

EDITORIAL CALENDAR REVEALED



MUSCLECAR POWER

**2012
MEDIA KIT**



MARKET DEMOGRAPHICS

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

MUSCLE CAR POWER

Muscle Car Power Magazine is a quarterly publication focused on high-performance modified muscle cars from the '60s, '70s, '80s and '90s and up to current OEM market offerings. **Muscle Car Power** puts the pedal down hard and steers readers into the future of muscle cars with feature articles on classic machines with updated suspension, brakes and drive trains.

The package creatively shows the reader how to transform their poor-handling machine into a high-horsepower, corner-carving and superb stopping machine, allowing it to handle as good as it looks. **Muscle Car Power** is dedicated to the enthusiasts who drive their cars, drive them hard, want confidence behind the wheel as they lean on the pedal and pull on the steering wheel.

Every issue pins you back in the seat with detailed vehicle features, exciting action photos, and in-depth technical articles highlighting everything from engine swaps, suspension and brake upgrades and bodywork and paint. Mixed in with the feature vehicles and technical articles is event coverage from some of the muscle car scene's most important events. Enthusiasts not only show their cars, but also drive them on sanctioned road courses. Readership age ranges from 25-55 with an average income of \$77,500. A large percentage of the readership has an excess of discretionary income.



MUSCLECAR POWER

READERSHIP PROFILE

Average age: **47**

Median household income: **\$78,000**

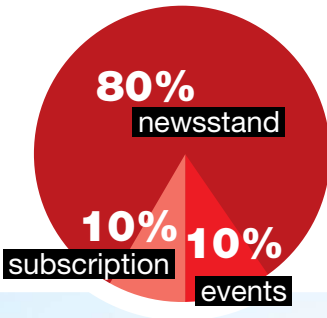
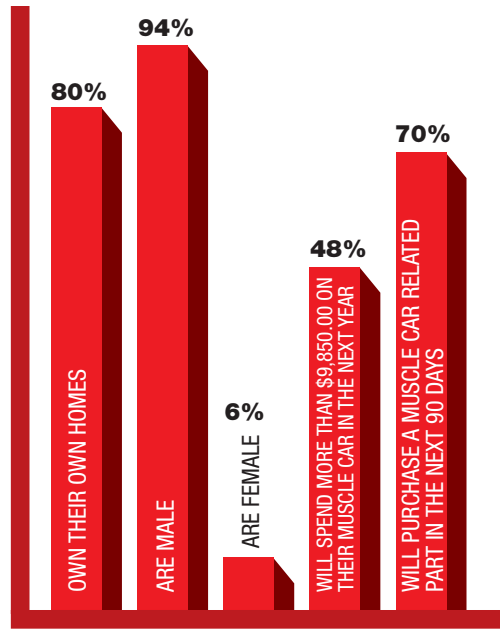
80% own their own homes

94% are male

6% are female

48% will spend more than \$9,850 on their muscle car in the next year

70% will purchase a muscle car related part in the next 90 days



80,000 COPIES PRINTED

- 80% newsstand
- 10% subscription
- 10% events

DISTRIBUTION

Each issue of *MuscleCar Power* is distributed nationwide to most major retail outlets. We also freely distribute thousands of copies at numerous car shows, rod runs automotive swap meets and automotive trade shows. *MuscleCar Power* is also carried at most major airports through Hudson News.



MUSCLECAR POWER

ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
Apr	01/04/12	01/12/12	02/28/12
Jul	04/04/12	04/12/12	05/29/12
Oct	07/03/12	07/12/12	08/28/12
Dec	09/12/12	09/20/12	11/06/12

RATES

4 COLOR RATES

	1X	3X	6X
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
2 Pg Spread	\$4,489	\$4,040	\$3,591
Cover 2	\$2,835	\$2,552	\$2,268
Cover 3	\$2,599	\$2,339	\$2,079
Cover 4	\$3,071	\$2,765	\$2,457

Performance Directory: \$150.00



Short Cut-Off Ad Sizes and Specifications

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

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 10.5"

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

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

Magazine Trim Size:
7.75" x 10.5" deep

Full Page Bleed (all 4 sides):
8" x 10.75" deep

Non-bleed Spread:
14.75" x 9.75" deep

Full Bleed Spread
(all 4 sides):
15.75" x 10.75" deep
(keep live matter centered
to 14.75" x 9.75")



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