

CAR AND DRIVER 2009 NEW CAR GUIDE

GENERAL ADVERTISING RATES

BLACK & WHITE

One Page	\$26,261
2/3 Page	19,680
1/2 Page	15,778
1/3 Page	11,814

COVERS

2nd Cover	\$45,762
3rd Cover	\$45,762
4th Cover	\$50,762

TWO COLOR

One Page	\$32,807
2/3 Page	24,628
1/2 Page	19,680
1/3 Page	14,754

FURNISHED INSERTS

4 Pages	\$6,762/pg.
8 Pages	6,237/pg.
12+ Pages	5,628/pg.

No other discounts are applicable to this type of insert.

FOUR COLOR

One Page	\$40,297
2/3 Page	30,214
1/2 Page	24,177
1/3 Page	18,140

MULTI-TITLE DISCOUNTS

2 Titles	30%
3 Titles	35%



MECHANICAL REQUIREMENTS: Refer to CAR AND DRIVER online media kit at www.hfmus.com

GENERAL CONDITIONS: All insertion orders under this rate card are subject to the General Conditions of CAR AND DRIVER Magazine's Current Rate Card

ON SALE DATE: December 16, 2008

AD CLOSING DATE: October 24, 2008

NEWSSTAND DISTRIBUTION: 350,000

COVER PRICE: \$5.99

CAR AND DRIVER 2009 NEW CAR GUIDE

MAIL ORDER ADVERTISING RATES

BLACK & WHITE

One Page	\$16,334
2/3 Page	13,261
1/2 Page	9,504
1/3 Page	7,357

TWO COLOR

One Page	\$20,438
2/3 Page	15,286
1/2 Page	11,883
1/3 Page	9,209

FOUR COLOR

One Page	\$25,514
2/3 Page	19,083
1/2 Page	14,783
1/3 Page	11,484

FURNISHED INSERTS

4 Pages	\$7,455/pg.
8 Pages	6,876/pg.
12+ Pages	6,205/pg.

No other discounts are applicable to this type of insert.

MULTI-TITLE DISCOUNTS

2 Titles	30%
3 Titles	35%

For Classified Rate
Information, Please
Call:
1-800-445-6066



MECHANICAL REQUIREMENTS: Refer to CAR AND DRIVER online media kit at www.hfmus.com

GENERAL CONDITIONS: All insertion orders under this rate card are subject to the General Conditions of CAR AND DRIVER Magazine's Current Rate Card

ON SALE DATE: December 16, 2008

AD CLOSING DATE: October 24, 2008

NEWSSTAND DISTRIBUTION: 350,000

COVER PRICE: \$5.99