



## DISTINGUISHING LEADERSHIP AMONG ENTHUSIAST BRANDS

Autoweek delivers world-class content to those who love cars.

We do it in many ways: print, online, mobile, video, events, audio, interviews and more.

We are the nation's most frequent car magazine to critique new cars and trucks and report trends. We have covered motorsports for 58+ years.

Our experts share insight that chronicles—and guides—the car culture.

If your brand cares about the people, places and things surrounding cars and trucks, then Autoweek is the partner for your brand.

The only car media brand based in Detroit, Autoweek is owned by Crain Communications Inc, publishers of industry–leading media that includes Advertising Age and Automotive News.

In print and digital, our readers are the core passion drivers for the industry. Autoweek's content feeds their engagement and influence.

**CIRCULATION** 

285,000 Average Rate Base<sup>1</sup>

READER ENGAGEMENT

Readers per Copy<sup>2</sup>

**65**%

Have been a subscriber for 10+ years<sup>3</sup>

63 minutes

Time Spent by Subscribers Reading Each Issue<sup>3</sup>



Autoweek is an excellent value for advertisers seeking the highest—quality audience for their money.

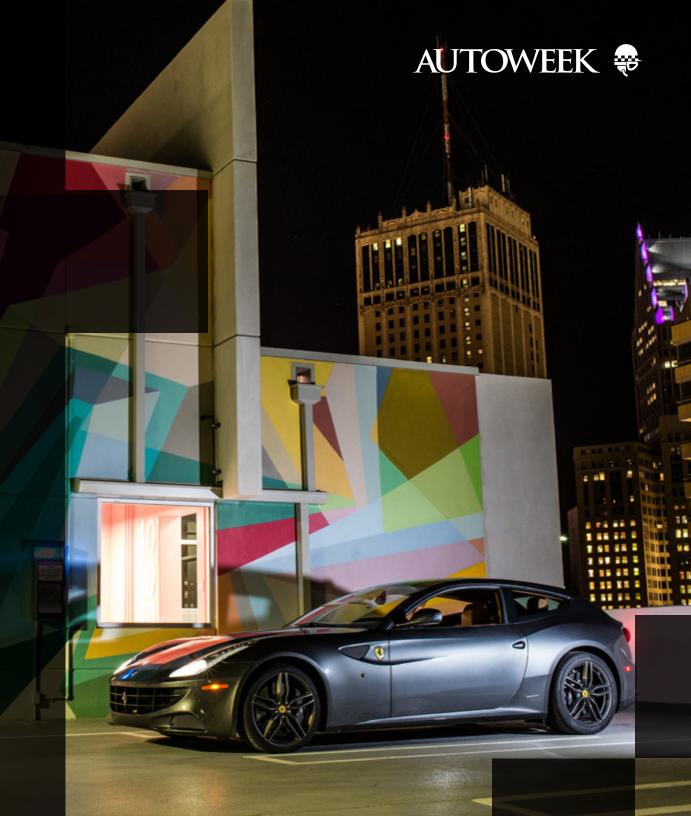
\$61,026
Median Household Income
of Subscribers<sup>2</sup>

47.3
Median Age<sup>2</sup>

76% / 24% Male / Female Audience<sup>2</sup>

53% College or Higher Education<sup>2</sup>

> 38% Non-Caucasian<sup>2</sup>











MOPAR A LEGACY IN MOTION



CONTENT IS KING: And we are content royalty. Autoweek has been telling authentic stories about cars and the people and technology behind them for over 58 years. So it's no surprise that brands ask us to tell their story. Whether it's a custom publication, an app that chronicles the 100th anniversary of an iconic brand or a video that encapsulates the high-tech gadgetry in the latest sports

car, we create a customized platform and cadence of communications that allows each brand to push content across multiple channels over time. We even create one-of-a-kind events that build an emotional connection with your audience through hands-on interaction. Whether you are looking for lead generation or brand awareness, Autoweek creates a custom, unique experience with your goals in mind.



speed and shift corrifort balance, be traction control also has opa for track iminimal traction conminimal stability control, sport hold traction control, reduced follay control, and street fluil trac-

including 0-60-emph and 0-100-empi. states, one-eighth and quartie-emple trans, stack terrice, beaking times, reaction times for launching the Challenger SFT againer a simulated ding strip timer, and laread or beaking data. All of these data points can be doeshered with current, best or last maximum places actineed within the which. The Engine Page gives drivers engine information, including whiches speed, seed time hencepower and torque readings, oil pressure and gear selector position on automatituransmission equipped cars. The Challenger SRT with the Helicar engine also features a boost gauge. adds sport-kindl sispers and s

models offer the 5.7-lite

ho and 410 lb-ft of torqu

offers the 6.4-liter HEM delivering best in class 495 hp and 475 lb-ft. The Scat Pack comes with

or new Torquelitte eight speed automatic transmission, Brento brains and 20-by-9 inch alu-

functional Shaker hood Meanwhile, more the 90-percent of the VE's

om thanks to the cold-ti

The SatT comes dans from the SatT comes from t

tamps and a spoten.

To the prefity much toaded SXT and RVT.

to the SXT and RVT Plus add 20 involt polarized at abureum wheels are with graphile pockets performance suspensylvia and braises, and a deal, led spoiler with a Pervivore rear ball.

