



# 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.
- 30,000 sales points nationwide



\* Source: Phoenix Automotive, May 2008.

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