



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.