



THE WORLD OF RODS MAGAZINE

The 60-plus years of the hot rod hobby have seen numerous enthusiast magazines, but none quite like this one. THE WORLD OF RODS, entering its third year, is dedicated to covering the colorful cars and national events while providing relevant technical support for lovers of vintage vehicles. THE WORLD OF RODS addresses how to improve the safety, looks and performance of your hot rod's suspension, steering, brakes, electrical, paint and upholstery, and myriad other mechanical details.

The editors and publishers of THE WORLD OF RODS are hands-on photojournalists and life-long enthusiasts who own hot rods and actively participate in the hobby. They also have formed long-term friendships with manufacturers of reproduction and performance parts across the country. The editorial and sales staff personally attends the outdoor and indoor shows that represent the best cars and trucks in the country – and cover the prestigious awards that the industry bestows on these hand-built creations.

All the popular trends of the hobby are examined, digitally photographed and printed in brilliant color. Readers are largely male, from all levels of education, with the bulk of the readership between 35 and 75 years of age. Almost all own pre-war hot rods or collectible American cars of the '50s and '60s. Many of these highly independent do-it-yourselfers enjoy traveling and own recreational vehicles.

KEY EDITORIAL TOPICS:

Suspension Upgrades • Steering & Transmission Hook-ups • Glass Installation Tips • Multiple Carburetors For Flatheads • Paint Prep & Primers • Custom Paint Tips • How To Wire A Hot Rod • Automotive Artist Profiles • Custom Wheels Fitment & Repair • Better Brakes With Ventilation & Cross Drilling • Custom Gauges & Panels



2009 PRODUCTION SCHEDULE:

	MAY	JULY	SEPT	NOV	JAN	MAR
AD CLOSE	12/24/08	3/12/09	5/13/09	7/9/09	9/2/09	11/2/09
MATERIALS DUE	1/8/09	3/24/09	5/20/09	7/16/09	9/17/09	11/9/09
RELEASE DATE	3/3/09	5/12/09	7/14/09	9/8/09	11/3/09	1/5/10

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Rates

4 COLOR RATES

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

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1/4 Page	\$600	\$540	\$480
1/6 Page	\$375	\$338	\$300
1/12 Page	\$225	\$203	\$180
2 Pg Spread	\$2,850	\$2,565	\$2,280

2009 EDITORIAL CALENDAR

MAY 2009

Theme: Real Hot Rods
Cover: 2009 AMBR Winner
Main Blurb: Grand National Roadster Show
Contents To Include:
 Build A Better Exhaust – Tips & Techniques
 Double Hood Latch
 Reproduction Door Handles From Bob Drake
Targeted Advertisers:
 Bob Drake, Mooneyes, SoCal Speed Shop, EMS
 What U Need 2 Know About Powder Coating & Performance Finishes

JULY 2009

Theme: Overcoming Insurmountable Obstacles
Cover: Flamed '40 Willys
Main Blurb: 2 Hot 4 the Street
Contents To Include:
 Prepare For Air – Vintage Air A/C Install
 Install Steering – ididit Inc., Flaming River, TCI Engineering
 Bill Story's '56 Ford Wagon
 Shift Into Overdrive – Install Lokar Performance Shift lever/ Ford AOD Trans
 EFI Induction – RetroTek

SEPTEMBER 2009

Theme: Family Fun
Cover: Timely Tudor – Popular with Family Hot Rodders
Parts Guide: Where to Purchase Reproduction Sheet Metal & Services
Scope Of Parts Guide:
 Firewall Install – Metal Working Tools etc.
Contents To Include:
 How To Shape & Contour Sheet Metal – Welding Tips
 How To Metal Prep For Primer
 Glass & Power Windows
 Wave Crest – A Woodie Meet In San Diego
 Shop Tour – TCI - Chassis R Us

NOVEMBER 2009

Theme: Chassis – A Solid Foundation
Note: SEMA Issue
Cover: A Shop Photo Of Hot Rod Body Off A Chassis
Contents To Include:
 Chassis Builder's Guide
 IFS & IRS Manufacturers
 Frame Rails Manufacturers – What U Need 2 Know 2 Set Up Chassis
 Extended Rails Verses Stock Rails
 Independent Rear Suspension Install – Winters Quick Change
 Radius Rods & 4-Link Manufacturers

JANUARY 2010

Theme: Reproduction Bodies & Fenders
Cover: Bare Steel Rod (Brookville Or Dearborn Deuce) Body On Chassis
Parts Guide: Crate Motor Guide Or Tool Guide
Contents to Include:
 Common Engine/Trans Swap Tech
 Metal Reproduction Body Panels – Bob Drake, Bitchin' Products, EMS etc.

MARCH 2010

Theme: Reproduction Steering Wheels
Cover: Goodguys Street Rod Of The Year
Contents To Include:
 How To Fabricate Interior Panels
 How To Measure Wheel Size & Offsets
 Multi-Disc Brake Calipers
 Goodguys Scottsdale
 Shop Tour – Kugel Komponenten