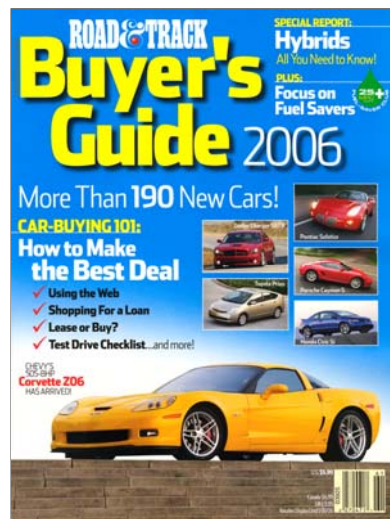


ROAD & TRACK

2009 CAR BUYER'S GUIDE

Editorial Profile: Our complete *Car Buyer's Guide* covers every car sold in the U.S., from two-seat sports cars to full-size domestics, thrifty subcompacts to sumptuous luxury cars. Each and every car is displayed in 4-color splendor and receives a detailed, full-page description with full specifications.



READER PROFILE

Demographics:		Reason for buying the guide:	
Median Age:	38 years	Learn more about new vehicles	
Average HHI:	\$106,500	In general:	62%
Median HHI:	\$67,800	Help in deciding what vehicle to buy:	57%
Male:	93%	Learn more about specific vehicle(s):	49%
Female:	7%	To keep for future references:	45%
Vehicle Ownership:		Product Purchases (past 12 months)	
Own a Domestic Vehicle:	78%	Motor oil:	86%
Own an Import Vehicle:	57%	Oil filters:	71%
Average number of Vehicles owned:	2.4	Cleaners & waxes:	67%
Plans to Purchase New Vehicle:		Air filters:	60%
Within 12 Months:	80%	Tires:	58%
Within 2 Months:	25%	Batteries:	48%
Average amount expected to spend for New Vehicle:		Spark Plugs:	39%
\$27,620		Shock absorbers:	16%
Types of Vehicles Being Considered:		Upgrades additions to Currently Owned Vehicles:	
Passenger car:	92%	Stereo system:	42%
2-door sedan:	25%	Special tires:	28%
4-door sedan:	55%	Anti-theft device:	25%
Sports/GT car:	38%	Appearance items:	21%
Hatchback:	12%	Radar detector:	20%
Station Wagon:	11%	Cellular phone:	19%
Other vehicles:	37%	Performance equipment:	19%
Sport-utility vehicles:	27%	Custom wheels:	18%
Pickup truck:	12%	Driving/fog lights:	18%
Van/minivan:	6%	Total readers per copy: 2.9	

Source: CAR BUYER'S GUIDE Survey

GENERAL RATES

Black & White

One Page:	\$26,591
2 / 3 page:	\$19,998
1 / 2 page:	\$15,993
1 / 3 page:	\$11,981

Two-Color

One Page:	\$30,793
2 / 3 page:	\$23,118
1 / 2 page:	\$18,481
1 / 3 page:	\$13,845

Four-Color

One Page:	\$38,630
2 / 3 page:	\$28,958
1 / 2 page:	\$23,187
1 / 3 page:	\$17,399

Covers

2 nd Cover	\$44,823
3 rd Cover:	\$43,191
4 th Cover	\$49,460

Furnished Inserts

4 pages:	\$10,280/pg
8 pages:	\$9,545/pg
12+ pages:	\$8,740/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

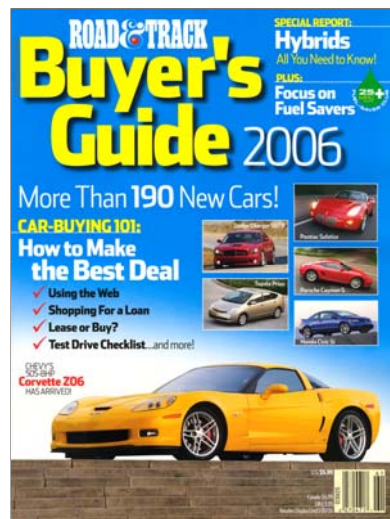
General Conditions: All insertion orders under this rate sheet are subject to the General conditions of Road & Track's current rate card.

