



ROAD & TRACK IS NOW FULLY LOADED

THE MAGAZINE

Double issues, 150+ edit pages, premium paper stock, and some serious storytelling.

THE SITE

The lifestyle and personalities behind the cars and auto stories we love.

Note: All long-form, in-depth stories will live behind a three-article paywall.

THE TRACK CLUB

All-access to print and digital content, dozens of partner privileges, and first dibs on insider events.

PADDOCK:

Six issues of Road & Track with unlimited digital access.

GRID:

Paddock benefits, plus monthly virtual experiences, early access to live events, and dozens of discounts, perks and partner benefits.

FOUNDERS:

Truly the inner circle with enhanced benefits, exclusive community events and opportunities to join Road & Track editors at automotive events around the world.

EXPERIENCES

Rallies, cars & coffees, test drives, clubhouses, retreats, virtual events and international adventures.

R&T CREW

A magazine and subscription box for kids ages 6-10 who love cars! Crew members receive a curated box of car-themed goodies, plus a special R&T Crew magazine every other month.

**MORE THAN A MAGAZINE.
LIVE THE DRIVE.**



ROAD & TRACK

EDITORIAL CALENDAR 2021

FEBRUARY / MARCH | THEME: CUSTOM

Space Close Date: 12.18.20 | On Sale Date: 2.2.21

APRIL / MAY | THEME: RISK

Space Close Date: 1.29.21 | On Sale Date: 3.16.21

JUNE / JULY | THEME: LOST

Space Close Date: 3.26.21 | On Sale Date: 5.11.21

AUGUST / SEPTEMBER | THEME: VINTAGE

Space Close Date: 5.21.21 | On Sale Date: 7.6.21

OCTOBER / NOVEMBER | THEME: SPEED

Space Close Date: 7.23.21 | On Sale Date: 9.7.21

DECEMBER / JANUARY '22 | THEME: FUTURE TECH

Space Close Date: 9.24.21 | On Sale Date: 11.9.21

PLEASE NOTE: ALL EDITORIAL IS IN DEVELOPMENT AND IS SUBJECT TO CHANGE.



ADVERTISING PACKAGING RATES 2021

PACKAGING RATES

Advertising partnership pricing available upon request

Rates effective with the February/March 2021 issue

ISSUE AND CLOSING DATES

Published 6 times a year by Hearst Magazines.

Issued approximately the first Tuesday of the month preceding cover date. Space closes the Friday approximately seven weeks prior to the on-sale date. Space and material extensions are granted on a case-by-case basis.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class), and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPECIAL POSITIONS (NON-CANCELABLE); add 10% to earned rates.

REGIONAL ADVERTISING Requests will be handled on a case by case basis.

TARGETED CIRCULATION 220,000

CIRCULATION Member of the Alliance for Audited Media. Membership subscriptions start at \$75.00.

Find out more information at join.roadandtrack.com.

TERMS AND CONDITIONS 2021

1. Road & Track, published by Hearst Communications, Inc., Hearst Magazines Division, will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability, even though previously acknowledged or accepted.
3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at a rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers and/or agencies must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
5. The advertiser and its agency, if there be one, jointly and severally agree to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
6. Orders 30 days beyond the current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted, and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
9. Advertisements other than standard sizes are subject to Publisher's approval.
10. Rates, conditions, and space units are subject to change without notice.
11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
12. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after the closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
13. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
14. No rebate will be allowed for insertion of wrong key numbers.
15. The advertiser and its agency, if there be one, jointly and severally agree that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered, and further agree that Publisher will not under any circumstances be responsible for consequential damages, including lost income and/or profits.
16. The advertiser and its agency, if there be one, each represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration, and to induce Publisher to publish such advertisement, the advertiser and its agency, if there be one, jointly and severally agree to indemnify and hold harmless Publisher against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing or publishing of such advertisement.
17. The advertiser and its agency, if there be one, jointly and severally agree to and do indemnify and hold harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.
18. All orders accepted are subject to acts of God, fires, strikes, accidents or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Car and Driver.
19. All advertisements must be clearly identified by the trademark or signature of the advertiser.
20. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter. Reading notices are not accepted.
21. Cancellations must be in writing. Cancellations not received in writing on or before the advertisement closing date are not binding on Publisher. In the event an order is canceled, the advertiser and its agency, if there be one, jointly and severally agree that they will still be responsible for the cost of any work performed or materials purchased on behalf of the advertiser. Orders may not be canceled or changed by the advertiser after the closing date without the acknowledgment and acceptance of Publisher.
22. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
23. The advertiser and its agency, if there be one, jointly and severally agree to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
24. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
25. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser and/or its agency, if there be one, against Publisher relating to advertising must be brought in the state or federal courts in New York, New York, and the parties hereby consent to the jurisdiction of such courts.



CLOSING DATES 2021

ISSUE	THEME	SPACE	MATERIAL	ON SALE
February / March	Custom	12.18.20	12.22.20	2.2.21
April / May	Risk	1.29.21	2.5.21	3.16 .21
June / July	Lost	3.26.21	4.2.21	5.11.21
August / September	Vintage	5.21.21	5.28.21	7.6.21
October / November	Speed	7.23.21	7.30.21	9.7.21
December / January '22	Future Tech	9.24.21	10.1.21	11.9.21

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Issued approximately the first Tuesday of the month preceding cover date.

