

A WHOLE NEW AUDIENCE TO FUEL YOUR SALES



AutoTrader Classics is a portfolio of magazines, prices guides and consumer websites aimed at car enthusiasts. Though these magazines have been around for a while, in 2008 they have all been refreshed, updated and expanded from simply Classified magazines to include editorial aimed at the loyal and passionate audience of car enthusiasts.

All of these magazines are now gathered under one brand umbrella: AutoTrader Classics. We are positioning AutoTrader Classics as "the best place to fuel your love affair with classic cars." While "love affair" may seem like a strong statement, as soon as you spend time with our audience you will understand. They are simply passionate about cars.

And our new approach is working. Traffic on our web site is increasing and magazine circulation is growing. We will continue to invest more and more over the next few years to dominate the category and grow our brand. We want to invite you to join us.



What's in our portfolio?

Our portfolio consists of 8 magazine titles, 2 price guides and 3 web sites.

- Editorial/classifieds magazines: *Classic Cars & Parts, Mustang & Ford, Corvette & Chevy* and *Kustoms & Hot Rods*
- Classifieds Magazines: *Deals On Wheels* and *Truck, Race, Cycle & Rec. Marketplace*
- Price Guides: *Classic Cars & Parts Price Guide* and *1998-2008 Car and Truck Price Guide*
- Editorial Magazines: *Milestone Series* (Corvette, Mustang, Street & Tuner, Muscle Cars), *Racing Milestones*
- Car Enthusiast Portals: *AutoTraderClassics.com, DealsOnWheels.com, RacingMilestones.com*

All properties in the portfolio are branded AutoTrader Classics. The price guides are co-branded with NADA Guides which provides data and has a strong consumer brand to bring added value.

Print and Online working together

Most cars are online and in the magazine and we think that both work together to provide a full experience for our audience. Our audience reads our magazines for entertainment. The magazine provides the ability to browse, portability and editorial. On the other hand, our online portals provide searchability and the largest inventory of classic cars in the world with photos and information to help an in market consumer find the exact car they want.

Research, by Phoenix Automotive, shows that more than 80% of our portal visitors also read our magazine. So, we make sure they work together. We allow consumers to subscribe to the magazines online and to advertise their vehicles online and in the magazines. We drive online consumers to the magazines with banner advertising and we send magazine readers online through prints ads in each publication. AutoTrader Classics gives car enthusiasts the best of both worlds.



How do we advertise our brands?

Print Advertising

We advertise in third party magazines including: *Modified Mustang & Ford, Mopar Muscle, Super Chevy, Car Craft, Hot Rod, High Performance Pontiac, Muscle Car Review*; as well as in our magazines and sister publications. (*AutoMart, AutoExtra, AutoTrader* and *AutoMercado*)

Online Advertising

We advertise on third party sites including: *nadaguides.com, popularmechanics.com, carcraft.com, superchevy.com, moparmuscle.com*; as well as on our own sister sites. (*autotrader.com, automart.com, coxnet.com, and kudzu.com.*)

Point of Sale Advertising

We support our magazines with rack cards in the 77,000 stores where we control our distribution.

Events

This year we attended 30+ events. Our 2009 event schedule will include high-profile, high attendance events like: Barrett-Jackson's auctions, The Mustang Club of America 45th Anniversary Celebration, The Woodward Dream Cruise, SEMA, and many more.



CLASSIC CARS & PARTS IS THE PREMIER MAGAZINE FOR CLASSIC CAR ENTHUSIASTS.

From actively searching for a car to just browsing the market for any great finds or even just enjoying the editorial content – this magazine has a lot to offer.

- Over 2,000 classic cars for sale
- Profiles of iconic classic cars — such as the 1957 Bel Air, 1971 Barracuda and 1964 Fairlane.
- Engaging articles with how-to information, event coverage, dream cars and more.
- Prices for the top 50 Classics. Readers can keep up with the market and stay up-to-date on the worth of their own vehicles.
- Local Events calendar — the Classic Car enthusiast can plan his weekend around his favorite hobby.
- A New Product section that includes products for restoration, driving enjoyment, storage, maintenance and vehicle improvement.
- Staff and reader rides feature. Readers have the chance to show off their cars as well as see what's going on in the garages of Classics staff.

TOTAL ENTHUSIASTS INTEREST BY VEHICLE*

Muscle Cars	66%
Classic American	41%
Late-Model Performance	33%
Street Rods or Customs	32%
Classic Trucks	28%
Exotics	25%
Classic Foreign	24%
Antiques	23%
Race Cars	23%
Other	1%

WHEN IS CLASSIC CARS & PARTS PUBLISHED?

	DEADLINE	ON SALE
January	10/21/08	11/22/08
February	11/21/08	12/20/08
March	12/24/08	01/24/09
April	01/23/09	02/21/09
May	02/20/09	03/21/09
June	03/27/09	04/25/09
July	04/24/09	05/23/09
August	05/29/09	06/27/09
September	06/26/09	07/25/09
October	07/24/09	08/22/09
November	08/28/09	09/26/09
December	09/25/09	10/24/09

Who reads *Classic Cars & Parts*?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 50% of our readership is still employed full time while 19% are retired.
- **Married.** More than 70% of our audience.
- **Educated.** 72% of our audience have had some college or more.
- **Committed.** More than 70% of our audience is involved in their hobby at least once a week.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

Where can you find *Classic Cars & Parts*?

The distribution of *Classic Cars & Parts* is changing. Currently, most of our sales are single copy and predominantly through convenience stores. We're in the process of expanding our circulation in book stores, newsstands, airports and supermarkets in addition to embarking on an aggressive subscription campaign.

- Current monthly distribution: 281,000 copies
- 71,000 sales points nationwide
- *CLASSIC CARS & PARTS* has a pass through rate of 3.
- Current sales points include: Circle K, Wal-Mart, Barnes & Noble, Books-a-Million, Hastings, Borders, Pep Boys, Advance Auto Parts, Hudson News, Kroger, Wegmans, Meijer, Walgreen's... and more.



* Source: Phoenix Automotive, 2008.



KUSTOMS & HOT RODS IS THE NEW MAGAZINE FOR HOT RODDERS.

Each monthly issue appeals to those actively searching for a Kustom or Hot Rod, those just browsing the market or readers looking to enjoy the latest editorial content.

- Over 600 Kustoms or Hot Rods for sale – the largest inventory in print.
- Profiles of iconic classic cars — such as the 1936 Ford Cabriolet, 1932 Ford High Boy and the 1956 Cadillac.
- Engaging articles with how-to information, event coverage, dream cars and more.
- Classic car prices for the top 25 Hot Rods so that readers can keep up with the market and stay up-to-date on the worth of their vehicle.
- A local events calendar so the enthusiast can plan his weekend around his favorite hobby.
- A New Product section that includes products for restoration, driving enjoyment, storage, maintenance and vehicle improvement.
- Staff and reader rides feature. Readers have the chance to show off their cars as well as see what's going on in the garages of Classics staff.

TOTAL ENTHUSIASTS INTEREST BY VEHICLE*

Muscle Cars	66%
Classic American	41%
Late-Model Performance	33%
Street Rods or Customs	32%
Classic Trucks	28%
Exotics	25%
Classic Foreign	24%
Antiques	23%
Race Cars	23%
Other	1%

WHEN IS KUSTOMS & HOT RODS PUBLISHED?

