

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.