

**EDITORIAL CALENDAR REVEALED**

# **DRIVE!**

Your #1 Event Guide & Parts Source Across the USA • [WWW.DRIVEONLINE.COM](http://WWW.DRIVEONLINE.COM)

## **2012 MEDIA KIT**

### **MARKET DEMOGRAPHICS**

- **ADVERTISING RATES: PRINT**
- **ADVERTISING CLOSING DATES**

# DRIVE!

Since its inception in 1986, **DRIVE!** magazine is America's #1 automotive event source, covering everything from nostalgia racing and classic car restoration to high-tech street rodding, right on through '70s muscle cars, today's sport trucks, dressed out SUVs and more.

Auto enthusiasts with a passion for all things automotive depend on **DRIVE!** for how-to articles, show listing, pictures of cars and events, plus performance parts and services information. Grassroots rodders and racers, 98% of whom say they participate in events each year, turn to **DRIVE!**

Published 12X per year, **DRIVE!** magazine is a free publication distributed at retail shops and events throughout California, Nevada, Arizona and the Northwest.

Each issue of **DRIVE!** magazine is jam-packed with show listings, in-depth technical stories, new parts showcases, new tool showcases and info about the latest performance trends.



# DRIVE!

## READERSHIP PROFILE

Average age: **44**

Median household income **\$77,500**

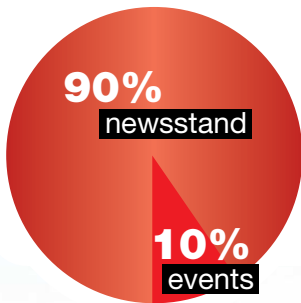
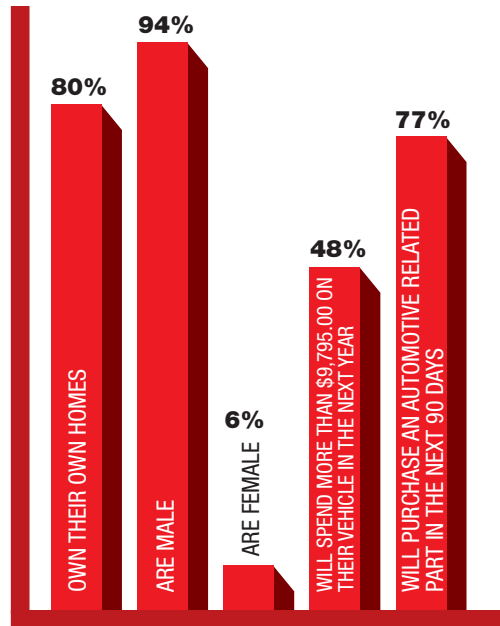
**80%** own their own homes

**94%** are male

**6%** are female

**48%** will spend more than \$9,795.00 on their vehicle in the next year

**77%** will purchase an automotive related part in the next 90 days



## 160,000 COPIES PRINTED

90% newsstand

10% events

## DISTRIBUTION

Each issue of **DRIVE!** magazine is distributed at major automotive retail outlets throughout California, Arizona, Nevada and the Northwest. We also freely distribute thousands of copies at numerous car shows, rod runs, automotive swap meets and automotive trade shows.



# DRIVE!



## ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
Feb	11/21/11	12/02/11	01/02/12
Mar	12/21/11	12/29/11	01/30/12
Apr	01/18/12	01/26/12	02/27/12
May	02/22/12	03/01/12	04/02/12
Jun	03/21/12	03/29/12	04/30/12
Jul	04/18/12	04/26/12	05/28/12
Aug	05/23/12	05/31/12	07/02/12
Sep	06/20/12	06/28/12	07/30/12
Oct	07/25/12	08/02/12	09/03/12
Nov	08/22/12	08/30/12	10/01/12
Dec	09/19/12	09/27/12	10/29/12
Jan	10/24/12	11/01/12	12/03/12
Feb	11/21/12	11/29/12	12/31/12

## RATES

### 4 COLOR RATES

	1X	6X	12X
Full Page	\$2,363	\$2,126	\$1,890
2/3 Page	\$1,772	\$1,595	\$1,418
1/2 Page	\$1,418	\$1,276	\$1,134
1/3 Page	\$1,181	\$1,064	\$945
1/4 Page	\$945	\$851	\$756
1/6 Page	\$709	\$638	\$567
1/8 Page	\$525	\$473	\$420
<b>2 Pg Spread</b>	<b>\$4,489</b>	<b>\$4,040</b>	<b>\$3,591</b>
<b>Cover 2</b>	<b>\$2,835</b>	<b>\$2,552</b>	<b>\$2,268</b>
<b>Cover 3</b>	<b>\$2,599</b>	<b>\$2,339</b>	<b>\$2,079</b>
<b>Cover 4</b>	<b>\$3,071</b>	<b>\$2,765</b>	<b>\$2,457</b>

### SPECIAL SECTION RATES

	1X	6X	12X
Classified (per column inch)	\$48.00	\$43.20	\$40.00

### PERFORMANCE MARKET PLACE

	1X	6X	12X
Classified	\$158.00	\$125.00	\$100.00

Events: \$241.00

Catalog Showcase: \$345.00

## Short Cut-Off Ad Sizes and Specifications

### Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.25"

### Material Requirements

- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett Media LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

### Final Trim: 7.75" x 10.25"

Standard Units	Width & Depth
Full page (live)	7" x 9.75" deep*
2/3 page (2 columns)	4.5" x 9.625" deep
1/2 page (3 columns)	6.75" x 4.75" deep
1/2 page (2 columns)	4.5" x 7.25" deep
1/3 page (2 columns)	4.5" x 4.75" deep
1/3 page (1 column)	2.125" x 9.625" deep
1/4 page (2 columns)	3.25" x 4.75"
1/6 page (1 column)	2.125" x 4.75" deep
1/6 page (2 columns)	4.5" x 2.25" deep
1/12 page (1 column)	2.125" x 2.25" deep
1/16 page (marketplace)	1.625" x 2.125" deep

\*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

Magazine Trim Size:  
7.75" x 10.25" deep

Full Page Bleed (all 4 sides):  
8" x 10.5" deep

Non-bleed Spread:  
14.75" x 9.75" deep

Full Bleed Spread  
(all 4 sides):  
15.75" x 10.5" deep  
(keep live matter centered  
to 14.75" x 9.75")



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