	DEADLINE	ON SALE
February	11/26/08	01/03/09
March	---	---
April	01/16/09	02/14/09
May	02/13/09	03/14/09
June	03/20/09	04/18/09
July	04/17/09	05/16/09
August	05/22/09	06/20/09
September	06/19/09	07/18/09
October	07/17/09	08/15/09
November	08/21/09	09/19/09
December	09/18/09	10/17/09

Who reads *Kustoms & Hot Rods*?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 50% of our readership is still employed full time while 19% are retired.
- **Married.** More than 70% of our audience.
- **Educated.** 72% of our audience have had some college or more.
- **Committed.** More than 70% of our audience is involved in their hobby at least once a week.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

Where can you find *Kustoms & Hot Rods*?

The distribution of *Kustoms & Hot Rods* is changing. Currently, most of our sales are single copy and predominantly through convenience stores. We're in the process of expanding our circulation in book stores, newsstands, airports and supermarkets in addition to embarking on an aggressive subscription campaign.

- Current monthly distribution: 75,000 copies
- *Kustoms & Hot Rods* has a pass through rate of 3.
- Current sales points include: Circle K, Wal-Mart, Barnes & Noble, Books-a-Million, Hastings, Borders, Pep Boys, Advance Auto Parts, Hudson News, Kroger, Wegmans, Meijer, Walgreen's... and more.



* Source: Phoenix Automotive, May 2008.

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MUSTANG® & FORD® IS THE #1 CLASSIFIEDS MAGAZINE IN THE COUNTRY FOR MUSTANG FANS.

No other publication offers more ponies for sale. Each monthly issue offers readers the opportunity to browse cars for sale as well as the latest editorial content on these classic beauties.

- Over 650 classic cars for sale each month
- Profiles of iconic Mustangs — such as the 1965 Fastback, 1970 Boss 302 and 1969 Mach 1.
- Engaging articles with how-to information, event coverage, dream cars and more.
- Mustang prices from 1964-1988 so that readers can keep up with the market and stay up-to-date on the worth of their vehicle.
- A local events calendar so the Mustang enthusiast can plan his weekend around his favorite hobby.
- Tech talk — Questions and answers to Mustang problems.
- Staff and reader rides feature — Readers have the chance to show off their cars as well as see what's going on in the garages of Classics staff.

TYPE OF CAR OWNED*

Muscle Car	100%
Classic American	11%
Classic Trucks	5%
Antiques	4%
Street Rod or Custom	4%
Classic Foreign	4%
Late-Model Performance	4%
Race Cars	1%
Exotic	1%

Who reads *MUSTANG® & FORD®*?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 50% of our readership is still employed full time while 19% are retired.
- **Family Oriented.** More than 70% of our audience is married.
- **Educated.** 72% of our audience have had some college or more.
- **Passionate.** Our readers owns an average of 3 muscle cars.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

WHEN IS *MUSTANG® & FORD®* PUBLISHED?

	DEADLINE	ON SALE
January	10/17/08	11/15/08
February	11/14/08	12/13/08
March	12/19/08	01/17/09
April	01/16/09	02/14/09
May	02/13/09	03/14/09
June	03/20/09	04/18/09
July	04/17/09	05/16/09
August	05/22/09	06/20/09
September	06/19/09	07/18/09
October	07/17/09	08/15/09
November	08/21/09	09/19/09
December	09/18/09	10/17/09

Where can you find *MUSTANG® & FORD®*?

The distribution of *MUSTANG® & FORD®* is changing. Currently, most of our sales are single copy and predominantly through convenience stores. We're in the process of expanding our circulation in book stores, newsstands, airports and supermarkets in addition to embarking on an aggressive subscription campaign.

- Current monthly distribution: 109,000 copies
- *MUSTANG® & FORD®* has a pass through rate of 3.
- 56,000 sales points nationwide
- Current sales points include: Circle K, Wal-Mart, Barnes & Noble, Amazon, Pep Boys, Advance Auto Parts, Kroger, Wegmans, Meijer, Walgreen's... and more.



* Source: Phoenix Automotive, January and May 2008.



CORVETTE® & CHEVY® IS THE #1 CLASSIFIEDS MAGAZINE IN THE COUNTRY FOR CORVETTE FANS.

No other publication offers more Corvette for sale. Each monthly issue offers readers the opportunity to browse cars for sale as well as the latest editorial content on these classic beauties.

- Over 800 classic cars for sale
- Profiles of iconic Corvettes — such as the 1958 Fuelie, 1967 327, and the 1972 Corvette.
- Engaging articles with how-to information, event coverage, dream cars and more.
- Corvette and Camaro prices from 1964-1988 so that readers can keep up with the market and stay up-to-date on the worth of their vehicle.
- A local events calendar so the Corvette enthusiast can plan his weekend around his favorite hobby.
- Tech talk — Questions and answers to Corvette and Chevy problems.
- Staff and reader rides feature. Readers have the chance to show off their cars as well as see what's going on in the garages of Classics staff.

TYPE OF CAR OWNED*

Muscle Car	100%
Classic American	11%
Classic Trucks	5%
Antiques	4%
Street Rod or Custom	4%
Classic Foreign	4%
Late-Model Performance	4%
Race Cars	1%
Exotic	1%

WHEN IS CORVETTE® & CHEVY® PUBLISHED?

	DEADLINE	ON SALE
January	10/31/08	11/29/08
February	11/26/08	12/27/08
March	01/02/09	01/31/09
April	01/30/09	02/28/09
May	02/27/09	03/28/09
June	04/03/09	05/02/09
July	05/01/09	05/30/09
August	06/05/09	07/04/09
September	07/02/09	08/01/09
October	07/31/09	08/29/09
November	09/04/09	10/03/09
December	10/02/09	10/31/09

Who reads CORVETTE® & CHEVY®?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 50% of our readership is still employed full time while 19% are retired.
- **Family Oriented.** More than 70% of our audience is married.
- **Educated.** 72% of our audience have had some college or more.
- **Passionate.** Our readers owns an average of 3 muscle cars.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

Where can you find CORVETTE® & CHEVY®?

The distribution of CORVETTE® & CHEVY® is changing. Currently, most of our sales are single copy and predominantly through convenience stores. We're in the process of expanding our circulation in book stores, newsstands, airports and supermarkets in addition to embarking on an aggressive subscription campaign.

- Current monthly distribution: 83,000 copies
- CORVETTE® & CHEVY® has a pass through rate of 3.
- Current sales points include: Circle K, Wal-Mart, Barnes & Noble,
- Amazon, Pep Boys, Advance Auto Parts, Kroger, Wegmans, Meijer, Walgreen's... and more.



* Source: Phoenix Automotive, January and May 2008.



DEALS ON WHEELS IS THE TOP CLASSIFIED MAGAZINE FOR CLASSIC CAR ENTHUSIASTS.

Full of exciting cars, each monthly issue appeals to those actively searching for a classic or muscle car or those just browsing the market for great finds.

- Over 1,000 Classic and Muscle cars for sale
- Full, eye-catching color with a new glossy cover.
- Project car section for the hands-on classic car enthusiast.
- An events section for active enthusiasts to find shows, cruises or auctions to share their hobby with other car nuts.
- Full integration with DealsOnWheels.com. Every car in the magazine can also be found online usually with more pictures and details.

TOTAL ENTHUSIASTS INTEREST BY VEHICLE*

Muscle Cars	66%
Classic American	41%
Late-Model Performance	33%
Street Rods or Customs	32%
Classic Trucks	28%
Exotics	25%
Classic Foreign	24%
Antiques	23%
Race Cars	23%
Other	1%

WHEN IS DEALS ON WHEELS PUBLISHED?