Insertion orders must be received by the space close.



MECHANICAL SPECIFICATIONS 2021

SPACE	BLEED (WIDTH x DEPTH)	TRIM (WIDTH x DEPTH)	LIVE/NON-BLEED (WIDTH x DEPTH)
Spread	18 1/2" X 11 1/8"	18" X 10 7/8"	18 1/4" X 10 3/8"
Full Page	9 1/4" X 11 1/8"	9" X 10 7/8"	8 1/2" X 10 3/8"

Final Trim Size: 9" W x 10 7/8" D

Bleed: 1/8"

Binding Method: Perfect Bound

Jog Position: Foot

Live Matter Safety – leave 1/4" from all Trim edges

REQUIRED FILE FORMAT: PDF X1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better (save all color art in CMYK mode)

BLACK-AND-WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text (under 15 pt.)

SPOT COLORS: No spot colors (Pantone) should be used

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>.

For material extensions or questions, please contact **Job Hernandez** at **414.622.2815** or **jthernandezg@quad.com**

For supplied insert extensions or questions, please contact **Chris Hertwig** at **305.859.0088** or **Chris.hertwig@pubworx.com**.



PRINT AUDIENCE DEMOGRAPHICS 2021

ADULTS	TOTAL AUDIENCE	% COMP
Adults	1,083,000	100.0
Men	941,000	86.9
Women	142,000	13.1
AGE		
Age 18-34	197,000	18.2
Age 25-49	489,000	45.2
Age 35-54	455,000	42.0
Median Age	49.8	
MARITAL STATUS		
Now Married	912,000	84.2
Never Married	77,000	7.1
EDUCATION		
Bachelor's Degree/Post Grad Degree	962,000	88.8
Any College	1,071,000	98.9
EMPLOYED		
Professional/Managerial	835,000	77.1
Employed	905,000	83.6
Employed Full Time	818,000	75.5
HOUSEHOLD INCOME		
\$150,000+	821,000	75.8
\$250,000+	313,000	28.9
\$500,000+	90,000	8.3
Median HHI \$	\$199,683	
Median Value Of Owned Home	\$648,759	
Median HH Net Worth	\$1,695,628	



PRINT AUDIENCE DEMOGRAPHICS 2021

MEN	TOTAL AUDIENCE	% COMP
Total	941,000	100.0
AGE		
Age 18-34	163,000	17.3
Age 25-49	417,000	44.3
Age 35-54	401,000	42.6
Median Age	50.0	
MARITAL STATUS		
Now Married	793,000	84.3
Never Married	67,000	7.1
EDUCATION		
Bachelor's Degree/Post Grad Degree	836,000	88.8
Any College	932,000	99.0
EMPLOYED		
Professional/Managerial	737,000	78.3
Employed	802,000	85.2
Employed Full Time	733,000	77.9
HOUSEHOLD INCOME		
\$150,000+	711,000	75.6
\$250,000+	277,000	29.4
\$500,000+	81,000	8.6
Median HHI \$	\$199,033	
Median Value Of Owned Home	\$667,442	
Median HH Net Worth	\$1,687,177	



PRINT & DIGITAL AUDIENCE DEMOGRAPHICS 2021

ROAD & TRACK/ROADANDTRACK.COM

ADULTS	TOTAL AUDIENCE	% COMP
Adults	5,878,000	100.0
Men	4,883,000	83.1
Women	995,000	16.9
AGE		
Age 18-34	1,059,000	18.0
Age 25-49	2,011,000	34.2
Age 35-54	1,862,000	31.7
Median Age	55.2	
MARITAL STATUS		
Now Married	3,554,000	60.5
Never Married	1,219,000	20.7
EDUCATION		
Bachelor's Degree/Post Grad Degree	2,263,000	38.5
Any College	3,905,000	66.4
EMPLOYED		
Professional/Managerial	1,678,000	28.5
Employed	3,859,000	65.7
Employed Full Time	3,297,000	56.1
HOUSEHOLD INCOME		
\$50,000+	4,422,000	75.2
\$75,000+	3,473,000	59.1
\$100,000+	2,720,000	46.3
Median HHI \$	\$92,727	
Median Value Of Owned Home	\$263,312	



PRINT & DIGITAL AUDIENCE DEMOGRAPHICS 2021

ROAD & TRACK/ROADANDTRACK.COM

MEN	TOTAL AUDIENCE	% COMP
Total	4,883,000	100.0
AGE		
Age 18-34	869,000	17.8
Age 25-49	1,775,000	36.4
Age 35-54	1,611,000	33.0
Median Age	54.5	
MARITAL STATUS		
Now Married	3,077,000	63.0
Never Married	988,000	20.2
EDUCATION		
Bachelor's Degree/Post Grad Degree	1,936,000	39.6
Any College	3,347,000	68.5
EMPLOYED		
Professional/Managerial	1,517,000	31.1
Employed	3,399,000	69.6
Employed Full Time	2,956,000	60.5
HOUSEHOLD INCOME		
\$50,000+	3,931,000	80.5
\$75,000+	3,120,000	63.9
\$100,000+	2,430,000	49.8
Median HHI \$	\$99,578	
Median Value Of Owned Home	\$272,143	