

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 |

EFFECTIVE: February 2018 issue
TARGET CIRCULATION: 1,200,000
Please note: All rates are gross
Special positions are non-cancelable,
add 10% to earned rates

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.