	DEADLINE	ON SALE
January	11/16/09	12/06/09
February	11/21/09	01/03/09
March	01/09/09	02/07/09
April	02/06/09	03/07/09
May	03/06/09	04/04/09
June	04/10/09	05/09/09
July	05/08/09	06/06/09
August	06/12/09	07/11/09
September	07/10/09	08/08/09
October	08/07/09	09/05/09
November	09/11/09	10/10/09
December	10/09/08	11/07/08

Who reads Deals on Wheels?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$89,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 47% of our readership is still employed full time while 24% are retired.
- **Family Oriented.** More than 80% of our audience is married.
- **Educated.** 79% of our audience have had some college or more.
- **Committed.** More than 70% of our audience is involved in their hobby at least once a week.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

Where can you find Deals on Wheels?

The distribution of *Deals On Wheels* is changing. Currently, most of our sales are single copy and predominantly through convenience stores. We're in the process of expanding our circulation in book stores, newsstands, airports and supermarkets in addition to embarking on an aggressive subscription campaign.

- Current monthly distribution: 216,000 copies
- 63,000 sales points nationwide
- *Deals on Wheels* has a pass through rate of 3.
- Current sales points include: Circle K, Wal-Mart, Barnes & Noble, Amazon, Pep Boys, Advance Auto Parts, Kroger, Wegmans, Meijer, Walgreen's... and more.



* Source: Phoenix Automotive, May 2008.



TRUCK, RACE, CYCLE & REC. MARKETPLACE IS THE TOP MAGAZINE FOR TRUCK ENTHUSIASTS.

Full of exciting cars, each monthly issue appeals to those actively searching for a classic or muscle car or those just browsing the market for great finds.

- Over 1,000 Classic and Muscle cars for sale.
- Project car section for the hands-on classic car enthusiast.
- An events section for active enthusiasts to find shows, cruises or auctions to share their hobby with other car nuts.
- Full, eye-catching color with a new glossy cover.
- Full integration with DealsOnWheels.com. Every car in the magazine can also be found online usually with more pictures and details.

TOTAL ENTHUSIASTS INTEREST BY VEHICLE*

Muscle Cars	66%
Classic American	41%
Late-Model Performance	33%
Street Rods or Customs	32%
Classic Trucks	28%
Exotics	25%
Classic Foreign	24%
Antiques	23%
Race Cars	23%
Other	1%

WHEN IS TRUCK, RACE, CYCLE & REC. MARKETPLACE PUBLISHED?

	DEADLINE	ON SALE
January	10/24/08	11/22/08
February	11/14/08	12/20/08
March	01/09/09	02/07/09
April	02/06/09	03/07/09
May	03/06/09	04/04/09
June	04/10/09	05/09/09
July	05/08/09	06/06/09
August	06/12/09	07/11/09
September	07/10/09	08/08/09
October	08/07/09	09/05/09
November	09/11/09	10/10/09
December	10/09/09	11/07/09

Who reads *Truck, Race, Cycle & Rec. Marketplace*?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$89,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 80% of our readership is still employed full time while 19% are retired.
- **Family Oriented.** More than 70% of our audience is married.
- **Educated.** 79% of our audience have had some college or more.
- **Committed.** More than 70% of our audience is involved in their hobby at least once a week.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

Truck, Race, Cycle & Rec. Marketplace

The distribution of *Truck, Race, Cycle & Rec. Marketplace* is changing. Currently, most of our sales are single copy and predominantly through convenience stores. We're in the process of expanding our circulation in book stores, newsstands, airports and supermarkets in addition to embarking on an aggressive subscription campaign.

- Current monthly distribution: 154,000 copies
- 59,000 sales points nationwide
- *Truck, Race, Cycle & Rec. Marketplace* has a pass through rate of 3.
- Current sales points include: Circle K, Wal-Mart, Barnes & Noble, Amazon, Pep Boys, Advance Auto Parts, Kroger, Wegmans, Meijer, Walgreen's... and more.



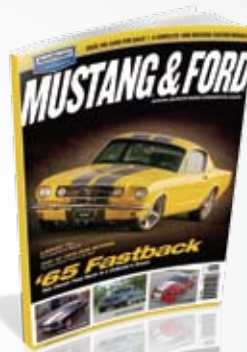
* Source: Phoenix Automotive, May 2008.

MAGAZINE DISTRIBUTION BY REGION



Classic Cars & Parts

Bookstore/Subscription	32%
Northeast	7%
Mid-Atlantic	9%
Southeast	11%
E. Great Lakes	5%
Ohio Valley	6%
Midwest	8%
Southwest	8%
Northwest	4%
West	10%
Total Distribution	281,000



MUSTANG® & FORD®

Bookstore/Subscription	8%
Northeast	7%
Mid-Atlantic	12%
Southeast	16%
E. Great Lakes	7%
Ohio Valley	9%
Midwest	11%
Southwest	14%
Northwest	4%
West	11%
Total Distribution	109,000



CORVETTE® & CHEVY®

Bookstore/Subscription	9%
Northeast	8%
Mid-Atlantic	12%
Southeast	17%
E. Great Lakes	7%
Ohio Valley	9%
Midwest	10%
Southwest	14%
Northwest	4%
West	11%
Total Distribution	83,000



Kustoms & Hot Rods

Bookstore/Subscription	19%
Northeast	5%
Mid-Atlantic	9%
Southeast	2%
E. Great Lakes	11%
Ohio Valley	4%
Midwest	14%
Southwest	14%
Northwest	8%
West	13%
Total Distribution	75,000



Deals On Wheels

Bookstore/Subscription	37%
Northeast	6%
Mid-Atlantic	9%
Southeast	10%
E. Great Lakes	6%
Ohio Valley	6%
Midwest	8%
Southwest	7%
Northwest	4%
West	7%
Total Distribution	216,000



Truck, Race, Cycle & Rec.

Bookstore/Subscription	10%
Northeast	8%
Mid-Atlantic	8%
Southeast	14%
E. Great Lakes	7%
Ohio Valley	10%
Midwest	10%
Southwest	13%
Northwest	5%
West	14%
Total Distribution	154,000



What are the *Milestones* magazines?

The Milestones are a series of collectible editorial magazines that take an in-depth look into particular collector cars or an aspect of the enthusiast car hobby.

- In 2009, we'll publish six AutoTrader Classics Milestones:
 - Camaro
 - Mustang
 - Mopar/Challenger
 - Muscle Car
 - Street & Tuner
 - Classic Truck
- The Camaro Milestones will be published as the new Chevrolet Camaro models are showing up in dealer showrooms.
- The Street & Tuner Milestones will hit the shelves prior to the SEMA show.
- The magazines are printed on 100% gloss paper.
- Cover price is \$4.99 with a typical issue containing 120 pages with 80% editorial and over 20 compelling articles.
- Open to relevant advertorial content.

What are the *Racing Milestones* magazines?

The Racing Milestones are bi-annual collectible magazines full of subject matter for NASCAR fans. They serve as a resource throughout the season and the Race for the Cup. The magazines contain:

- Driver profiles and rankings
- Track profiles
- Regular season and post season reviews and previews
- Articles on NASCAR history
- Up to 20 articles on drivers, teams, the season and the sport in general
- 150+ pages on 100% gloss paper
- A cover price of \$6.99

Where can you find the *Milestones* magazines?

The distribution of the AutoTrader Classics products is changing and growing. Currently, most of our sales are single copy, predominantly through convenience stores. We are expanding circulation in book stores, newsstands, airports and supermarkets. We have also embarked on an aggressive subscription campaign.

