



2010 Media Kit

Advertising Benefits

Circulation Statistics & Reader Facts

Magazine Rate Card & Specs

Other Advertising Options

Magazine/Reader Demographics

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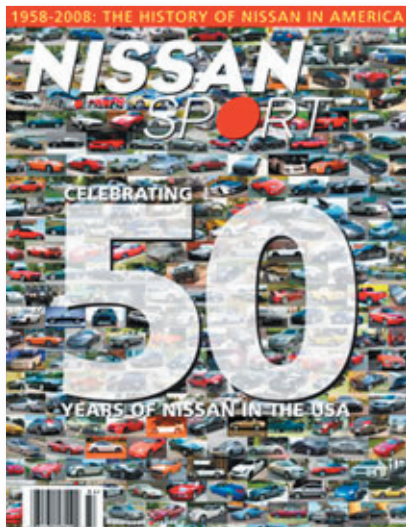
The definitive magazine for Nissan, Infiniti, and Datsun enthusiasts.

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Advertising Benefits

Nissan Sport is a quarterly publication dedicated to Nissan, Infiniti, and Datsun enthusiasts and is the definitive source for information, technical data, aftermarket components, sneak-peeks, and product reviews for all models in the Nissan, Infiniti, and Datsun lineup.

Directly connect with over 20,000 Nissan, Datsun, and Infiniti enthusiasts. With strong newsstand sales and aggressive subscription drives, *Nissan Sport's* circulation continues to grow rapidly.



Barnes & Noble, Borders, carry Nissan Sport.
Nissan Sport is now in nearly 1,200 national bookstores.



The national media turns to Nissan Sport for answers and expertise. *Nissan Sport* editors have been featured on the *History Channel's* "Full Throttle" television show, on *Speed Channel*, at *SEMA*, and in the popular automotive magazines *Road & Track*, *Motor Trend*, *Car and Driver* and *Automotive News*.



Your ads keep working: 99% of Nissan Sport readers save each issue. Our readers spend an average of over two hours absorbing each issue. Many "read every single page." Your ads will also live on in back issues: many new subscribers order the complete set.

Fast growing Partner Club program guarantees exposure to core enthusiasts. *Nissan Sport* has a "partner club" program in which every member of a participating Nissan/Infiniti/Datsun car or truck club receives a discounted subscription. More than 30 clubs have already joined.



Nissan Sport is advertiser friendly: you do well, then we'll do well ... and vice versa. We strive to make it easy for readers to find and purchase your products or services. Efforts include an advertiser index, "buy it!" section, product reviews and featured product column.



Circulation Statistics

Nissan Sport's estimated total readership is more than 20,000 with a paid circulation rate base of 8,000. Nissan Sport is available on newsstands across the United States at nearly 1,000 Borders, Barnes & Noble, Hastings, and other retail locations. An average of 2.5 individuals read every issue. All back issues will be sold until they reach sold-out status.

General Circulation Statistics

| | |
|--|---------|
| Total Readers Per Issue: | 20,000+ |
| Total Printed Issues: | 10,500+ |
| Paid Subscribers: | 6,000+ |
| Newsstand Distribution: | 4,000+ |
| Issues Reserved for Back Order: | 750 |
| Comp issues, etc. | 200+ |
| Dealership / Aftermarket Retailer | 1,000 |
| Readers Per Issue: | 2.5 |
| Renewal Rate: | 65% |
| Percentage of Readers Who Save Every Copy: | 99% |
| Circulation Ratebase: | 8,000+ |

Nissan Sport Reader Facts

Our approximately 20,000 readers own an average of 3.4 cars, are educated and internet savvy, and frequently buy online, from mail order, and from dealers. With an average income of \$97,000, they are ready to spend money in the next 12 months on parts and accessories.

