

media kit

MODERN MOPAR

MAGAZINE



2012



Modern Mopar Magazine is a brand new publication focused exclusively on late model Mopar vehicles. Intense coverage of the current Challenger, Charger and 300 as well as favorites such as the Magnum, Jeep SRT-8, Neon SRT-4 and Viper make *Modern Mopar Magazine* a one-of-a-kind publication. *Modern Mopar Magazine* provides sole and complete focus on the entire late model Chrysler Group line-up of vehicles for the enthusiast via new product releases, performance how-tos, racing and event coverage, technical explanations and project car builds.

FACTS

Key Vehicle Production Numbers

300 (2004 - present)
655,574

Challenger (2008 - present)
81,662

Charger (2005 - present)
513,771

Jeep SRT8 (2006 - 2010)
11,717

Magnum (2004-2009)
166,799

Viper (1999 - 2010)
15,157

Pre-Reader Survey

How do you use your Mopar vehicle(s)?

Daily driver = 85%
Weekend driver = 41%
Drag racing = 46%
Road course / Auto-cross = 10%
Show car = 39%
Under construction / Project = 10%

How much have you spent modifying your Mopar vehicle(s)?

\$0 - \$500 = 7%
\$501 - \$1,000 = 8%
\$1,001 - \$2,500 = 23%
\$2,501 - \$5,000 = 13%
\$5,001 - \$10,000 = 18%
\$10,001 or more = 31%

What aftermarket products have you purchased for your Mopar vehicle(s)?

Body / Body Kit = 18%
Brakes = 33%
Camshaft = 31%
Cold Air Intake Kit = 80%
Dress-up = 56%
Engine = 23%
Exhaust = 85%
Headers = 36%
Heads = 28%
Nitrous = 18%
Supercharger = 18%
Suspension = 51%
Transmission = 26%
Tuner = 69%
Turbo(s) = 10%
Wheels / Tires = 67%

Call TOLL-FREE
855-MOPR-MAG

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www.modernmoparmagazine.com

Advertising

ISSUES

	Space Reservation	Ad Materials Due	Mailing
2012			
Winter	Nov 4	Dec 6	Jan 16
Spring	Feb 3	Mar 2	Apr 9
Summer	May 4	June 4	July 9
Fall	Aug 3	Sept 3	Oct 9

AD RATES 2011

Ad Size	1 Issue	4 Issues
Business Card	\$100	\$80
1/4 Page	\$400	\$300
1/3 Page	\$600	\$500
1/2 Page	\$800	\$600
Full Page	\$1,200	\$800
Cover 2*	\$2,000	\$1,400
Cover 3*	\$2,000	\$1,400
Cover 4*	\$2,200	\$1,800
New Product Feature**	\$800	\$400

* Available first come first served

** For Manufacturers: use of the product of their choice in our New Products Feature - includes an image, price, brief product description, link to purchase. Content to be provided by Manufacturer.

Prices will be discounted 25% for Premier and Annual Advertisers



MECHANICAL SPECS

Publication Trim Size - 8.375" x 10.875"

Ad Dimensions

Full Page with bleed: 8.875" x 11.375"
(trims at 8.375" x 10.875")

1/2 Vertical: 3.7125" x 9.925"

1/2 Horizontal: 7.375" x 4.875"

1/3 Vertical: 2.4917" x 9.925"

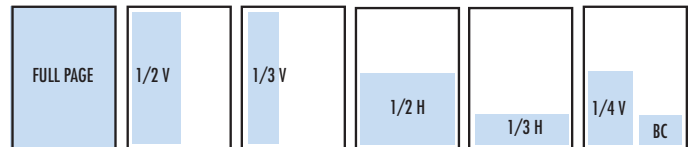
1/3 Horizontal: 7.375" x 3.312"

1/4 Vertical: 3.7125" x 4.875"

Business Card: 3.5" x 2"

Bleed space: 1/4 inch on all four sides.

Live matter should be kept at least 3/8" from trim edge.



Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only.

The resolution of all images should be a minimum of **300dpi** at final reproduction size and should be in **CMYK** format, not RGB. All fonts must be embedded in the PDF.

Please keep cropmark outside of bleed area.

Please email ads@modernmoparmagazine.com to get login information for uploading ads.

Artwork & Mechanical Charges

If furnished artwork requires additional processing such as resizing, an additional mechanical charge will be billed to the advertiser. Native files will be needed to be sent for those ads needing alterations.

For ad design from scratch, please email ads@modernmoparmagazine.com for design rates.

CONTACT

Modern Mopar Magazine
Advertising Department
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ads@modernmoparmagazine.com



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