- Current monthly distribution: is 157,000 copies.
- Pass through rate is 3 people per copy.
- 55,000 sales points nationwide.
- Magazines can be found in Circle K, Wal-Mart, Barnes and Noble, Books-a-Million, Hastings, Amazon.com, Pep Boys, Advance Auto Parts, Kroger, Wegman's, Meijer, Walgreen's and many more.

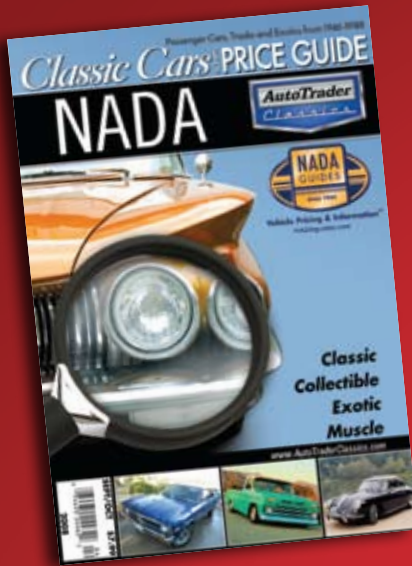


WHEN ARE THE MILESTONE MAGAZINES PUBLISHED?

	ISSUE	DEADLINE	ON SALE
January	Season Preview	12/13/08	1/17/09
February	Camaro	1/9/09	2/14/09
April	Mustang	1/9/09	2/14/09
June	Mopar Challenger	5/15/09	6/20/09
August	Race for the Cup	7/10/09	8/15/09
September	Muscle Car	8/14/08	9/19/09
October	Street Rod/SEMA	9/4/08	10/17/09
December	Street & Tuner	11/6/09	12/12/09

* Source: Phoenix Automotive, May 2008.

What is the *Classic Cars & Parts Price Guide*?



The Price Guide is a sister publication of Classic Cars & Parts, the premier magazine for Classic Car enthusiasts. It is collaboration between NADA Guides, the most comprehensive source of vehicle information today, and AutoTrader Classics, the best place to fuel your passion for Classic Cars. With the Price Guide, enthusiasts can monitor the value of their cars and the market. It also serves as a valuable resource for those in the market to purchase a Classic Car.

- Covers 1946-1988
- Provides prices for passenger cars, trucks and exotics, from AC to Willies-Overland.
- Includes weights and original MSRP.
- Includes price premiums for valuable period options or option packages
- Published 6 times a year
- Contains 462 pages full of market information
- Is promoted each month with extracts and ads in Classic Cars & Parts, Mustang & Ford, Corvette & Chevy and Kustoms & Hot Rods.

Who reads *Classic Cars & Parts Price Guide*?

The enthusiast reading our magazine is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our readers are men between the ages of 34-64. Our average reader is 47 years old.
- **Affluent.** The median annual income of our reader is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still active.** Over 50% of our readership is still employed full time while 19% are retired.
- **Family Oriented.** More than 70% of our audience is married.
- **Educated.** 72% of our audience have had some college or more.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

WHEN IS DEALS ON CLASSIC CARS & PARTS PRICE GUIDE PUBLISHED?

	DEADLINE	ON SALE
March / April	12/05/08	02/07/09
May / June	01/30/09	04/04/09
July / August	04/10/09	06/06/09
Sept / Oct	06/12/09	08/08/09
Nov / Dec	08/07/09	10/10/09
Jan / Feb	10/09/09	12/05/09
March / April	12/04/09	02/06/10

Where can you find *Classic Cars & Parts Price Guide*?

The distribution is 100% single copy sales predominantly through convenience stores. We are currently expanding circulation in parts stores and supermarkets.

- Monthly distribution – 57,000 copies.
- 35,000 sales points nationwide.
- Pass through rate is 3 per copy.
- Current sales points include: Circle K, 7-11, Speedway, Kroger, Wegmans, Meijer,
- Walgreen's, independently owned convenient stores and many more.



* Source: Phoenix Automotive, May 2008.

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AUTOTRADERCLASSICS.COM IS THE #1 CLASSIC CAR SITE IN THE NATION

With more cars than any other Classic Car site and more visitors than our competitors, AutoTraderClassics.com is the site where classic car enthusiasts are.

Whether they are actively shopping for cars or visiting to dream about thousands of cars, car lovers keep coming back to AutoTrader Classics.

In addition to cars, the site features parts, services and dealers. AutoTraderClassics.com has everything the car enthusiast needs to acquire, own and maintain his pride and joy.

Our traffic continues to increase since the site received a new look. The number of unique visitors is increasing in addition to the time spent on site. Stay tuned because this site will only continue to grow exponentially!

Our advertising options include online banner advertising – such as: leaderboards, skyscrapers and other positions. Another great advertising option is to integrate your site by linking your business to our resource or catalogue section. Or you can also feature parts or accessories through a feed.

Who visits AutoTraderClassics.com?

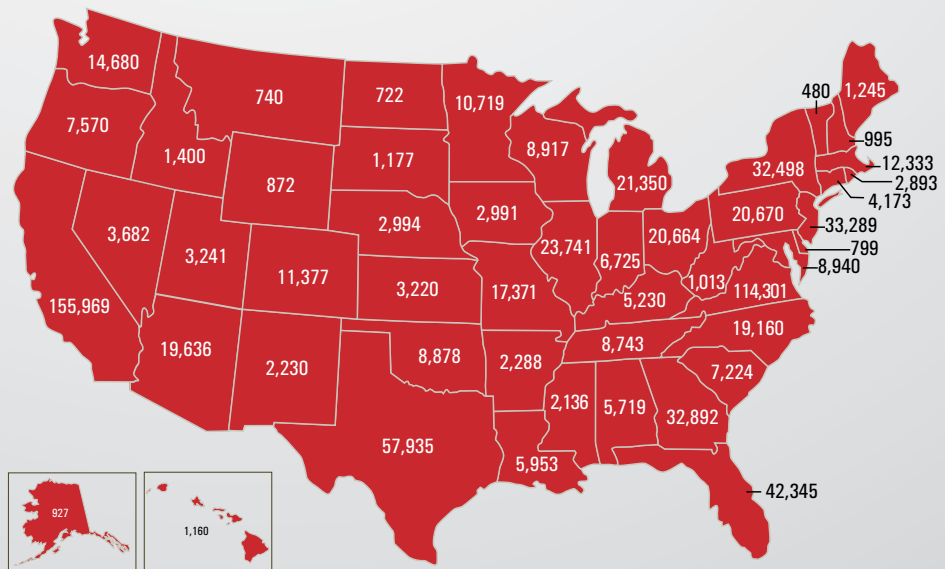
The enthusiast reading our site is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our visitors are men between the ages of 34-64. Our average visitor is 47 years old.
- **Educated.** 72% of our audience have had some college or more.
- **Affluent.** The median annual income of our visitor is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still Active.** Over 50% of our readership is still employed full time while 24% are retired.
- **Family Oriented.** More than 70% of our audience is married.
- **Committed.** Our visitors own an average of 3 muscle cars.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

High Quality Traffic

With over 700,000 monthly unique visitors,* here is a look at our traffic by state:

- Nearly 14 million average page views.*
- The average visitor spends 12 minutes and 44 seconds on the site.*



Source: Phoenix Automotive, May 2008.

*Source: Webtrends, 3rd quarter, 2008

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DealsOnWheels.com

Whether they are actively shopping for cars or visiting to dream about thousands of cars, car lovers keep coming back to DealsOnWheels.com.

In addition to cars, the site features parts, services and dealers. DealsOnWheels.com has everything the car enthusiast needs to acquire, own and maintain his pride and joy.

