



Autoevents

2010

The Motoring Scene Guide to Automotive Events and Adventures

Auto Events Magazine

AUTO EVENTS is the must-read auto magazine that keeps car collectors informed of upcoming car shows, concours d'elegance, rallies, collector auctions and other significant events surrounding the world of the automobile. *AUTO EVENTS* also provides feature coverage of recent gatherings and the collectors and their cars that attended them, capturing the excitement in full color photography. Coming events are listed in calendars designed to inform readers of opportunities to enjoy the fun of the automobile hobby.

Why advertise in Auto Events?

AUTO EVENTS reaches a highly sought after, but difficult to reach, consumer with high disposable income. These are people who have reached the point in their lives and careers where they can travel the world to experience the excitement of finding and restoring a significant example of automotive achievement, or to simply enjoy the fruits of others' automotive accomplishments. Concours d'elegance events bring together these collectors of classic automobiles in a competitive environment, where their cars are judged by experts of a particular era or marque.

From Hilton Head to Pebble Beach, Amelia Island to San Diego, the concours schedule attracts exhibitors and observers on one of the world's most active social circuits. Some of our readers participate in vintage races; some are frequent bidders at classic car auctions, as well as visitors and patrons at the world's automotive museums. Additionally, most wouldn't miss the opportunity to learn what new technology will be shown at a new car showing.

If your message is one of timely opportunity for dedicated auto buffs, this is the venue for you. We'll bring them to your door. Or, if you are marketing the elements of an upscale lifestyle, our readers are always interested in the latest offerings – when not polishing the finish of a vintage automobile, they are dining, traveling, gardening and decorating their homes, enjoying the fine life.



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2010 Advertising Rates

SIZE	OPEN	4X	6X
Full Page	\$2,400	\$2,160	\$1,920
Inside Cover, front	\$2,760	\$2,484	\$2,208
Inside Cover, back	\$2,760	\$2,484	\$2,208
Back Cover	\$3,120	\$2,808	\$2,496
Two Page Spread	\$3,500	\$3,300	\$3,000
Half Page	\$1,440	\$1,229	\$1,152
One-Third Page	\$1,166	\$1,000	\$ 932
One-Quarter Page	\$ 895	\$ 768	\$ 716
One-Sixth Page	\$ 727	\$ 716	\$ 624
One-Ninth Page	\$ 364	\$ 355	\$ 299

MECHANICAL SPECIFICATIONS:

Full page:	8 1/2" x 10 7/8"	TRIM
	8 3/4" x 11 1/8"	BLEED
	7 1/2" x 9 7/8"	LIVE AREA
Half page:	7 1/2" x 4 7/8"	HORIZONTAL
Half page:	3 5/8" x 9 7/8"	VERTICAL
One-third:	2 3/8" x 9 7/8"	
One-quarter:	3 5/8" x 4 7/8"	
One-sixth:	2 3/8" x 4 7/8"	

15% Commission for recognized advertising agencies. Pricing for belly bands, fold-out advertisements and business reply cards available on request. Advertising design services available.

2010 Production Schedule

ISSUE:	MATERIALS DUE:	MAIL DATE:
Volume 7 Issue #1	January 15, 2010	February 9, 2010
Volume 7 Issue #2	March 16, 2010	April 9, 2010
Volume 7 Issue #3	May 12, 2010	June 8, 2010
Volume 7 Issue #4	July 13, 2010	August 5, 2010
Volume 7 Issue #5	September 8, 2010	October 5, 2010
Volume 7 Issue #6	November 9, 2010	December 9, 2010

2010 Website Advertising

www.autoevents.org

Static or animated banners are available as follows:

Home page 375 x 225 or 450 (pixels)

Secondary page horizontal 570 x 90 or 160 (pixels)

Secondary page vertical 160 x 160 or 600 (pixels)

E-mail News Alerts, with logo, product image and 150 words of copy(links allowed)

\$300 monthly

www.autoevents.org

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