

Undercar Digest®

BRAKE • EXHAUST • CHASSIS & MORE

2012 Editorial Calendar & Promotions

JANUARY 2012

Special Emphasis: Buyer's Guide & Shop Survey. Undercar Digest provides a comprehensive listing of manufacturers, distributors, program-distribution groups and franchises. Our Shop Survey provides the latest shop service trends and buying plans

Advertising Bonus: Special rates for advertisers who order listing enhancements

Deadlines: Space reservations due Dec. 5
Materials due Dec. 9

January Planner

- Display Ad
 - Enhanced Logo Listing
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FEBRUARY 2012

Special Emphasis: Business management & training, plus a preview of Showpower, March 29-31, Dallas.

Advertising Bonus: There's a special management-training business-card section with special rates. Showpower exhibitors who advertise get a free "Must See" Product Showcase and special discounts for logo enhancements for Showpower listings in Undercar Digest, Transmission Digest and the Showpower Show Guide.

Deadlines: Space Reservations due Jan. 5
Materials due Jan. 10

February Planner

- Management-Training Business Card
 - Display Ad
 - Logo in Showpower Exhibitor Listing
 - Showpower "Must See" Showcase
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MARCH 2012

Special Emphasis: Winners of our annual Top 10 Products & Top 10 Tools contests are announced after our readers cast their votes. Preventive Maintenance and Vehicle Inspection articles are included for our shop readers.

Advertising Bonus: Display advertisers receive a free 1/6-page Catalog/Literature Showcase.
Support ASE testing as a co-sponsor in a special ad supporting ASE certification.
Bonus circulation at Showpower in Dallas.

Deadlines: Space reservations due Feb. 6
Materials due Feb. 10

March Planner

- Display Ad
 - Catalog/Literature Showcase
 - ASE Sponsorship
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APRIL 2012

Special Emphasis: Our special brake issue includes editorial and a comprehensive listing of suppliers of brake parts and equipment. Enhance your listing with a color logo.

Advertising Bonus: Display advertisers receive a free Brake Showcase that includes a color photo, up to 65 words of copy and a reader service number for customer inquiries.

Deadlines: Space reservations due March 5
Materials due March

April Planner

- Display Ad
 - Logo in Brake Supplier Listing
 - Brake Showcase
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MAY 2012

Special Emphasis: Alignment- and chassis-repair training, including the importance of shock and strut replacement, is priority for technicians.

Advertising Bonus: Your company can co-sponsor the annual Alignment & Chassis Guide. We'll also provide highlights of Showpower 2012. Your Showpower Showcase can highlight your products and services.

Deadlines: Space reservations due April 5
Materials due April 10

May Planner

- Display Ad
- Alignment & Chassis Guide
- Showpower Showcase

JUNE 2012

Special Emphasis: Undercar Digest features tools and equipment that make a shop operator's business more efficient and profitable.

Advertising Bonus: Display advertisers in this issue who sell tools or equipment are eligible for a free logo in the Tool and Equipment Listing.

Deadlines: Space reservations due May 4
Materials due May 10

June Planner

- Display Ad
- Logo in Tool and Equipment Supplier Listing

JULY 2012

Special Emphasis: This special training issue will include plenty of tech and a comprehensive list of companies providing training for shop operators & technicians. Suppliers can enhance their listings with color logos.

Advertising Bonus: Display advertisers are eligible for a free Hot Topics technical or management tip in a 1/3-page vertical format.

Deadlines: Space reservations due June 5
Materials due June 11

July Planner

- Display Ad
- 1/3-Page Hot Topic
- Logo in Training Provider Listing

AUGUST 2012

Emphasis: Our annual performance issue helps shops increase their performance work and profits, plus technicians show off their project vehicles we call Magic Machines. We'll also encourage shops to promote MAP's Brake Safety Week, Aug. 19-25.

Advertising Bonus: Performance advertisers in this issue receive a 1/6-page Performance Showcase.
Support ASE Certification testing as a co-sponsor in a special ad.

Deadlines: Space reservations due July 5
Materials due July 10

August Planner

- Display Ad
 - Performance Showcase
 - ASE Sponsorship
 - Magic Machines
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SEPTEMBER 2012

Special Emphasis: Our Undercar Guide to Industry Week helps shops and distributors find their way through the maze to your booth at AAPEX and SEMA.

Editorial will include a special Photo Tech covering brake-repair hassles caused by rust and other problems.