Our advertising options include online banner advertising – such as: leaderboards, skyscrapers and other positions. Another great advertising option is to integrate your site by linking your business to our resource or catalogue section. Or you can also feature parts or accessories through a feed.

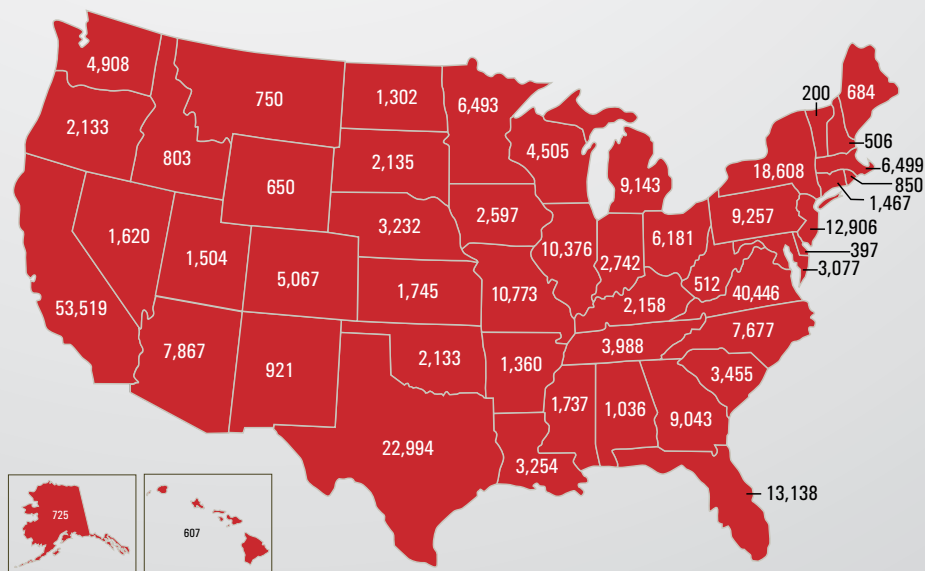
Who visits DealsOnWheels.com?

The enthusiast reading our site is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our visitors are men between the ages of 34-64. Our average visitor is 55 years old.
- **Educated.** 79% of our audience have had some college or more.
- **Affluent.** The median annual income of our visitor is \$89,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still Active.** Over 47% of our readership is still employed full time while 24% are retired.
- **Family Oriented.** More than 80% of our audience is married.
- **Committed.** 70% of our audience is involved in their hobby at least once a week.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

High Quality Traffic

With over 300,000 monthly unique visitors,* here is a look at our traffic by state:



Source: Phoenix Automotive, May 2008.

*Source: Webtrends, 3rd Quarter, 2008.

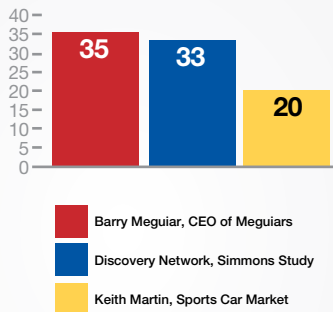
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OUR AUDIENCE

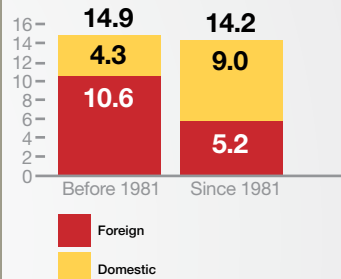
'The Hobby'

Car enthusiasts often refer to the 'hobby.' What this means differs from person to person. For some like Jay Leno, it means building a collection of more than 200 cars. For others it means countless nights and evenings restoring a '69 Corvette in the garage or cruising on the weekends in their Mustang or MG. Others attend shows, swap meets and auctions for many years in search of their first classic car. Whichever way you describe the 'hobby', there are close to 25 million car enthusiasts who own more than 30 million classic and sports cars.

Estimates of the Number of Enthusiasts in the US (M)



Number of Registered Classic Cars Before and Since 1981 (M)



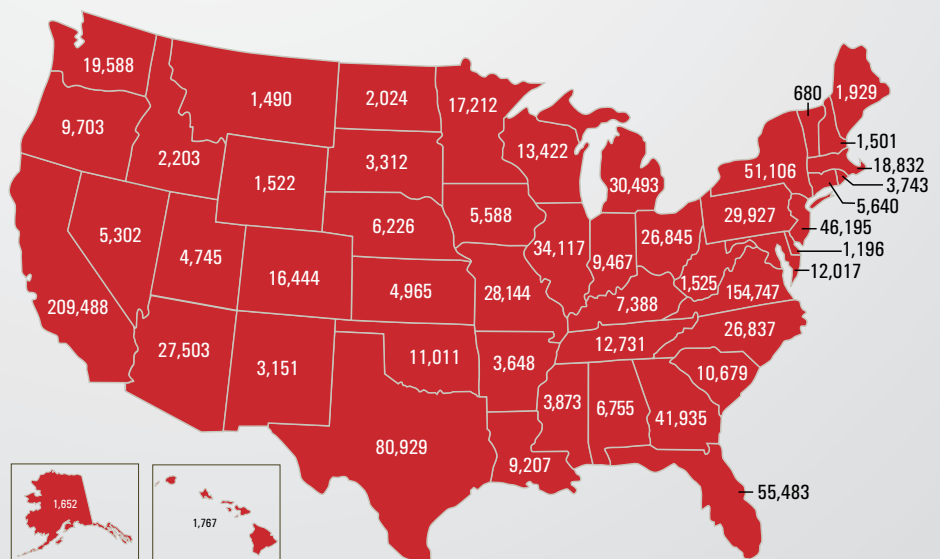
What does the AutoTrader Classics audience look like?

According to a study by Phoenix Automotive, the AutoTrader Classics audience is:

Mean age	47	Median Income	\$70,000
Male	83%	Employed full-time	50%
Married	55%	Retired	19%
Caucasian	82%	Weekly involvement	56%
Some college	72%	Car events/year	5

High Quality Traffic

A combined total of over one million monthly unique visitors* on AutoTraderClassics.com and DealsOnWheels.com. Here is a look at our traffic by state:



Market sizing study by CSMG: August 2008

Car registration data by Polk: June 2008.

*Source: Webtrends, 3rd Quarter, 2008

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INTEREST AND PURCHASE BEHAVIORS

We ran our audience profile through the MRI database to provide you some insight...



Special Interests:

Leisure Activities

Attend auto shows	426
Electric trains	375
Woodworking	238
Collecting – sports trading cards	187
Collecting – coins	146
Fantasy sports league	139
Chess	135
Play musical instrument	129
Barbecueing	125
Birdwatching	123
Attend rock music performances	121

Sports Pers. Parts/Freq Last 12 Months

Auto Racing	452
Hunting	279
Motorcycling	271
Bicycling	263
Target Shooting	213
Canoeing/kayaking	193
Skiing – Downhill	160
Fishing	151
Boating (power)	146
Baseball	135
Golf	130
Soccer	127

Brands Purchased

Shaving Cream

Edge Normal Skin	316
Gillette Foamy Sensitive	221
Barbasol Foam	178
Edge Sensitive Skin	156
Gillette Foamy Cream	147

Deodorant

Speedstick	202
Old Spice High Endurance	191
Edge Extra Moisturizing	178
Old Spice Red Zone	172

Electronic Shavers

Braun	233
Norelco	190

Razors

Gillette Good News Plus	176
Gillette Good News	133

Shampoo

Pert Plus	164
Head & Shoulders	152

Vitamins

One-A-Day Men's Health	159
Nature Made	130

Toothpaste

Crest Tartar Control Paste	152
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Restaurant