On Sale Date:	October 21, 2008
Ad Closing:	September 04, 2008
Newsstand Distribution:	374,000
Cover Price:	\$5.99

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READER PROFILE

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Median Age:	38 years	Learn more about new vehicles	
Average HHI:	\$106,500	In general:	62%
Median HHI:	\$67,800	Help in deciding what vehicle to buy: 57%	
Male:	93%	Learn more about specific vehicle(s): 49%	
Female:	7%	To keep for future references: 45%	
Vehicle Ownership:		Product Purchases (past 12 months)	
Own a Domestic Vehicle:	78%	Motor oil:	86%
Own an Import Vehicle:	57%	Oil filters:	71%
Average number of Vehicles owned:	2.4	Cleaners & waxes:	67%
Plans to Purchase New Vehicle:		Air filters:	60%
Within 12 Months:	80%	Tires:	58%
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2-door sedan:	25%	Special tires:	28%
4-door sedan:	55%	Anti-theft device:	25%
Sports/GT car:	38%	Appearance items:	21%
Hatchback:	12%	Radar detector:	20%
Station Wagon:	11%	Cellular phone:	19%
Other vehicles:	37%	Performance equipment:	19%
Sport-utility vehicles:	27%	Custom wheels:	18%
Pickup truck:	12%	Driving/fog lights:	18%
Van/minivan:	6%	Total readers per copy: 2.9	

Source: CAR BUYER'S GUIDE Survey

MAIL ORDER RATES

Black & White	
One Page:	\$21,341
2 / 3 page:	\$15,993
1 / 2 page:	\$12,803
1 / 3 page:	\$9,620
Two-Color	
One Page:	\$24,646
2 / 3 page:	\$18,493
1 / 2 page:	\$14,777
1 / 3 page:	\$11,090
Four-Color	
One Page:	\$30,822
2 / 3 page:	\$23,187
1 / 2 page:	\$18,545
1 / 3 page:	\$13,926
Covers	
2 nd Cover	\$44,823
3 rd Cover:	\$43,243
4 th Cover	\$49,460
Furnished Inserts	
4 pages:	\$10,280/pg
8 pages:	\$9,545/pg
12+ pages:	\$8,740/pg
Multi-title Discounts	
2 Titles:	20%
3 Titles:	30%
4 Titles:	35%

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ROAD & TRACK

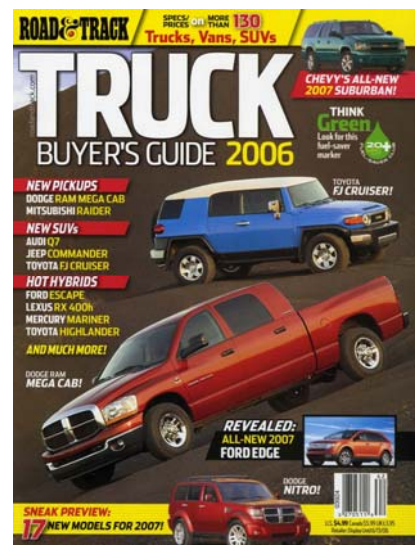
2008 TRUCK BUYER'S GUIDE

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

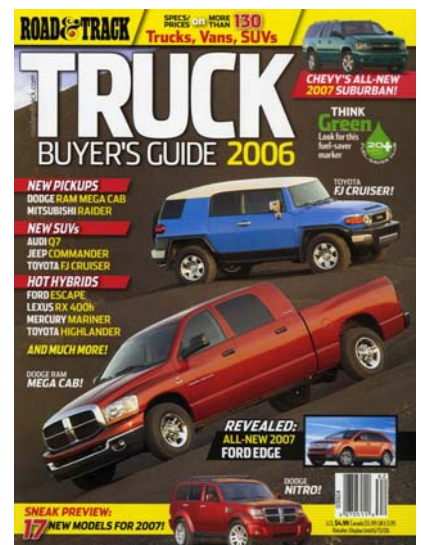
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Hatchback:	2%	Total readers per copy:	2.9

Source: TRUCK BUYER'S GUIDE Survey



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
1 / 3 page:	\$7,148

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3 rd Cover:	\$22,232
4 th Cover	\$25,468

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