Demographics

| | |
|---|----------|
| College Graduate or Higher (Masters/PhD) | 63% |
| College Educated (at least some college) | 94% |
| Average Annual Income | \$97,000 |
| Median Annual Income | \$85,000 |
| Use the Internet to Gather Automotive Information | 89% |

Magazine Readership

| | |
|--|-------------|
| Average Length of Time Reading Typical Issue, | 2 hrs 7 min |
| Percentage Read of Typical Issue | 80% |
| Percentage of Readers Who Read "Every Last Word" | 26% |
| Percentage of Readers Who Save Each Issue | 99% |
| Average Number of Reader Per Issue | 2.5 |

Vehicle Ownership and Future Purchasing

| | |
|--|-----|
| Average Number of Cars Owned/Leased | 3.4 |
| Average Number of Nissan, Infiniti, Datsuns Owned | 1.6 |
| Percentage Who Own 2 or More Nissans/Infinitis/Datsuns | 38% |
| Percentage Who Will/May Purchase Any New Nissan/Infiniti | 39% |

Automotive Parts/Accessories Purchasing

| | |
|--|---------|
| Percentage Who Plan to Purchase Nissan / Infiniti Parts/ Accessories in Next 12 Months | 99% |
| Engine Performance Products | 65% |
| Suspension Products | 52% |
| Tires | 44% |
| Average Dollars to be Spent on Nissan/ Infiniti/ Datsun parts in Next 12 Months | \$3,100 |
| Percentage Who Plan to Spend at Least \$2,000 | 47% |
| Percentage Who Plan to Spend at Least \$5,000 | 13% |
| Percentage Who Purchase Parts/Accessories Online | 61% |
| Percentage Who Purchase Parts/Accessories at Local Dealer | 56% |
| Percentage Who Purchase Parts/Accessories by Mail Order | 53% |

2010 Magazine Rate Card

All magazine ads are printed in full color. We will make every effort to honor page placement requests. Rates are subject to change.

Ad Sizes & Rates

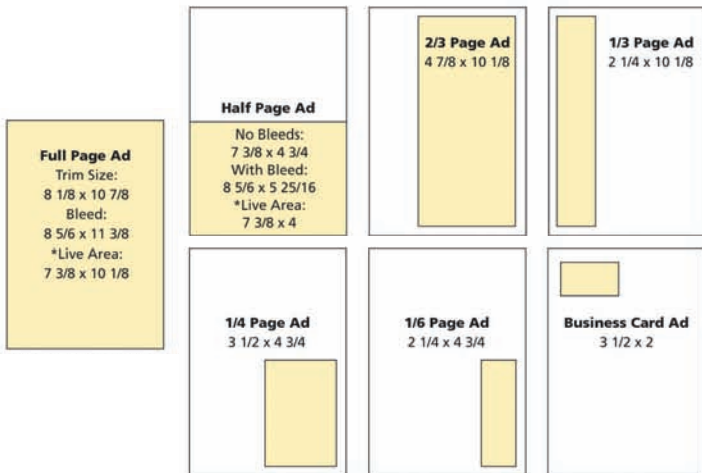
| Ad Size | Dimensions (Trim) | 1x Rate | 2x Rate | 4x Rate |
|---------------------|---------------------|---------|---------|---------|
| 1/6 Page Vertical | (2" 1/4 x 4" 3/4) | \$375 | \$325 | \$275 |
| 1/4 Page | (3" 1/2 x 4" 3/4) | \$465 | \$415 | \$365 |
| 1/3 Page Vertical | (2" 1/4 x 10" 1/8) | \$550 | \$500 | \$450 |
| 1/2 Page Horizontal | (7" 3/8 x 4" 3/4) | \$695 | \$645 | \$595 |
| 2/3 Page Vertical | (4" 7/8 x 10" 1/8) | \$895 | \$845 | \$795 |
| Full Page | (8" 1/8 x 10" 7/8) | \$995 | \$945 | \$895 |
| Inside Back Cover | (8" 3/8 x 10" 7/8) | \$1,100 | \$1,050 | \$995 |
| Inside Front Cover | (8" 3/8 x 10" 7/8) | \$1,150 | \$1,100 | \$1,050 |
| Back Cover | (8" 3/8 x 10" 7/8) | \$1,495 | \$1,445 | \$1,395 |
| Spread (2 Pages) | (16" 1/4 x 10" 7/8) | \$1,495 | \$1,445 | \$1,395 |
| Business Card | (3" 1/2 x 2") | \$95 | N/A | \$71 |



Full and 1/2 Page ads: Please see ad specs below for live area and bleed dimensions. If ads are going to bleed please add 1/4" to all sides. Live area for text is 1/4" inside of trim line.