Lone Star Steakhouse	229
Fuddruckers	154
Romano's Macaroni Grill	147
Joe's Crab Shack	140
A&W	138
Old Country/HomeTown Buffet	138
Hooters	134
Outback Steakhouse	132
Ruby Tuesday	132
Arby's	126
Golden Corral	126
Applebees	119
International House of Pancakes	119
Steak 'n Shake	117
TGI Friday's	114
KFC (Kentucky Fried Chicken)	113

Hotels

Courtyard (by Marriott)	187
Hampton Inn	183
Marriott Hotels (Resorts and Suites)	183
Embassy Suites	150
Holiday Inn	150
Hilton	149
Holiday Inn Express	138

Pain Relief

Excedrin Extra Strength	127
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Ant Acid

Rolaids	125
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Toothpaste

Aquafresh	123
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Beer

Samuel Adams (Regular Domestic Beer)	175
Other Regular Domestic Beer	148
Miller Genuine Draft	146
Coors Light	144
Miller Light	137
Coors-Original	128
Miller High Life	127

Gas Stations

Hess	139
Chevron	131
Arco	126
Sunoco	126
Shell	116
Marathon	112
Texaco	110
Speedway	105
Exxon	103

Comfort Inns	136
Best Western	125
Days Inn	120

Airline Membership

Delta SkyMiles	166
American AAdvantage	155
United Mileage Plus	149
Continental One Pass	147
Northwest World Perks	139

Internet Sites visited last 30 days

CNET.com	313
MSNBC.com	179
Fox.com	168
ESPN.com	168
CNN.com	161
USAToday.com	157
FOXNews.com	139
Weather.com	130
MSN.com	126
[Weather.com] Web Sites	123

Frequented Stores

Eddie Bauer	205
Comp USA	191

Home Insurance

State Farm Mutual	172
Farmers Insurance Group	160
Allstate	89

Oil/Tires/Wax

Meguiar's	402
Car Cleaner – Meguiar's	352

Motor Oil

Mobil 1	237
B.F. Goodrich	183
Bridgestone	173
Motor Oil – Castrol GTX	171
Motor Oil – Valvoline	147
Turtle Wax	145
Motor Oil – Quaker State	138
Michelin	131
Car Cleaner – Armor All	127
Goodyear	123
Motor Oil – Pennzoil	109

Candies/Mints

Baby Ruth Mini Packages	151
Blue Diamond Nuts	131
Hershey's Special Dark	128
Fisher Nuts	123
Planters Trail Mix	112
Hershey's Milk Chocolate	111
Planters Nuts	109

Sears Hardware	186
True Value	155
Cub Foods	152
ACE Hardware	146
Longs Drug Store	141
Home Depot	136
Circle K	135
Sears	135
Lowe's	135
Circuit City	129
Ralphs	127
Best Buy	124
7-Eleven	120

Credit Card

American Express Green	203
MasterCard Platinum	162
Visa Platinum	147
Visa Gold	141
American Express Gold	136
American Express Blue	133
Discover Classic	128
Discover Platinum	126
MasterCard Gold	121

Soft Beverages

Diet Mountain Dew	129
Barq's Root Beer	124
Diet A&W Root Beer	119
Coca-Cola Classic	118
Lipton Brisk Iced Tea	116
Gatorade	116
Cafeine Free Diet Coke	113
Mug Root Beer	111
Diet Coke	110
Diet Pepsi	110
Arizona Iced Tea	108
A&W Root Beer	106

Somewhat or Very Likely Intended to Purchase within Next 12 Months

Add exterior addition	154	Remodel Bathroom	142	Buy big screen projection TV	121
Remodel Kitchen	152	Buy flat screen or plasma screen TV	132	Invest in stocks, bonds, mutual funds	122

PRINT AD REQUIREMENTS

Please see the Ad Dimension pages for exact size requirements.



File Format

Acceptable Format

Must be submitted in PDF format with original file preferably having been created in Macintosh format using QuarkXpress.

- Ads originally created in Adobe Illustrator or Adobe InDesign will be accepted, however, please be aware that our production department uses QuarkXpress as their desktop publishing program. Ads originally created in Adobe Illustrator or Adobe InDesign may need to be opened in Photoshop and manipulated which may, or may not, cause a change in quality.
- If you are unable to provide a Camera Ready PDF we can accept the original file created in Macintosh format using QuarkXpress. Please be sure to include all photos, artwork and Postscript fonts in the file you are providing.
- Adobe Photoshop, Adobe Illustrator and Adobe InDesign transparencies are not supported by QuarkXpress which is our primary desktop publishing program. Transparencies are intended for web based operations rather than print.

Color Separations

- Must be CMYK.
- No Pantone, RGB or Lab Colors can be accepted.

Fonts

Must be Adobe Postscript fonts and must be imbedded in the PDF. We cannot accept True Type fonts.

Resolution:

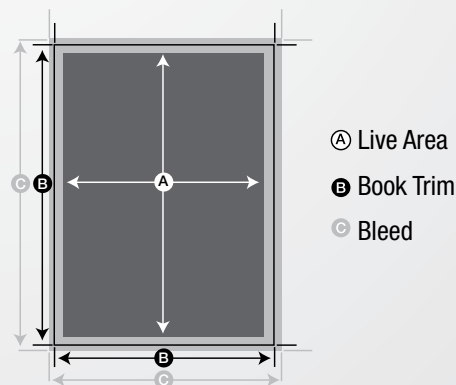
Camera Ready ads should be supplied at the following print specifications:

- 4-Color Glossy advertising
133-line screen at minimum 300dpi
- 4-Color ROP advertising
100-line screen at minimum 300dpi

Print Specifications

Trim Size

Title	Inches	Picas
<i>Classic Cars & Parts</i>	7 3/8" x 10 5/8" (7.375" x 10.625")	44p3 x 63p9
<i>MUSTANG® & FORD®</i>	7 3/8" x 10 5/8" (7.375" x 10.625")	44p3 x 63p9
<i>CORVETTE® & CHEVY®</i>	7 3/8" x 10 5/8" (7.375" x 10.625")	44p3 x 63p9
<i>Kustoms & Hot Rods</i>	7 3/8" x 10 5/8" (7.375" x 10.625")	44p3 x 63p9
<i>Deals On Wheels</i>	7 3/8" x 10 5/8" (7.375" x 10.625")	44p3 x 63p9
<i>Truck, Race, Cycle, & Rec.</i>	7 3/8" x 10 5/8" (7.375" x 10.625")	44p3 x 63p9
<i>Milestone Magazine</i>	7 3/4" x 10 1/2" (7.75" x 10.5")	46p6 x 63p
<i>Racing Milestone Magazine</i>	7 3/4" x 10 1/2" (7.75" x 10.5")	46p6 x 63p
<i>Used Car Price Guide</i>	5" x 7 3/8" (5" x 7.375")	30p x 44p3
<i>Classic Cars & Parts NADA Price Guide</i>	5" x 7 3/8" (5" x 7.375")	30p x 44p3



- Ⓐ Live Area
- Ⓑ Book Trim
- Ⓒ Bleed

Bleed

Bleeds are available on Full Page and Double Truck ads only. Bleeds must extend minimum 1/4" (or .25") past the Book Trim Size.

Live Area

Live Area (or printable area) is the area within which all copy and art must appear. Any art or copy outside the Live Area may not print or may be cut at Book Trim.

Double Truck Ads

Double Truck ads should be created as two single pages not as a spread.

