

WardsAuto Dealer Business

Industry Trends, Best Practices and Product Information to Help Dealers Make More Money

The dealer's most objective source of industry insights around is now available in a format they can read wherever they choose -- at their desks or on the go.

WardsAuto Dealer Business magazine has relaunched as a desktop app, with text, art and multimedia features that read and look great no matter the screen size.

And the greater accessibility means more visibility for your message. We'll push issue alerts twice every month to our base of 30,000+ subscribers, including dealer principals, department managers and staff.



The digital format empowers you to engage our readers with video, polls and other interactive features. Link your message to your website to continue your message, collect leads and more.



2016 WardsAuto Dealer Business Editorial Calendar

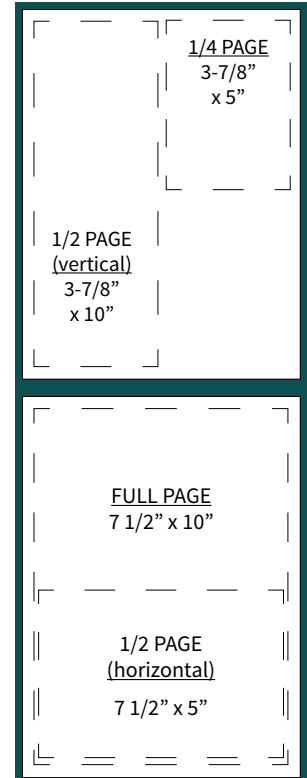
	FOCUS	FEATURES	PROFIT CENTER
JAN	e-Strategies What are today's Web-savvy dealers doing to drive more Internet sales?	Outlook 2016: WardsAuto editors interview auto executives and dealers to find out what's ahead.	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
FEB	Best Practices: Sharing success stories from some of the nation's top dealers	Used Car / Pre-Owned: How the latest strategies and tools are helping dealers maximize used car profits	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
MAR	Dealers Speak Dealers across the land say what's most on their minds	Accessories: What are tomorrow's hot products and how to sell them?	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
APR	WardsAuto e-Dealer 100 Our 16 th annual ranking of the nation's top dealers selling cars on the Internet	NADA Convention: Full coverage of the big dealer gathering	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
MAY	WardsAuto Megadealer 100 Our 29 th annual consolidator list and the industry's longest-running ranking illustrating trends in dealer groups	Fixed Operations: How top dealers are boosting profits throughout their fixed ops departments	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
JUN	WardsAuto Dealer 500 Our 30 th annual ranking of the top 500 individual new car dealerships in the US, with dealer profiles & success stories	Accessories: What are tomorrow's hot products and how to sell them	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket

	FOCUS	FEATURES	PROFIT CENTER
JUL	WardsAuto F&I 150 Best practices, new products and services, and what the future holds	F&I Trends / Best Practices: Success stories, new products and services, and what the future holds	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
AUG	WardsAuto Service 150 WardsAuto ranks the top 150 dealers in service department revenue	Used Car / Pre-Owned: How the latest strategies and tools are helping dealers maximize used car profits	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
SEP	WardsAuto Remarketing 150 Our annual ranking of top dealers by used vehicle department revenue	e-Strategies: What are today's web-savvy dealers doing to drive more Internet	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
OCT	2017 Vehicle Roundup What's hot, what's not in new models heading for showroom floors	Dealer Management Systems: How the latest DMS tools are modernizing dealership practices	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
NOV	Aftermarket Growing profits with accessories	F&I Trends / Best Practices: The hottest F&I stories, new products and services, and what the future holds	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket
DEC	Industry Outlook How 2017 trends will impact dealers, insights from WardsAuto data group	Used Car / Pre-Owned: How new strategies and tools are helping dealers maximize used car profits	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket

WardsAuto Dealer Business Magazine Rates

2016 Display Advertising Rates

Rates (Gross)	1x	3x	6x	12x	18x	24x	Size
Page	\$4,800	\$4,670	\$4,540	\$4,290	\$4,180	\$4,100	7.5" x 10.00" (live area)
Spread	\$9,090	\$8,830	\$8,570	\$8,075	\$7,850	\$7,690	16.5" x 10.00"
2/3 Page	\$3,430	\$3,340	\$3,240	\$3,070	\$2,985	\$2,930	3.875" x 10.00"
1/2 Isl/Vertical	\$2,995	\$2,910	\$2,835	\$2,690	\$2,620	\$2,570	3.875" x 10.00"
1/2 Page Horiz	\$2,780	\$2,710	\$2,630	\$2,500	\$2,435	\$2,395	7.5" x 5.00"
1/3 Page	\$2,260	\$2,205	\$2,150	\$2,050	\$2,000	\$1,975	2.5" x 10.00"
1/4 Page	\$1,845	\$1,805	\$1,770	\$1,695	\$1,655	\$1,635	3.875" x 5.00"



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