Ad Specifications and Dimensions

Nissan Sport is printed using direct-to-plate technology. To ensure color matching, all ads should be submitted in electronic form (high-resolution Tiff or Jpeg preferred) on CD ROM or e-mail arts@nissansportmag.com). To ensure color matching, you may include, at your discretion, Matchprint, Dylux, or high-end digital proofs. Ads should be designed to print at 150 line screen (300 dpi). For best print results, use 300 dpi for all separations, halftones, screens, and color builds.



*Live Area (area in ad that copy is safe from being trimmed off during production of magazine) pertains to ads that bleed only.

2010 Scheduled Dates for Advertising/Publication

| Issue | Release Date | Reserve Deadline | Material Due |
|-------|--------------|------------------|--------------|
| #14 | Mar. 1, 2010 | Jan. 15, 2010 | Feb. 1, 2010 |
| #15 | Jun. 1, 2010 | April 15, 2010 | May 1, 2010 |
| #16 | Sep 1, 2010 | July 15, 2010 | Aug. 1, 2010 |
| #17 | Dec. 1, 2010 | Oct. 15, 2010 | Nov. 1, 2010 |

Advertising Policies/Terms and Conditions

- First-time ads to be prepaid (check, money order, MasterCard, or Visa). Advertisers are invoiced after the magazine has entered circulation. Invoice upon receipt.
- Prepaid ads receive a 5 percent discount. (Does not include first-time ads.)
- Prepaid 4X ads receive a 10 percent discount if all four ads are paid at once.
- Ads can be designed by Nissan Sport's in-house graphic designer for an additional fee. Please contact the advertising director for more information.
- No cancellations accepted on or after stated closing dates (1/15, 4/15, 7/15, 10/15).

Shipping Instructions

E-mail: advertising@nissansportmag.com
FTP: Contact advertising director for instructions
Via Standard Mail: Art Singer
7001 Christopher Ct.
Rio Rancho, NM 87144

Other Advertising Options

There are a number of additional ways to spread your advertising message through *Nissan Sport* and its partners. Please contact the advertising director Mike Smith for more details on these programs.



Polybag
insertions

Polybag Insertions with Magazine

All mailed copies of *Nissan Sport* are delivered in a plastic protective covering. Insert a one-page flyer or even your full catalog into *Nissan Sport's* polybag. Contact the ad director for details.

Polybag Printing

Print your logo or message directly on the *Nissan Sport* polybag, the first thing readers see when they get the magazine in their mailboxes. This option is only available to regular advertisers. For details, contact the ad director.

Mailing List Rentals

The full *Nissan Sport* subscriber list (mailing addresses only) is available on a case-by-case basis. Use of the list must be pre-approved by *Nissan Sport* and all subscriber contact information cannot be reused without a new, signed contract and payment. We value our subscriber's privacy. No phone number or e-mail addresses are available.

Reprints for Promotion

To reprint specific articles in bulk quantity for promotional use, contact the advertising director. Reprints are stripped of all advertising (except for the paying sponsor) and redesigned appropriately.

In-House Ad Design

Our in-house designers and copywriters can prepare your ad at nominal rates. Contact the advertising director for more details.

Advertising Discounts with *Nissan Sport* Partner Websites and Partner Clubs

A number of *Nissan Sport* partner websites and partner car clubs offer discounts to *Nissan Sport* advertisers. Contact the advertising director for specific details on websites and/or clubs you are interested in.

