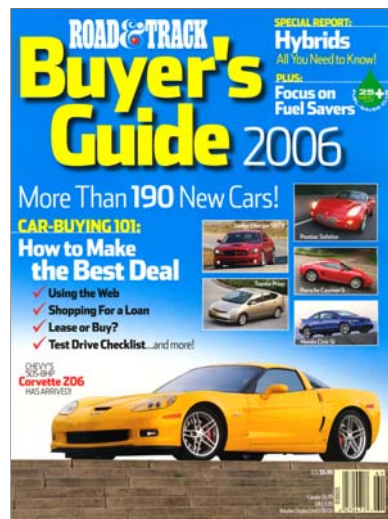


ROAD & TRACK

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%

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

Mechanical Requirements:

Please refer to ROAD & TRACK Online Media Kit at

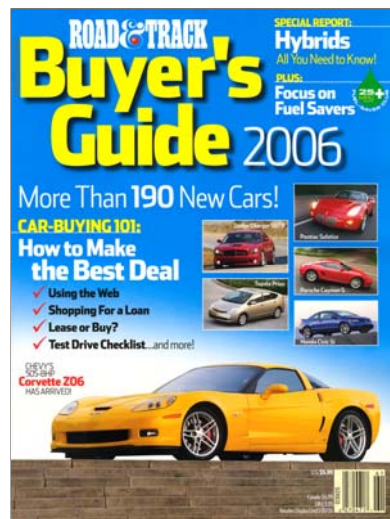
www.hfmus.com

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

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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
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1 / 2 page:	\$18,545
1 / 3 page:	\$13,926
Covers	
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