Advertising Bonus: Display advertisers exhibiting at Industry Week receive a free "Must See" Product in this issue. Brake display advertisers in this issue are eligible to be Brake Guide sponsors, receive a Brake Showcase and increase their sales leads.

Deadlines: Space reservations due Aug. 6
Materials due Aug. 10

September Planner

- Display Ad
- "Must See" Showcase
- Brake Guide Sponsor & Brake Showcase

OCTOBER 2012

Special Emphasis: Nominations for Undercar Digest's Top 10 Products and Top 10 Tools contests, with your entries judged by our readers.

Advertising Bonus: Display advertisers receive special rates for Top 10 nominations.

Bonus Circulation: Thousands of copies of Undercar Digest with your Top 10 nominations will be distributed at Automotive Aftermarket Industry Week.

Deadlines: Space reservations due Sept. 5
Materials due Sept. 10

October Planner

- Display Ad
- Top 10 Products & Top 10 Tools nomination

NOVEMBER 2012

Special Emphasis: A comprehensive listing of exhaust suppliers, with logos available to enhance listings.

Advertising Bonus: As an exhaust supplier with a display ad in this issue, you can be an Exhaust Guide Sponsor and increase your sales leads six ways.

Display advertisers in this issue receive a free 1/6-page Catalog/Literature Showcase

Deadlines: Space reservations due Oct. 5
Materials due Oct. 10

November Planner

- Display Ad
- Logo in Exhaust Supplier Listing
- Exhaust Guide Sponsor
- Catalog/Literature Showcase

DECEMBER 2012

Special Emphasis: You can inform shop operators and distributors about your company with a Supplier Profile.

Advertising Bonus: A full-page, 4-color Supplier Profile is available to display advertisers at a special rate.

Deadlines: Space reservations due Nov. 5
Materials due Nov. 9

December Planner

- Display Ad
- Supplier Profile

Undercar Digest[®]

BRAKE • EXHAUST • CHASSIS & MORE

Four Great Reasons To Be Seen In *Undercar Digest*

BRAKE • EXHAUST • CHASSIS & MORE

1. With average pass-along, advertisers connect a message with more than 107,000 potential buyers in every issue.*
2. Readers perform an extensive menu of services including brakes; driveline; preventive maintenance; wheel alignment; steering & suspension; exhaust & emissions control; clutch work; and installation of underhood and powertrain components and systems.*
3. More than 85% of surveyed readers indicate they use editorial and advertising content of the magazine in making purchasing decisions.*
4. More than 75% of the magazine's subscribers hold the title of owner, president, CEO or partner; 18.3% are managers.**

* National Undercar Shop Survey, 2011

** BPA June 2011 Circulation Statement

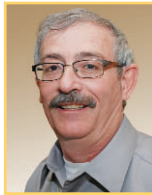


Jim Wilder

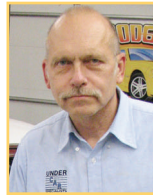
(jwilder@undercardigest.com)



Gary Sifford



Bob Leone



Ron Henningsen



Tom Langer



Ed Hanson

Getting the Job Done!

Undercar Digest provides a modern and focused editorial mix of subject matter matched to services offered by today's undercar-services provider. Professional shops rely on that content to learn the what, why and how of the latest parts, procedures and equipment to grow their businesses.

Readership interest in the magazine directly ties to purchase interest in the products displayed within.

Undercar Digest Editor Jim Wilder and Associate Editor Gary Sifford, both of whom come from families involved in the automotive-repair business, have combined journalism experience of more than 60 years and have covered the automotive scene for a combined total of more than 45 years.

Articles by Technical Editor Ron Henningsen and Contributing Editor Bob Leone, veterans of more than 30 years each in the automotive-service industry, provide technicians with the information they need to handle undercar-service problems that they face every day. Ed Hanson, author of *Muffler & Pipe Advice*, is a veteran "mufflerman" with more than 40 years' experience. His articles take a hands-on approach, providing valuable information for both veteran and novice exhaust technicians. Business Editor Tom Langer, a consultant who specializes in the automotive industry, provides valuable business-management information that shop operators need to survive in this ever-competitive market.



Joyce Turner

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Your brand should benefit from the unique relationship *Undercar Digest* shares with its readers. Contact account executive Joyce Turner or vice president Michelle Dickemann. The entire *Undercar Digest* team is committed to providing support and expertise to the companies that make the products used by its readers. We look forward to working with you.



Michelle Dickemann

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