



2010 NEW CAR GUIDE GENERAL ADVERTISING RATES

Black & White

One Page	\$27,574
2/3 Page	20,664
1/2 Page	16,567
1/3 Page	12,405

Four-Color

One Page	\$42,312
2/3 Page	31,725
1/2 Page	25,386
1/3 Page	19,047

Furnished Inserts

4 Pages	\$7,100/pg.
8 Pages	6,549/pg.
12+ Pages	5,909/pg.

No other discounts are applicable to this type of insert

Two-Color

One Page	\$34,447
2/3 Page	25,859
1/2 Page	20,664
1/3 Page	15,492

Covers

2nd Cover	\$48,050
3rd Cover	48,050
4th Cover	53,300

Multi-Title Discounts

2 Titles	30%
3 Titles	35%

Mechanical Requirements:

Refer to Car and Driver online media kit at www.hfmus.com

General Conditions:

All insertion orders under this rate card are subject to the General Conditions of Car and Driver Magazine's current rate card

On Sale Date:

December 15, 2009

Ad Closing Date:

October 23, 2009

Newsstand Distribution:

350,000

Cover Price:

\$5.99