

# WardsAuto Magazine

The Industry's Preferred Magazine Putting Trends and Technologies in Perspective

For four decades, WardsAuto's monthly magazine has been a unique voice in the industry, diving into important topics of the day and looking beyond the headlines for insights that matter to automakers and suppliers.

Some resources do little beyond aggregating news of the day or rehashing press releases. WardsAuto editors take a forward-looking approach to today's news, asking "How will this development impact OEMs and Tier 1 suppliers tomorrow and years into the future?"

It's this anticipatory approach to journalism that has earned WardsAuto a following throughout the buying chains at OEMs. They consistently tell us they appreciate the magazine's deep, thoughtful approach to covering what matters most to them, and they often pass it along to colleagues to share our insights throughout their organizations.

Today, WardsAuto is a digital magazine, with issue alerts sent to our subscribers twice each month. The format allows you to embed video and interactive features within your message to engage with our high-level audience.



**35,569**  
Grand Total



**10,191**  
Motor Vehicle  
Manufacturer



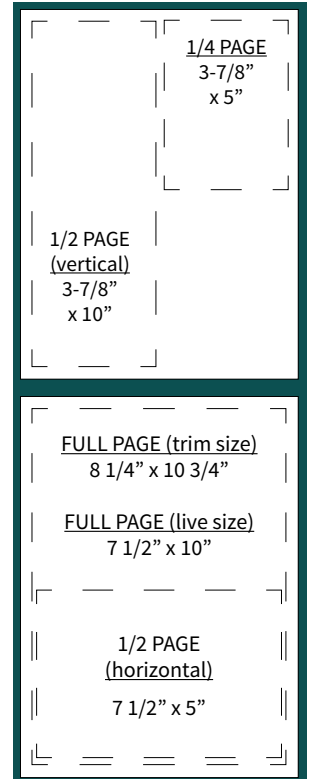
**17,715**  
Supplier to  
Motor Vehicle  
Manufacturers



# WardsAuto Magazine Rates

## 2016 Display Advertising Rates

Rates (Gross)	1x	3x	6x	12x	18x	24x	Size
Page	\$5,690	\$5,536	\$5,381	\$5,088	\$4,955	\$4,861	8.25" x 10.75" (trim) 8.25" x 11.00" (bleed) 7.5" x 10.00" (live area)
Spread	\$10,778	\$10,468	\$10,158	\$9,572	\$9,306	\$9,118	16.5" x 10.00"
2/3 Page	\$4,066	\$3,960	\$3,840	\$3,640	\$3,538	\$3,472	3.875" x 10.00"
1/2 Isl/Vertical	\$3,551	\$3,450	\$3,360	\$3,188	\$3,104	\$3,046	3.875" x 10.00"
1/2 Page Horiz	\$3,295	\$3,211	\$3,117	\$2,961	\$2,886	\$2,841	7.5" x 5.00"
1/3 Page	\$2,678	\$2,611	\$2,549	\$2,433	\$2,371	\$2,340	2.5" x 10.00"
1/4 Page	\$2,190	\$2,141	\$2,097	\$2,008	\$1,963	\$1,936	3.875" x 5.00"



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