OFF-ROADING LIFESTYLE

### What Readers Do With Their Off-Road Vehicles.

Trial Ride: 91.5%  
 Commute: 66.7%  
 Snow: 58.4%  
 Hunt / Fish: 47.0%  
 Rock Crawl: 34.8%  
 Deep Mud: 34.7%  
 Sand Dunes: 18.2%  
 Compete / Race: 4.3%

## OUTDOOR ACTIVITIES

### Activities In During Past 12 Months.

Camping: 78.0%  
 Hunting: 40.1%  
 Fishing: 56.8%  
 ATV Riding: 33.1%  
 Hiking: 51.9%  
 Motorcycling: 22.1%

(Source: 2003 Reader Survey)

## SELF MAINTENANCE

Perform Most of the Maintenance on Your Vehicles: 86%

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

Battery: 72.8%  
Tires: 66.7%  
Headlights: 55.2%  
Shock Absorbers: 52.9%  
Suspension: 51.7%  
Muffler: 43.9%  
Generator / Alternator: 34.7%  
Transmission: 31.4%

## TOWING

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

Drive It: 91.6%  
Sometimes Trailer: 17.4%  
Always Trailer: 10.9%  
Sometimes Flat Tow: 6.3%  
Always Flat Tow: 1.2%

## TOW VEHICLES

The Following Applies to Reader's Tow Vehicle.

4WD: 89.7%  
Custom Wheels / Tires: 58.4%  
Power Enhancements: 49.1%  
Body/Appearance Accessories: 47.5%  
Suspension Lift: 40.4%

## OUTDOOR GEAR & APPAREL

Outdoor Gear and Apparel OWNED or PLANNED TO OWN in Past 12 Months.

Knife: 84%  
Backpack: 64.8%  
Sunglasses: 79.7%  
Outdoor Cookware: 62.4%  
Sleeping Bag: 78.3%  
Camp Stove: 61.7%  
First Aid Kit: 77.6%  
Compass: 61.5%  
Binoculars: 72.8%  
Jogging Shoes: 40.7%  
Tent: 72.7%  
Sport Sandals: 37.3%  
Hiking Boots: 72.5%  
Climbing Gear: 14.3%

## AFTERMARKET PURCHASES

Aftermarket Parts and Accessories PURCHASED in the Past 12 Months / PLAN TO in the Next 12 Months.

|                                      | Purchased: | Plan to: |                                       | Purchased: | Plan to: |
|--------------------------------------|------------|----------|---------------------------------------|------------|----------|
| 1-3 inch Suspension Lift Kit:        | 23.4%      | 17.4%    | Heavy-duty Shocks:                    | 49.4%      | 25.2%    |
| 4-6 inch Suspension Lift Kit:        | 22%        | 15%      | Interior Carpet / Floor Mats:         | 24%        | 13.9%    |
| 7-12 inch Suspension Lift Kit:       | 4.4%       | 3.3%     | Locking Differential:                 | 23.5%      | 31.8%    |
| Air Conditioning:                    | 18.3%      | 5.1%     | Locking Hubs:                         | 22.9%      | 13.1%    |
| Air Filter:                          | 69.6%      | 21.4%    | Low Range Transfer Case, Crawler Box: | 10.1%      | 12.8%    |
| Auxillary Fuel Tank:                 | 5.6%       | 9.5%     | New Wheels:                           | 38.4%      | 26.2%    |
| Axle, Driveshaft, Joints:            | 27.3%      | 23.2%    | Overdrive:                            | 6.8%       | 4%       |
| Bedliner:                            | 12.3%      | 9.4%     | Oversized Tires:                      | 59.9%      | 25.7%    |
| Bikini Top, Convert, Top, Jeep Top:  | 32.2%      | 18%      | Replacement Body Parts:               | 11.6%      | 21%      |
| Billet Grille:                       | 2.9%       | 4%       | Rollbar:                              | 22.2%      | 19.3%    |
| Body Lift Kit:                       | 20.8%      | 15.2%    | Running Boards:                       | 9.2%       | 4.5%     |
| Camper Shell:                        | 3.2%       | 2.5%     | Skid Plate:                           | 25.4%      | 20.5%    |
| Clutch / Flywheel:                   | 15.9%      | 10.5%    | Special Camshaft:                     | 9.5%       | 10.5%    |
| Computer Upgrades, Chips:            | 6.8%       | 14.7%    | Special Carburetor:                   | 16.5%      | 13.9%    |
| Driving Lights:                      | 34%        | 20.2%    | Special Seats:                        | 12.1%      | 17.9%    |
| Electric Winch:                      | 19.1%      | 31.6%    | Tire Carrier:                         | 20.4%      | 20.1%    |
| Engine Swap:                         | 15.3%      | 17.1%    | Towing Accessories:                   | 32.9%      | 16.9%    |
| Exhaust Headers:                     | 28.4%      | 27.2%    | Transmission Oil Cooler:              | 14.4%      | 12.3%    |
| Flares / Louvers / Vents / Spoilers: | 12.3%      | 10.5%    | Upgrade Front Rear Bumper:            | 26.8%      | 30.3%    |
| Front or Rear Gears:                 | 20.4%      | 25.8%    | Upgraded Ignition:                    | 16.8%      | 24.4%    |
| Gauges / Instruments:                | 26%        | 20.7%    | Valvetrain:                           | 4.6%       | 6.3%     |
| Grille Guard, Pushbar:               | 14.8%      | 16.4%    |                                       |            |          |

(Source: 2003 Reader Survey)