

# Hemmings Motor News

## POLYBAG/ONSERT

<b>2,087,000</b>	<b>Annual Magazine Polybag Volume</b>	<b>\$65/M</b>
<b>175,000</b>	<b>Estimated Monthly Polybag Volume</b>	

Hemmings Motor News is a monthly magazine catering to traders and collectors of antique, classic, and exotic sports cars. Containing editorial and informative articles, it is best known for its large classified advertising sections for vehicles and parts.

Known as the “bible” of the car-collecting hobby among both collectors and restorers, this monthly publication is a vital resource for buying and selling cars and parts.

These are avid collector-car enthusiasts who are well educated, well established, willing and able to spend on their hobby. Their passion and involvement are reflected by the fact that they seek out, read and respond to a publication consisting of over 600 pages every month.

Hemmings will accept onpage ads, blow ins/bind ins and inserts inside the polybag for the Motor News publication positioned against the back cover

Polybag/Onserts run ONLY in subscriber copies. Top position at 15% premium.

ALSO AVAILABLE: **SPECIALTY MAGAZINES – ONPAGE ONLY**  
**150,000 Monthly – Classic Car**  
**135,000 Monthly – Muscle Machines**  
**54,000 Monthly – Sports Exotic**

***Demographics:***

Gender: 97% Male    Age: 35 to 64    Income: \$139,000

***Minimum Quantity:***    less than full run is not guaranteed

***Program Specifications:*** 7.875 x 10.625 max - 4.875 x 6.5 min

Contact Diane Caruso at Choice Media at 603-672-3338 or email at dcaruso-choicemedia@comcast.net

**CHOICE MEDIA**

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