



CAR AND DRIVER

Editorial Calendar 2017

January | 10 Best Cars

Ad Space Close: October 17 On Sale: December 6

Digital: Consumer Electronics Show (CES), Detroit Auto Show

February

Ad Space Close: November 14 On Sale: January 3

Digital: Chicago Auto Show, Daytona 500

March

Ad Space Close: December 19 On Sale: February 7

Digital: Geneva Auto Show, New York Auto Show, Easter Jeep Safari

April | Sneak Preview

Ad Space Close: January 16 On Sale: March 7

Digital: Beijing Auto Show, Toyota Grand Prix of Long Beach

May | 25 Cars Worth Waiting for

Ad Space Close: February 13 On Sale: April 4

June | The Convertible Issue

Ad Space Close: March 13 On Sale: May 2

Digital: Chevrolet Belle Isle Grand Prix, 24 Hours of Le Mans

July | The Future of Mobility

Ad Space Close: April 17 On Sale: June 6

August

Ad Space Close: May 15 On Sale: July 4

Digital: Monterey Week/Pebble Beach

September | New Cars

Ad Space Close: June 19 On Sale: August 8

October | Lightning Lap

Ad Space Close: July 24 On Sale: September 12

Digital: Paris Auto Show

November

Ad Space Close: August 21 On Sale: October 10

Digital: SEMA (Specialty Equipment Manufacturer's Association), Editors' Choice Awards, Los Angeles Auto Show

December | In-Car Technology

Ad Space Close: September 18 On Sale: November 7

PLEASE NOTE: all editorial is in development and subject to change

CAR AND DRIVER

ADVERTISING RATES 2017

4-COLOR	RATES
Full page	\$250,970
2/3 page	\$188,230
1/2 page (horizontal only)	\$150,585
1/3 page**	\$112,940
Cover 2	\$291,130
Cover 3	\$276,070
Cover 4	\$316,225

EFFECTIVE: February 2017 issue
TARGET CIRCULATION: 1,200,000
Please note: All rates are gross
Special positions are non cancelable,
add 10% to earned rates

ISSUE AND CLOSING DATES

1. Published 12 times a year by Hearst Magazines.
2. Issued approximately the first Tuesday of the month preceding cover date.
3. Space closes the Monday approximately seven weeks prior to on-sale date.
4. Space and material extensions are granted on a case-by-case basis.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying, at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class) and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPECIAL POSITIONS (NON-CANCELLABLE); add 10% to earned rates.

SPLIT RUN ADVERTISING Copy split charges are available upon request

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION Member of the Alliance for Audited Media. Subscriptions \$13.00 per year. Single copy price \$5.99 U.S., \$6.99 Canada.

** Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break. For the full terms and conditions please refer to the General Conditions within the Car and Driver media kit at www.caranddrivermediakit.com

TERMS AND CONDITIONS

1. Car and Driver, published by Hearst Communications, Inc., Hearst Magazines Division will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted.
3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers and/or agencies must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
5. The advertiser and its agency, if there be one, jointly and severally agree to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
9. Advertisements in other than standard sizes are subject to Publisher's approval. 10. Rates, conditions, and space units are subject to change without notice.
11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
12. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
13. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
14. No rebate will be allowed for insertion of wrong key numbers.
15. The advertiser and its agency, if there be one, jointly and severally agree that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
16. The advertiser and its agency, if there be one, each represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser and its agency, if there be one, jointly and severally agree to indemnify and hold harmless Publisher against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing or publishing of such advertisement.
17. The advertiser and its agency, if there be one, jointly and severally agree to and do indemnify and hold harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.
18. All orders accepted are subject to acts of God, fires, strikes, accidents or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Car and Driver.
19. All advertisements must be clearly identified by the trademark or signature of the advertiser.
20. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter. Reading notices are not accepted.
21. Cancellations must be in writing. Cancellations not received in writing on or before the advertisement closing date are not binding on Publisher. In the event an order is cancelled, the advertiser and its agency, if there be one, jointly and severally agree that they will still be responsible for the cost of any work performed or materials purchased on behalf of the advertiser. Orders may not be cancelled or changed by the advertiser after the closing date without the acknowledgement and acceptance of Publisher.
22. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
23. The advertiser and its agency, if there be one, jointly and severally agree to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
24. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
25. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser and/or its agency, if there be one, against Publisher relating to advertising must be brought in the state or federal courts in New York, New York, and the parties hereby consent to the jurisdiction of such courts.



