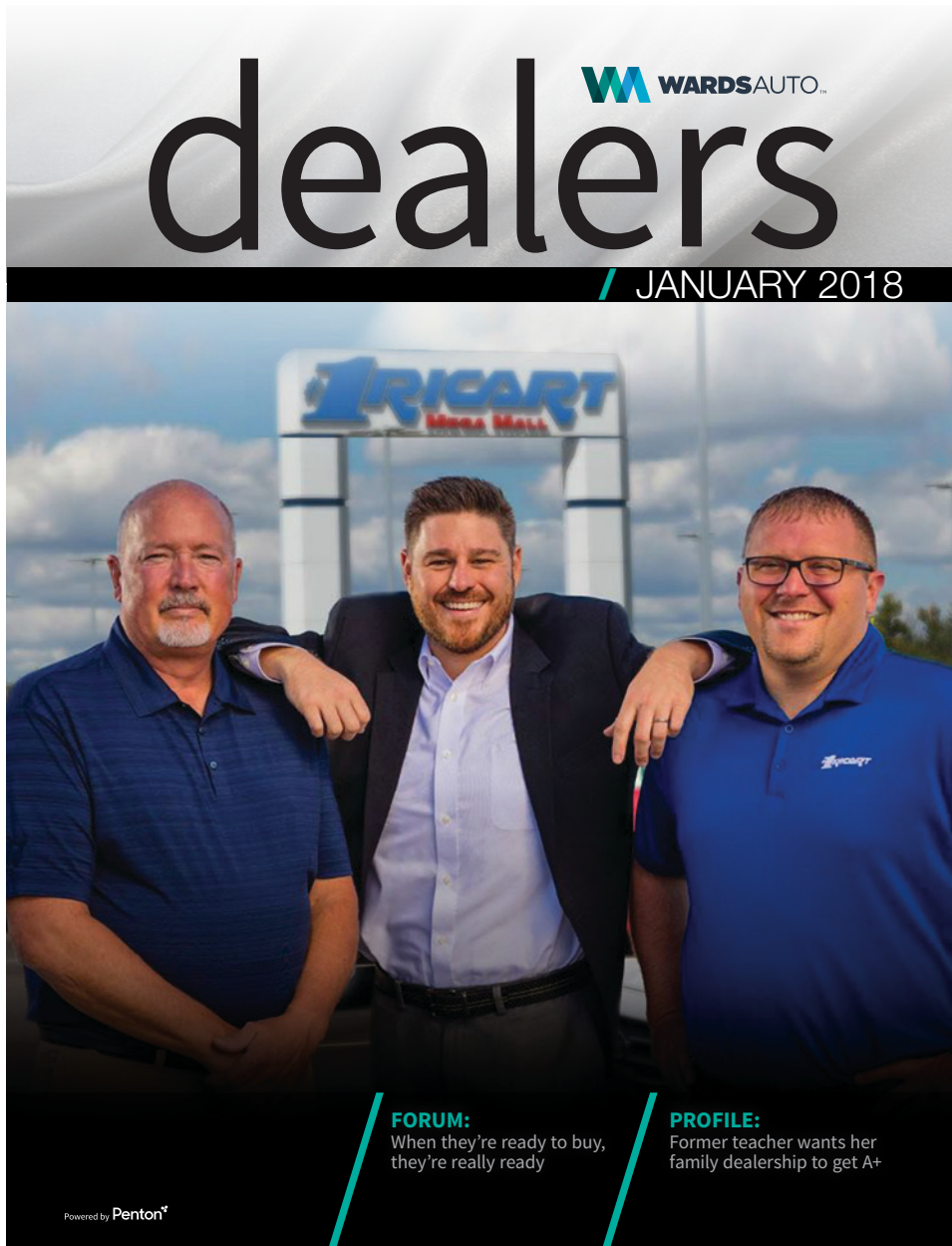


WM MAGAZINE: DEALERS

CHANNELS



Returning to Print in 2018

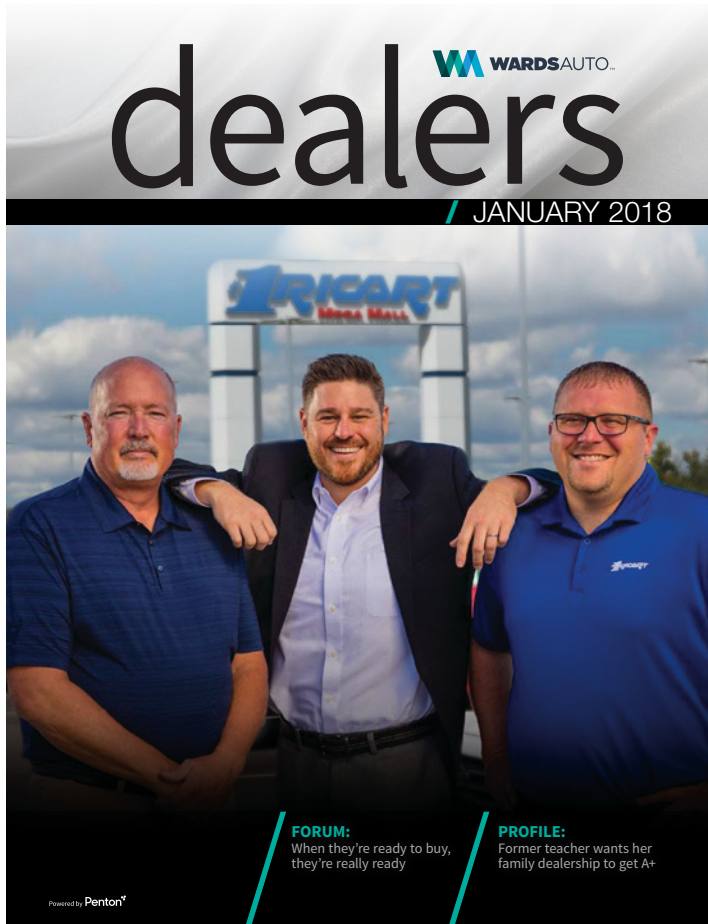
WardsAuto Magazine: Dealers is “The Management Magazine for Auto Dealership Professionals.” This quarterly print magazine provides the information today’s dealer needs to improve dealership efficiency and profitability. Each issue includes in-depth analysis of major industry news and events that affect dealership operations across the country. Its 18,000 circulation includes Dealer Principals, GMs, Department Managers and other senior-level leaders.

Issues Focused on Topics Such as:

- WM Dealership Management
- WM Digital Marketing
- WM Sales
- WM Finance & Insurance
- WM Fixed Operations
- WM Remarketing

WM MAGAZINE: DEALERS

CHANNELS



FREQUENCY: Quarterly

AUDIENCE: 18,000+ dealers, dealership staff

AD SIZE	1x	2x	4x
Spread	\$11,800	\$10,600	\$9,440
Back Cover	\$8,400	\$7,550	\$6,700
Full Page	\$7,200	\$6,500	\$5,750
Half Page Horiz.	\$4,500	\$4,050	\$3,600

SPECIFICATIONS:

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All rates are net