



ADVERTISING RATES 2018

4-COLOR	RATES
FULL PAGE	\$138,250
2/3 Page	\$107,835
1/2 Page (horizontal only)	\$89,865
1/3 Page**	\$69,125
Cover 2	\$160,370
Cover 3	\$152,075
Cover 4	\$174,195

EFFECTIVE: February 2018 issue
CIRCULATION: 550,000
Please note: All rates are gross
Special positions: Non-cancelable,
add 10% to earned rates

ISSUE AND CLOSING DATES

Published 10 times a year by Hearst Magazines.
Issued approximately the first Tuesday of the month preceding cover date.
Space closes the Monday approximately seven weeks prior to on-sale date.
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-CANCELABLE) add 10% to earned rates.

SPLIT RUN ADVERTISING Split runs are available. Rates upon request.

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION Member of the Alliance for Audited Media. Subscriptions \$15.00 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 Road & Track media kit at www.roadandtrackmediakit.com.