

CAR AND DRIVER 2008 TRUCK BUYERS GUIDE

GENERAL ADVERTISING RATES

BLACK & WHITE

One Page	\$17,868
2/3 Page	13,394
1/2 Page	10,725
1/3 Page	8,045

TWO COLOR

One Page	\$22,290
2/3 Page	16,728
1/2 Page	13,394
1/3 Page	10,037

FOUR COLOR

One Page	\$27,389
2/3 Page	20,542
1/2 Page	16,450
1/3 Page	13,278

COVERS

2nd Cover	\$30,654
3rd Cover	\$30,654
4th Cover	\$34,520

FURNISHED INSERTS

4 Pages	\$4,960/pg.
8 Pages	4,463/pg.

MULTI-TITLE DISCOUNTS

2 Titles	30%
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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: February 19, 2008

AD CLOSING DATE: December 26, 2007

NEWSSTAND DISTRIBUTION: 250,000

COVER PRICE: \$4.99

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MAIL ORDER ADVERTISING RATES

BLACK & WHITE

One Page	\$11,113
2/3 Page	8,352
1/2 Page	6,656
1/3 Page	5,001

TWO COLOR

One Page	\$13,863
2/3 Page	10,424
1/2 Page	8,329
1/3 Page	6,251

FOUR COLOR

One Page	\$17,324
2/3 Page	13,012
1/2 Page	10,401
1/3 Page	7,802

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4 Pages	\$4,960/pg.
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2 Titles	30%
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