

# *Cruising*

The area's most comprehensive and trusted  
EVENTS GUIDE for the car enthusiast

2022 MEDIA KIT



*Cruising Magazine* is a full-color publication that offers the most comprehensive calendar of car events in the four-state area of Delaware, Maryland, New Jersey, and Pennsylvania. *Cruising* is produced four times per year and is available through home delivery, at most major car shows, and at more than 300 locations. *Cruising Magazine's* editorial mission is to capture the passion of automobile enthusiasts as well as provide feature stories, advice columns, personality profiles, event notices and photo galleries.



## 2022 Print Schedule

ISSUE	RESERVE SPACE	YOUR AD DUE	FILES TO PRESS
Spring	Mar 2	Mar 9	Mar 18
Spring-Summer	Apr 27	May 4	May 13
Summer-Fall	June 30	July 6	July 15
Fall-Winter	Aug 25	Sept 1	Sept 9

## Editorial Focus

First and foremost, *Cruising Magazine's* editorial mission is to provide the local automotive enthusiast with a comprehensive events guide. We include all types of car events as well as club events. We also strive to bring you entertaining articles from local experts on everything from current cruising trends to technical advice. Finally, we want to spotlight our readers and area automobile enthusiasts with feature articles and photo galleries.

## Distribution

There are 16,000 copies of *Cruising Magazine* produced each issue. The publication is distributed via home delivery or at more than 300 distribution locations in Delaware, Maryland, New Jersey and Pennsylvania, including custom auto shops, restaurants, repair shops, and retail stores. *Cruising Magazine* is also distributed directly to automobile enthusiasts at major shows and events in the area. Our distribution list continues to grow; please check the website for a complete list.

## Audience

There are more than 400 automobile clubs within the four-state area (DE, MD, NJ, PA) representing approximately 20,500 members. These clubs help conduct more than 1,500 shows, cruises and special events per year, resulting in a cumulative audience that exceeds 700,000. More than 62% of readers of automobile publications retain each issue for future reference and 86% take action as a result of reading (attend an event, make a purchase, look for more information).

The  
Area's Most  
Comprehensive  
Car Events  
Calendar!

## DISPLAY ADVERTISING RATES

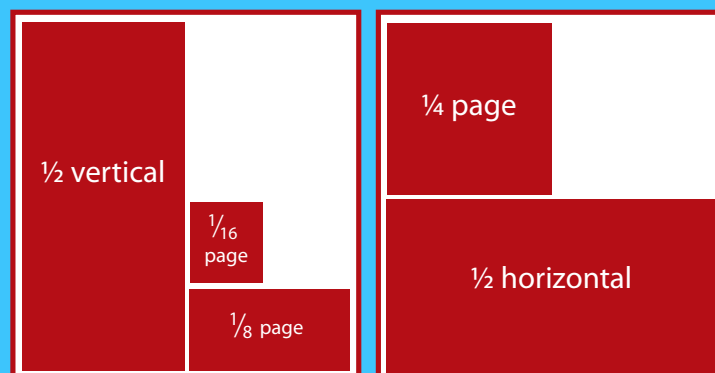
PAGE FRACTION	1x	2x	3x	4x
Full	1065	995	940	850
1/2 Horizontal	585	560	525	475
1/2 Vertical	585	560	525	475
1/4	365	350	315	265
1/8	215	200	185	170
1/16	130	115	100	85

## AD DIMENSIONS

PAGE FRACTION	WIDTH	DEPTH
Full	9.89"	9.89"
1/2 Horizontal	9.89"	4.75"
1/2 Vertical	4.75"	9.89"
1/4	4.75"	4.75"
1/8	4.75"	2.375"
1/16	2.25	2.375"

## PREMIUM ADVERTISING RATES

POSITION	1x	2x	3x	4x
BACK COVER	1180	1120	1070	960
INSIDE FRONT COVER	1125	1075	1020	910
INSIDE BACK COVER	1100	1055	990	880
PAGE ONE	1025	985	925	825







# ***WHY CRUISING?***

- **LONGEVITY:** Cruising Magazine has been in publication for 31 years. Few area auto-centric publications can boast such vitality.
- **ESTABLISHED READERSHIP:** More than 83% of Cruising Magazine's audience have been reading the publication for 10 years or longer.
- **EXPOSURE:** Cruising Magazine gives your business exposure in Delaware, S. New Jersey, SE Pennsylvania and Eastern Maryland.
- **AUTHORITY:** Cruising Magazine's crew of contributors have been in "the hobby" virtually all of their adult lives. They bring history, perspective and collectively combine for more than 250 years of cruising experience.
- **EVENT PRESENCE:** Cruising Magazine attends more than 100 events per season, extending the visibility of businesses who have advertising exposure in the publication.

***...in short, it's a good investment!***



[www.cruisingmagazine.net](http://www.cruisingmagazine.net)