Gate Fold Ads

Gate Fold Ask your sales representative for size options.

ONLINE AD REQUIREMENTS



AutoTraderClassics.com / DealsOnWheels.com

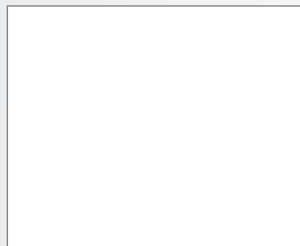
Online display advertising must be in one of the following formats: JPEG, GIF, SWF, 3rd party served tags (DoubleClick, Atlas, MediaPlex, etc.)

Maximum File Size: 25k

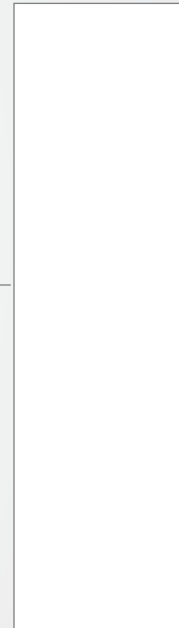
Text links: 86 Characters max. Please do not use brand name within text.

Deadline 3 days before start date

Please do not use the likeness of the AutoTraderClassics.com or DealsOnWheels.com user interface in your online ads. This creates a poor user experience.



Medium Rectangle:
300x250



Skyscraper:
160x600



Leaderboard/Liner:
728x90

SENDING YOUR FILE

By Mail

Camera Ready PDFs submitted via mail must be submitted on one of the following media types:

Option 1: CD

Option 2: DVD

Option 3: Flash (or Jump) Drive

**Please mail to your Account Executive
at AutoTrader Classics**

Electronically

Camera Ready PDFs submitted digitally can be submitted by several different methods:

Option 1: E-mail: As an attachment to your email to your National Sales Representative

Option 2: FTP (Using a file transfer program):
Using a file transfer program such as Fetch or FTP Commander you can log into our FTP site with the following:

Host: 63.219.36.137

User: trans036

Password: load036

Option 3: FTP (Without a file transfer program):

Step one: in your browser type the following in the address field:

ftp://63.219.36.137

Password: load036

Step two: right click on your file and copy or simply drag and drop onto the FTP site.

OUR COMPETITION

How does AutoTrader Classics stack up against the competition?

AutoTrader Classics not only provides the most eyeballs in the category, we also keep visitors engaged the longest as well, providing high quality exposure for your brand.

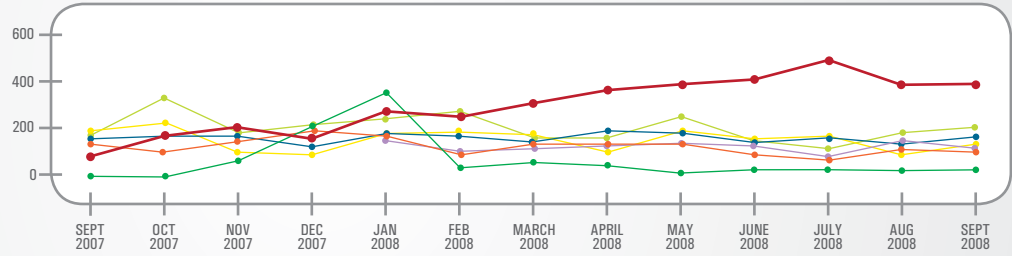
● AutoTraderClassics.com

● Barrett-Jackson ● eBay Motors Collector Cars ● DealsOnWheels.com ● Hemmings.com ● AutoBuy.com ● ClassicCars.com ● OldRide.com

QUANTITY

Unique Visitors

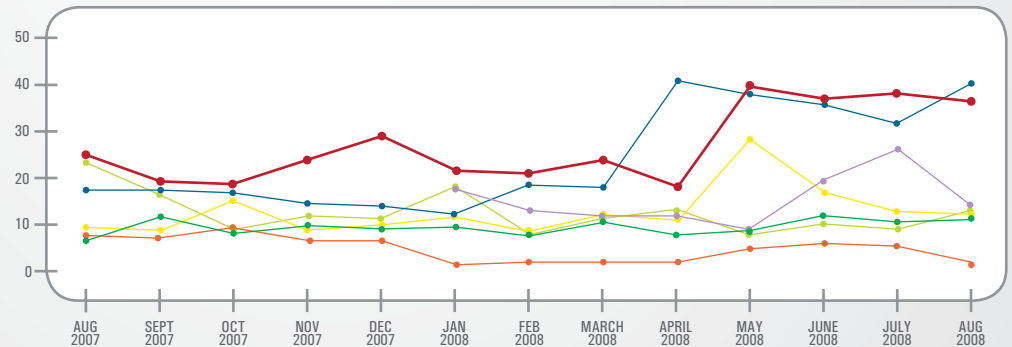
AutoTrader Classics has the highest traffic in the category – close to double the traffic of our nearest competitor. With the combined traffic of AutoTraderClassics.com and DealsOnWheels.com, we have almost three times the number of unique visitors.



QUALITY

Page views and time on site per unique visitor

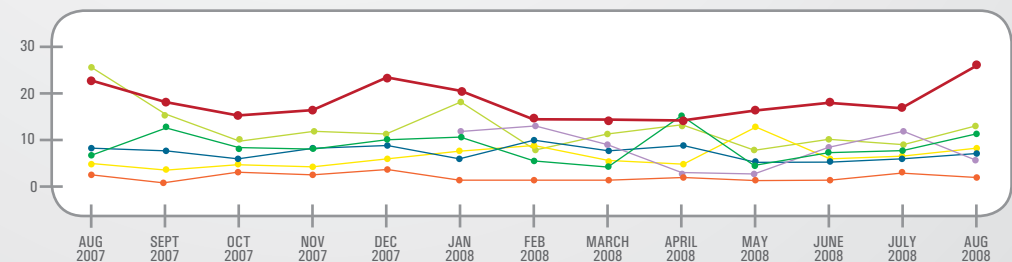
Comscore shows that visitors visit more pages on our sites than any other site in the category. An average of close to 40 pages per unique visitor shows incredible interest among consumers.



QUALITY

Average minutes per unique visitor

Besides page views our site also leads the category in time spent on site. This ensures that your advertising will not only get quantity but also quality exposure.



