

AUTO NEWS

NOW! ONLINE-www.autonewsonline.com

**MEDIA INFORMATION
&
RATE CARD**

2021

P.O. Box 3327 Bellevue, WA 98009

For Additional Information: bill@autonewsonline.com – sales
chris@autonewsonline.com – tech

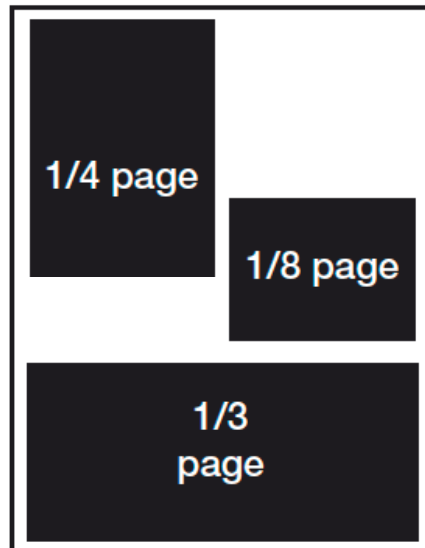
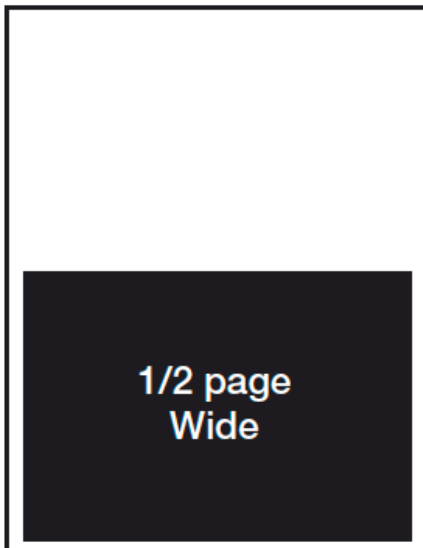
Display Advertising	Width	Height	Local	Regional	National
Full Page	10"	14"	\$1,800	\$3,500	\$5,200
1/2 Page (Tall)	5"	14"	\$900	\$1,800	\$2,700
1/2 Page (Wide)	10"	7"	\$900	\$1,800	\$2,700
1/3 Page (Wide or Tall)	10"	4 1/2"	\$600	\$1,200	\$1,800
1/4 Page	5"	7"	\$450	\$900	\$1,350
1/8 Page	5"	3 1/2"	\$225	\$450	\$675

Sponsored Weekly Email Blast - \$300 Per Send

Website Banner Ads \$250 - \$550/Month

- All display ads appear in both the print and online versions
- All rates are based on a per issue insertion
- New Advertiser Special – 3 Issues Paid - 1 Issue FREE

History: Auto News has been distributed monthly since 1986. Originally published in Seattle the Auto News Newspaper has experienced three name changes, Northwest Auto News, Auto News of America, and currently Global Auto News. www.autonewsonline.com, an online platform, was added in 2015. With 15 writers from across the U.S. and Canada, feature stories include: New Car Test Drive Reviews, Truck and SUV Test Drive Reviews, a Millennial Report, EV News and Strategies, Global Automotive News Bytes, Auto News from around the U.S., Showcase Reviews, Women in the Auto World, OEM & After Market Parts, Technology, Tire Information, Pet Friendly Auto Makers, and a 2 page listing of 24 Automotive Services from around the U.S.



Distribution Mailed & On the Ground:

The Auto News is distributed from 1,100 retail locations in 7 western states (WA, OR, CA, AZ, NV, ID, MT). The news magazine is mailed to auto enthusiasts, auto executives, ad agencies, new car buyers, influencers and interested individuals in 50 states.

Online Reach:

Auto News features a robust online program as well. With a monthly reach of over 500,000 through our 15 writers who are thought leaders within the industry, YouTube series, website, social media and weekly email briefing going directly to auto enthusiasts, collectors, and executives.

Our online advertising rates are highly competitive compared against the market. Contact us about advertising with us online and let us help you get exposure today!

Print Frequency:

Holiday Issue: December/January
Winter Issue: February/March
Spring Issue: April/May
Summer Issue: June/July
Fall Issue: August/September
Auto Show Issue: October/November

Demographics:

With the majority of the distribution points being automotive in nature, the Auto News reader is an auto enthusiast and is interested in his or her vehicle. Gender: 59% male, 41% female. Age: 26 to 58. Individual income: \$101,000. Number of vehicles owned: 3.5. Average distance driven to buy a new vehicle: 253 miles. New vehicle purchase frequency: 5.5 years.

Ad Deadline:

Mailed to arrive the 25th of the month prior to insertion.

Email: bill@autonewsonline.com
barb@autonewsonline.com

Four Color:

Free when available.

Advertorial:

Available with 1/2 and 1/4 page ads.

* Demographic information compiled from annual surveys at Auto Shows, Events, and online.