

ROAD & TRACK

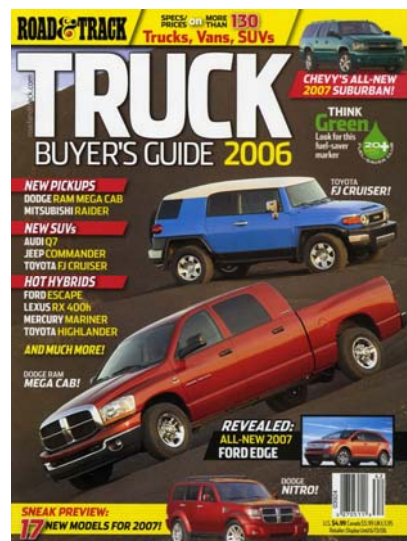
2008 TRUCK BUYER'S GUIDE

Editorial Profile: *Road & Track's* complete *Truck Buyer's Guide* covers the exploding market of pickup trucks, vans, minivans, sport-utility vehicles and 4-wheel drive vehicles, with complete coverage of all models sold in the U.S. Each full-color summary includes vehicle specifications and details on standard and optional features.

READER PROFILE

Demographics:		Reason for buying the guide:	
Median Age:	40 years	Help in deciding what vehicle to buy:	67%
Average HHI:	\$90,500	Learn more about specific vehicle(s):	57%
Median HHI:	\$67,000	Learn more about new vehicles in general:	46%
Male:	95%	To keep for future references:	35%
Female:	5%		
Vehicle Ownership:		Accessories Might Add/Upgrade After Purchase of New Vehicle:	
Own a Domestic Vehicle:	76%	Plan to purchase 1 or more:	86%
Own an Import Vehicle:	58%	Any electronic item:	50%
Plans to Purchase New Vehicle:		Stereo system:	32%
Within 12 Months:	84%	Cellular phone:	21%
Within 2 Months:	28%	Radar detector:	14%
Average amount expected to spend for New Vehicle:	\$27,810	Anti-theft device:	33%
Types of Vehicles Being Considered:		Driving/fog lights:	31%
Sport-utility vehicle:	64%	Other items:	29%
Pickup truck:	41%	Appearance items:	27%
Van/minivan:	15%	Special tires:	26%
4-door sedan:	19%	Performance equipment:	24%
Sports/GT car:	6%	Custom wheels:	20%
2-door sedan:	6%	Shock absorbers:	11%
Station Wagon:	3%	Special seat covers:	8%
Hatchback:	2%	Total readers per copy:	2.9

Source: TRUCK BUYER'S GUIDE Survey



GENERAL RATES

Black & White

One Page:	\$13,706
2 / 3 page:	\$10,303
1 / 2 page:	\$8,237
1 / 3 page:	\$6,170

Two-Color

One Page:	\$15,865
2 / 3 page:	\$11,900
1 / 2 page:	\$9,521
1 / 3 page:	\$7,125

Four-Color

One Page:	\$19,876
2 / 3 page:	\$14,899
1 / 2 page:	\$11,935
1 / 3 page:	\$8,966

Covers

2 nd Cover	\$23,037
3 rd Cover:	\$22,232
4 th Cover	\$25,468

Furnished Inserts

4 pages:	\$4,960/pg
8 pages:	\$4,463/pg

Multi-title Discounts

2 Titles:	20%
3 Titles:	30%
4 Titles:	35%

Mechanical Requirements:

Please refer to

ROAD & TRACK Online
Media Kit at www.hfmus.com

General Conditions: All insertion orders under this rate sheet are subject to the General conditions of Road & Track's current rate card.

On Sale Date: February 12, 2008

Ad Closing: December 3, 2007

Newsstand Distribution: 308,000

Cover Price: \$4.99

ROAD & TRACK

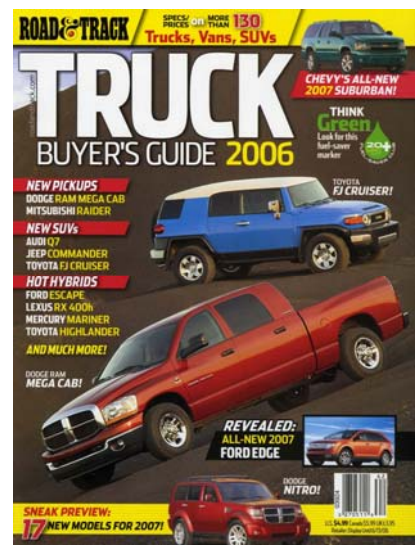
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MAIL ORDER RATES

Black & White

One Page:	\$10,963
2 / 3 page:	\$8,213
1 / 2 page:	\$6,604
1 / 3 page:	\$4,908

Two-Color

One Page:	\$12,688
2 / 3 page:	\$9,521
1 / 2 page:	\$7,623
1 / 3 page:	\$5,684

Four-Color

One Page:	\$15,894
2 / 3 page:	\$11,935
1 / 2 page:	\$9,550
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