A note on ComScore

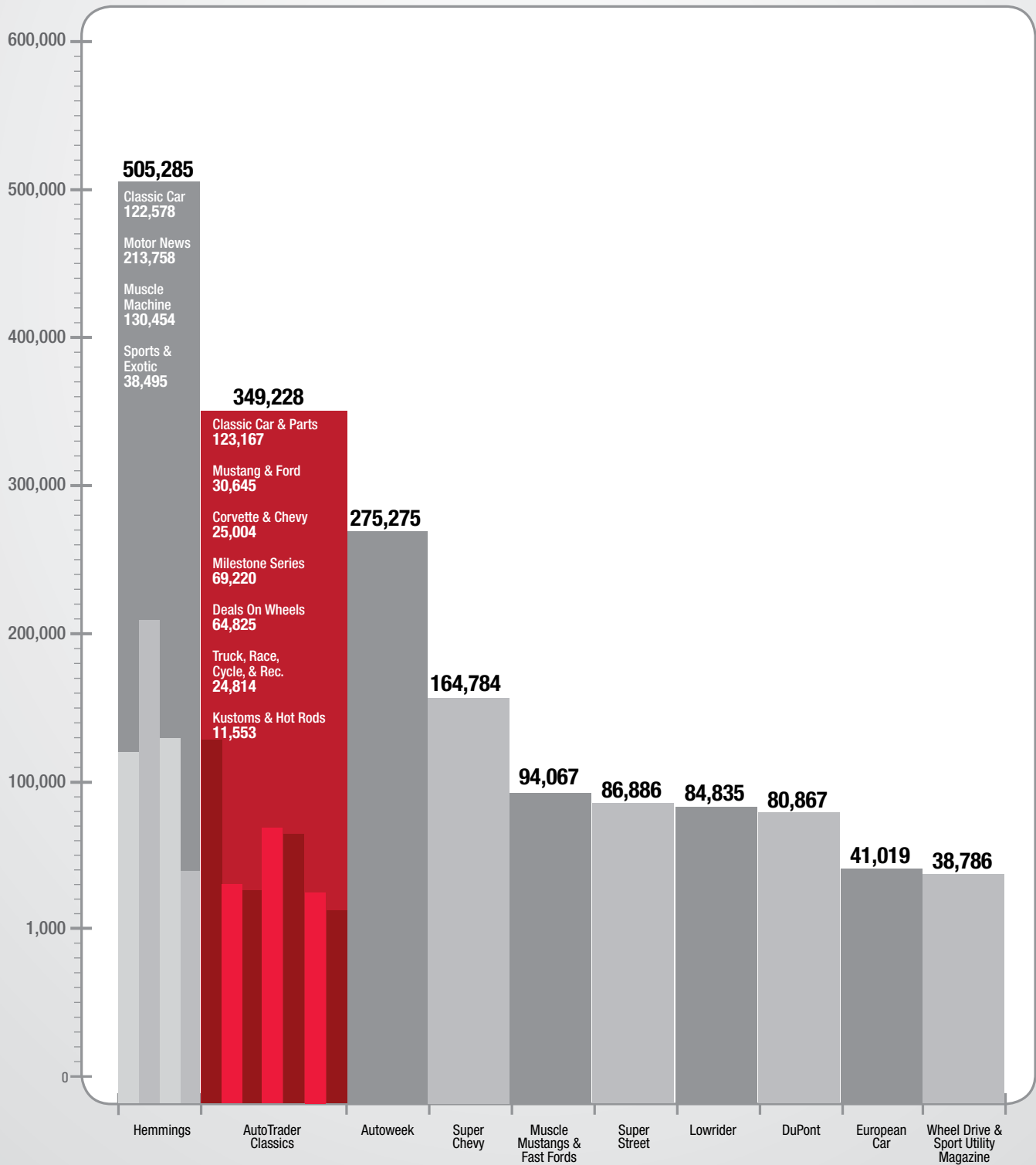
We utilize ComScore, an independent global information provider, to gain insight into our site traffic in order to continuously develop and improve our site. ComScore uses a sampling methods which makes the reported traffic number lower than what

we measure in actual traffic on our sites through our server web logs. This is also true for our competitors by a similar factor. We use this trending and comparison tool to understand how we stack up in the value that we provide to advertisers as well as consumers.



OUR COMPETITION

Verified Total Sales by Month



* Source: ABC, Q1-Q2 2008.

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Classic Cars & Parts

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$23,000	\$21,160	\$20,010
Inside Front Cover	\$27,600	\$25,392	\$24,012
Back Cover	\$29,900	\$27,508	\$26,013
Inside Back Cover	\$26,450	\$24,334	\$23,012
Double Truck	\$42,550	\$39,146	\$37,019
Gate Fold (3 pages)	\$65,550	\$60,306	\$57,029
Half Page	\$13,800	\$12,696	\$12,006

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



Kustoms & Hot Rods

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$3,450	\$3,174	\$3,002
Inside Front Cover	\$4,140	\$3,809	\$3,602
Back Cover	\$4,485	\$4,126	\$3,902
Inside Back Cover	\$3,968	\$3,650	\$3,452
Double Truck	\$6,383	\$5,872	\$5,553
Gate Fold (3 pages)	\$9,833	\$9,046	\$8,554
Half Page	\$2,070	\$1,904	\$1,801

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



MUSTANG & FORD

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$5,750	\$5,290	\$5,003
Inside Front Cover	\$6,900	\$6,348	\$6,003
Back Cover	\$7,475	\$6,877	\$6,503
Inside Back Cover	\$6,613	\$6,084	\$5,753
Double Truck	\$10,638	\$9,787	\$9,255
Gate Fold (3 pages)	\$16,388	\$15,077	\$14,257
Half Page	\$3,450	\$3,174	\$3,002

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



CORVETTE & CHEVY[®]

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$5,750	\$5,290	\$5,003
Inside Front Cover	\$6,900	\$6,348	\$6,003
Back Cover	\$7,475	\$6,877	\$6,503
Inside Back Cover	\$6,613	\$6,084	\$5,753
Double Truck	\$10,638	\$9,787	\$9,255
Gate Fold (3 pages)	\$16,388	\$15,077	\$14,257
Half Page	\$3,450	\$3,174	\$3,002

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



Deals on Wheels®

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$11,500	\$10,580	\$10,005
Inside Front Cover	\$13,800	\$12,696	\$12,006
Back Cover	\$14,950	\$13,754	\$13,007
Inside Back Cover	\$13,225	\$12,167	\$11,506
Double Truck	\$21,275	\$19,573	\$18,509
Gate Fold (3 pages)	\$32,775	\$30,153	\$28,514
Half Page	\$6,900	\$6,348	\$6,003

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



Truck, Race, Cycle and Rec.® Marketplace

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$5,750	\$5,290	\$5,003
Inside Front Cover	\$6,900	\$6,348	\$6,003
Back Cover	\$7,475	\$6,877	\$6,503
Inside Back Cover	\$6,613	\$6,084	\$5,753
Double Truck	\$10,638	\$9,787	\$9,255
Gate Fold (3 pages)	\$16,388	\$15,077	\$14,25
Half Page	\$3,450	\$3,174	\$3,002

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



MILESTONES

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$5,750	\$5,463	\$5,175
Inside Front Cover	\$6,900	N/A	N/A
Back Cover	\$7,475	N/A	N/A
Inside Back Cover	\$6,613	N/A	N/A
Double Truck	\$10,638	N/A	N/A
Gate Fold (3 pages)	\$16,388	N/A	N/A
Spadea	\$4,025	N/A	N/A
Half Page	\$3,975	\$3,776	\$3,578
Third Page	\$2,400	\$2,280	\$2,160
Quarter Page	\$2,125	\$2,019	\$1,913
Sixth Page	\$1,800	\$1,710	\$1,620
Twelfth Page	\$1,125	\$1,069	\$1,013

We would be happy to discuss additional opportunities to showcase your brand. Please contact us if you are interested in poly bags, poly bag inserts, bind-in cards, advertorial, custom covers or special publications.

For national advertising opportunities, contact **Debbie Reetz**
Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



Classic Cars & Parts NADA PRICE GUIDE

2009 GROSS ADVERTISING RATES

Customized packages are available if you would like to develop a media plan across multiple titles or combine print and online advertising.

	OPEN	6 MONTHS	12 MONTHS
Full Page	\$5,750	\$5,463	\$5,175
Inside Front Cover	\$6,900	\$6,555	\$6,210
Back Cover	\$7,475	\$7,101	\$6,728
Inside Back Cover	\$6,613	\$6,282	\$5,951
Double Truck	\$10,638	\$10,106	\$9,574
Gate Fold (3 pages)	\$16,388	\$15,568	\$14,749
Half Page	\$3,975	\$3,776	\$3,578

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Call **404-568-8383** or email **Debbie.Reetz@autotrader.com**



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