



2017 MEDIA KIT

AUTOWEEK 



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 Base¹

READER ENGAGEMENT

10

Readers per Copy²

65%

Have been a subscriber for 10+ years³

63 minutes

Time Spent by Subscribers
Reading Each Issue³



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

\$61,026

Median Household Income
of Subscribers²

47.3

Median Age²

76% / 24%

Male / Female Audience²


53%

College or Higher Education²

38%

Non-Caucasian²





Our site—autoweek.com—is a best-in-class, device-agnostic content experience for our audience.

- 6,737,382 average monthly page views⁴
- 1,342,671 average unique monthly visitors⁴
- 56% of website traffic comes from table/mobile⁴



31,000 CORE ENTHUSIASTS:
A rich database of engaged influencers...opt-in Autoweek consumers are ready to serve as virtual and in-person focus group members, product testers, technologists and, well, advisors.

Engaged: Advisors provide an industry-shattering 46% average response rate on surveys.

Affluent: With a median net worth of almost \$900,000³, they have the means to fulfill their wants and needs.

AUTOWEEK 



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1914 100 2014

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.

AUTOWEEK

PRESENTS

The Essential Sports Car:
50 Years
of Porsche

DRIVES



speed and shift-corridor balance. The traction control also has options for track (minimal traction control), minimal stability control, sport (reduced traction control, reduced stability control) and street (full traction control, full stability control).

including 0-60-mph and 0-100-mph times, one-eighth and quarter mile times, track times, braking times, reaction times for launching the Challenger SRT against a simulated drag strip timer, and lateral or braking data. All of these data points can be displayed with current, best or last

maximum g-forces achieved within the vehicle. The Engine Page gives drivers engine information, including vehicle speed, real-time horsepower and torque readings, oil pressure and gear-selector position on automatic-transmission-equipped cars. The Challenger SRT with the Hellcat engine also features a boost gauge.



THE REST OF THE LINEUP

IF YOU SAY YOU DON'T need all that power? Challenger has you covered. SXT and SXT Plus models offer the 3.6-liter Pentastar V6, delivering 305 hp and 268 lb-ft of torque. RT and RT Plus models offer the 5.7-liter Hemi V8, delivering 375 hp and 410 lb-ft of torque. The RT Sxt Pack model offers the 6.4-liter HEMI delivering best-in-class 435 hp and 475 lb-ft. The Sxt Pack comes with either a six-speed manual or new TorqueFlite eight-speed automatic transmission, Brembo brakes and 20-by-9-inch aluminum wheels. The new 392 Hemi Sxt Pack Shaker combines power and heritage cues with a functional Shaker hood. Meanwhile, more than 90 percent of the V6's peak torque is on tap between 1,800 and 6,400 rpm thanks to the cold-air induction system and dual exhausts from the headers back to the exhaust tips. What's that mean? Simply that you can expect terrific, smooth drivability and

acceleration on SXT and RT models. The package adds sport-tuned suspension and a high-performance brake package, not to mention rack-and-pinion steering, along with 20-inch aluminum Hyperblack II wheels.

The SXT comes standard with a 7-inch reconfigurable digital cluster display, six-way power driver's seat, Uconnect 5-inch touchscreen display with AM/FM/Bluetooth, Bluetooth handsfree phone, dual-zone automatic temperature control, keyless go, 80/40 split-folding rear seat. Four-wheel ABS is also standard, as is traction control, electronic stability control, sport mode and a whole lot more. The RT also adds 20-inch Selen Carbon aluminum wheels, performance brakes, fog lamps and a spoiler. To the sporty march, loaded SXT and RT, the SXT and RT Plus add 20-inch polished aluminum wheels with graphite pockets, performance suspension and brakes, and a deck lid spoiler with a Parkview rear backup camera and a Park,

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SOURCES

1. AAM Audited Paid and Verified Circulation, June 2016
2. GfK MRI 2016 Fall
3. GfK MRI 2016 Subscriber Study
4. Google Analytics – October-December 2016

Competitive Set: Automobile, Car and Driver, Motor Trend and Road & Track