



DRIVE! MAGAZINE KEY EDITORIAL TOPICS:

Since its inception in 1986, DRIVE! Magazine has been the go-to magazine for all things automotive. In fact, DRIVE! Magazine is America's #1 automotive event source and covers everything from hot rods and muscle cars, to trucks and new vehicles.

Be it show coverage or events listings, killer features on either late model or classic vehicles or the latest in how-to tech articles and parts, DRIVE! Magazine is the one publication that can be and truly is all things to all enthusiasts. DRIVE! Magazine also features celebrity columns written by industry leaders and racers such as "Big Daddy" Don Garlits, John Force, Pete Chapouris and Tony Thacker.



Produced by seasoned and professionally trained automotive photojournalists, DRIVE! Magazine will continue to be the institution for the over 165,000 monthly readers that have called DRIVE! their source for information for over 20 years.

WWW.DRIVEMAGAZINE.COM



2009 PRODUCTION SCHEDULE:

	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC	JAN
AD CLOSE	11/12/08	12/11/08	1/14/09	2/20/09	3/20/09	4/17/09	5/21/09	6/18/09	7/17/09	8/20/09	9/18/09	10/16/09
MATERIALS DUE	11/19/08	12/18/08	1/22/09	2/27/09	3/27/09	4/24/09	5/29/09	6/25/09	7/24/09	8/27/09	9/25/09	10/23/09
RELEASE DATE	11/2/09	2/3/09	3/3/09	4/7/09	5/5/09	6/2/09	7/7/09	8/4/09	9/1/09	10/6/09	11/3/09	12/3/09

Rates

4 COLOR RATES

	1X	6X	12X
Full Page	\$2,250	\$2,025	\$1,800
2/3 Page	\$1,688	\$1,519	\$1,350
1/2 Page	\$1,350	\$1,215	\$1,080
1/3 Page	\$1,125	\$1,013	\$900
1/4 Page	\$900	\$810	\$720
1/6 Page	\$675	\$608	\$540
1/8 Page	\$563	\$506	\$450
1/16 Page	\$338	\$304	\$270
2 Pg Spread	\$4,275	\$3,848	\$3,420
Cover 2	\$2,700	\$2,430	\$2,160
Cover 3	\$2,475	\$2,228	\$1,980
Cover 4	\$2,925	\$2,633	\$2,340

BLACK & WHITE RATES

	1X	6X	12X
Full Page	\$1,500	\$1,350	\$1,200
2/3 Page	\$1,125	\$1,013	\$900
1/2 Page	\$900	\$810	\$720
1/3 Page	\$750	\$675	\$600
1/4 Page	\$600	\$540	\$480
1/6 Page	\$450	\$405	\$360
1/8 Page	\$375	\$338	\$300
1/16 Page	\$225	\$203	\$180
2 Pg Spread	\$2,850	\$2,565	\$2,280

SPECIAL SECTION RATES

Classified	1X	3X	6X	12X
(per column inch)	\$48.00	\$43.20	\$38.40	\$33.60

Events: \$241
 Catalog Showcase: \$345
 Advertorial: \$2,440

Keys Editorial Focus

- Comprehensive Show Listings
- Show Coverage
- Late Model and Classic Vehicle Features
- In-Depth Technical Stories
- New Parts Showcases
- New Tool Showcases
- Latest Performance Trends

Keys Demographics & Stats

- Average Age Of Reader: 44
- Average Income: \$77,750
- Average Number Of Cars Owned: 3.6
- Average Spent Annually On Car(s): \$9,795
- Percentage Who Buy Performance Upgrades: 77
- Percentage Who Get DRIVE! At Retail Stores: 59

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