CLOSING DATES 2017

ISSUE	SPACE	MATERIAL	ON SALE
January	10/17/16	10/24/16	12/6/16
February	11/14/16	11/21/16	1/3/17
March	12/19/16	12/26/16	2/7/17
April	1/16/17	1/23/17	3/7/17
May	2/13/17	2/20/17	4/4/17
June	3/13/17	3/20/17	5/2/17
July	4/17/17	4/24/17	6/6/17
August	5/15/17	5/22/17	7/4/17
September	6/19/17	6/26/17	8/8/17
October	7/24/17	7/31/17	9/12/17
November	8/21/17	8/28/17	10/10/17
December	9/18/17	9/25/17	11/7/17
January '18	10/16/17	10/23/17	12/5/17

ISSUE AND CLOSING DATES

Published monthly by Hearst Magazines.

Issued approximately the first Tuesday of the month preceding cover date.

Insertion orders must be received by the space close.

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MECHANICAL SPECIFICATIONS 2017

SPACE	LIVE/NONBLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 Page Spread	14-3/4" x 10"	15-1/2" x 10-3/4"	15-1/4" x 10-1/2"
Full Page	7-1/8" x 10"	7-7/8" x 10-3/4"	7-5/8" x 10-1/2"
2/3 Page Vertical	4-1/2" x 10"	5-1/4" x 10-3/4"	5" x 10-1/2"
1/2 Page Horizontal Spread	14-3/4" x 4-5/8"	15-1/2" x 5-3/8"	15-1/4" x 5-1/8"
1/2 Page Horizontal	7-1/8" x 4-5/8"	7-7/8" x 5-3/8"	7-5/8" x 5-1/8"
1/2 Page Vertical	3-1/8" x 10"	3-7/8" x 10-3/4"	3-5/8" x 10-1/2"
1/3 Page Vertical	1-7/8" x 10"	2-5/8" x 10-3/4"	2-3/8" x 10-1/2"
1/3 Page Square	4-1/2" x 4-5/8"	5-1/4" x 5-3/8"	5" x 5-1/8"

Final Trim Size: 7-5/8" W x 10-1/2" D

Bleed: 1/8"

Binding Method: Perfect Bound

Jog Position: Foot

Live Matter Safety - leave 1/4" from all Trim edges

REQUIRED FILE FORMAT: PDF X1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better (save all color art in CMYK mode)

BLACK-AND-WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text (under 15 pt.)

SPOT COLORS: No spot colors (Pantone) should be used

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>

For material extensions or questions, please contact Zachary Smith at 212.450.7110 or Zachary.Smith@pubworx.com

For supplied insert extensions or questions, please contact Elizabeth Cascone at 212.450.0911 or Elizabeth.Cascone@pubworx.com

CAR AND DRIVER

Demographics 2017

ADULTS	TOTAL AUDIENCE	% COMP
Men & Women	9,246,000	100
Men	8,320,000	90
Women	925,000	10
AGE		
18-34	2,440,000	26.4
25-49	50,008,000	54.2
35-54	4,063,000	43.9
Median Age	46.2	
MARITAL STATUS		
Married	5,491,000	59.4
Never Married	2,271,000	24.6
EDUCATION		
Graduated from college or better	2,835,000	30.7
Any College	5,623,000	60.8
EMPLOYED		
Managers/Professionals	2,429,000	26.3
Employed	6,704,000	72.5
Employed Full Time	5,934,000	64.2
HOUSEHOLD INCOME		
50K+	6,516,000	70.5
75K+	4,811,000	52
100K+	3,623,000	39.2
Median HHI	78,968	
Median Value of Owned Home	\$237,843	

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Demographics 2017

MEN	TOTAL AUDIENCE	% COMP
	8,320,000	100
AGE		
18-34	2,175,000	26.1
25-49	4,539,000	54.6
35-54	3,691,000	44.4
Median Age	46	
MARITAL STATUS		
Married	4,891,000	58.8
Never Married	2,114,000	25.4
EDUCATION		
Graduated from college or better	2,376,000	28.6
Any College	4,937,000	50.8
EMPLOYED		
Managers/Professionals	2,192,000	26.3
Employed	6,075,000	73
Employed Full Time	5,498,000	66.1
HOUSEHOLD INCOME		
50K+	5,856,000	70.4
75K+	4,269,000	51.3
100K+	3,221,000	38.7
Median HHI	\$77,602	
Median Value of Owned Home	\$229,604	