

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.
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12+ Pages	5,628/pg.

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

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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
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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

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4 Pages	\$7,455/pg.
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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

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MAIL ORDER ADVERTISING RATES

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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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MULTI-TITLE DISCOUNTS

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