

CAR AND DRIVER

Advertising Rates 2018

4-COLOR	RATES
Full page	\$258,500
2/3 page	\$193,875
1/2 page (horizontal only)	\$150,585
1/3 page**	\$112,940
Cover 2	\$291,130
Cover 3	\$276,070
Cover 4	\$316,225

ISSUE AND CLOSING DATES

Published 12 times a year by Hearst Magazines.

Issued approximately the first Tuesday of the month preceding cover date.

Space closes the Monday approximately seven weeks prior to on-sale date.

Space and material extensions are granted on a case-by-case basis.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class), and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPECIAL POSITIONS (NON-CANCELABLE); add 10% to earned rates.

SPLIT RUN ADVERTISING Copy split charges are available upon request.

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION Member of the Alliance for Audited Media. Subscriptions \$13.00 per year. Single-copy price \$5.99 U.S., \$6.99 Canada.

** Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break.

For the full terms and conditions, please refer to the General Conditions within the Car and Driver media kit at www.caranddrivermediakit.com.