

# WARD'S Dealer Business<sup>®</sup>

wardsauto.com

sponsorship opportunities

industry events

all new car dealers  
by name and title

unique online reach

editorial excellence

best reach guarantee

resources

networking

online

exposure

trusted editorial

industry-leading

resources

2007 Media Kit

# best reach objective

honored  
shared mission



## Need **One** Good Reason to Choose **WARD'S**? We'll Give You **Three**.

### 1. The Most Objective & Balanced Editorial.

No other automotive industry publication has earned as many journalism honors as the WARD'S team. It is affirmation of the peerless quality of WARD'S content, which your customers save, pass along, and put to use. See the EDITORIAL page. >>>

### 2. Guaranteed Best Reach & Lowest CPM.

WARD'S Dealer Business reaches every franchised new car dealership in the U.S., and we mail to the owner or top manager at each location by name and title. This unmatched reach plus competitive rates equal the LOWEST CPM in this industry. See the CIRCULATION page. >>>

### 3. Unrivaled Opportunities to Expand Your Reach.

WARD'S compiles the industry's leading rankings (WARD'S Dealer 500, WARD'S Megadealer 100, WARD'S e-Dealer 100). Plus we can custom produce special reports or publications to connect you to dealers in creative, cost-effective ways. See the OPPORTUNITIES page. >>>

“Simply put, WARD'S is the best all around publication in the industry.”

Casey Turner  
TURNER NISSAN  
Dealer / Owner / Chief Exec

### **PLUS: Online and e-Newsletters that are best in the business!**

WARD'S Dealer Business editors regularly break news at WardsAuto.com, combining with WARD'S vast resources to create an online presence that no other magazine can match. And we'll complement your campaign with exposure in our popular e-newsletter, or build a custom e-newsletter around your message!

See the WARDAUTO.COM page. >>>



targeted circulation  
 sponsorships  
 online opportunities  
 ward's ranking issues  
 trusted editorial

## market overview

### By the Numbers: the Automotive Retail Market

Selling to those who sell cars requires a deep understanding of the market conditions shaping their business. The WARD'S Information Products group continually collects and analyzes the latest sales, production, inventory and plant scheduling information to keep WARD'S subscribers and advertisers "in the know."



“WARD'S delivers current industry info I do not get elsewhere. Interesting articles from industry leaders.”

*Jake Lowe*  
 ANDERSON AUTOMOTIVE GROUP  
 Dealer / Owner / Chief Exec

WARD'S Dealer Business is the ONLY dealer magazine providing such a wealth of market data to your customers, and we also strive to be YOUR primary source of information to meet your market intelligence needs. If you'd like more data such as the tables you see here in order to study this market more thoroughly, please contact our staff at (248) 799-2622 and find the right WARD'S subscription to meet your needs.

**U.S. Light Vehicle Sales by Automaker**

	2005				2004			
	Car	Lt. Truck	Total	% Total	Car	Lt. Truck	Total	% Total
GM	1,743,814	2,712,985	4,456,799	26.3	1,875,551	2,781,807	4,657,358	27.6
FORD	1,038,876	2,067,922	3,106,798	18.3	1,018,333	2,252,805	3,271,138	19.4
CHRYSLER	526,823	1,778,010	2,304,833	13.6	474,119	1,731,905	2,206,024	13.1
TOYOTA	1,289,356	970,940	2,260,296	13.3	1,101,221	958,828	2,060,049	12.2
HONDA	837,822	624,650	1,462,472	8.6	843,289	551,109	1,394,398	8.3
NISSAN	572,464	504,481	1,076,945	6.4	536,757	449,584	986,341	5.8
HYUNDAI	325,958	129,054	455,012	2.7	300,094	118,521	418,615	2.5
BMW	238,653	68,367	307,020	1.8	226,282	69,829	296,111	1.8
VW	286,782	20,479	307,261	1.8	301,487	32,541	334,028	2.0
KIA	146,395	129,456	275,851	1.6	155,908	114,147	270,055	1.6
MAZDA	193,311	65,028	258,339	1.5	187,678	76,204	263,882	1.6
MERC-BENZ	182,817	41,266	224,083	1.3	194,149	27,442	221,591	1.3
SUBARU	121,425	74,577	196,002	1.2	121,662	65,740	187,402	1.1
MITSUBISHI	86,472	38,193	124,665	0.7	108,937	53,392	162,329	1.0
SUZUKI	57,772	24,329	82,101	0.5	47,109	26,837	73,946	0.4
PORSCHE	18,326	13,607	31,933	0.2	13,356	18,117	31,473	0.2
ISUZU	--	17,344	17,344	0.1	--	32,180	32,180	0.2

Source: Ward's Information Products

# market overview



## WARD'S 2006 Dealer 500 Franchise Average Revenue by Category

Franchise	Dealers	New Vehicle Retail Dollars	New Units	Used Vehicle Retail Dollars	Used Units	F & I Dollars	Service Dollars	Body Shop Dollars	Parts Dollars	Total Dollars
Merc-Benz	26	\$99,754,961	1,795	\$32,432,538	764	\$2,845,949	\$11,597,861	\$1,583,881	\$13,971,804	\$162,186,993
Lexus	32	102,035,482	2,355	21,740,142	747	2,139,881	6,422,074	437,466	6,989,471	139,764,516
Toyota	85	88,440,776	3,755	23,795,868	1,539	4,819,303	5,182,414	1,342,561	7,118,393	132,202,155
Cadillac	5	82,510,202	2,111	28,404,680	966	3,173,910	5,484,100	2,222,055	10,368,554	132,163,500
Chevrolet	58	75,897,194	2,690	27,712,615	1,722	5,221,673	4,834,136	2,072,238	11,702,209	127,439,892
Land Rover	1	94,307,806	1,476	19,001,118	357	2,347,495	5,163,966	--	6,440,429	127,260,813
BMW	25	76,319,257	1,665	23,212,050	666	2,085,903	6,600,572	435,995	9,159,576	117,813,352
Cadillac Hummer Saab	2	74,452,194	1,666	22,398,113	1,008	3,494,027	7,100,135	--	4,474,053	111,918,520
Chrysler Dodge Jeep	12	69,937,484	2,461	24,646,282	1,525	3,793,135	4,715,151	882,567	7,691,626	111,666,243
Ford	67	66,292,193	2,284	24,861,960	1,546	3,351,658	5,007,774	1,762,867	9,270,985	110,547,438
Nissan	22	71,699,835	2,790	22,779,289	1,388	5,480,990	3,758,698	566,609	5,502,169	109,787,591
Honda	58	70,373,535	3,052	19,220,540	1,300	3,681,963	5,165,628	672,139	6,145,199	105,259,005
Hyundai	2	84,824,399	4,418	10,339,582	864	4,732,465	2,475,173	--	2,240,851	104,612,469
Dodge	8	56,264,520	2,085	27,820,934	1,811	3,921,769	4,039,284	2,087,943	5,934,003	100,068,452
Acura	2	60,997,973	1,781	15,339,261	807	1,987,666	4,961,254	2,182,454	8,069,907	93,538,514
Buick Pontiac GMC	3	57,986,966	2,116	21,684,690	1,195	2,746,272	3,650,813	586,398	4,277,939	90,933,078
Ford Lincoln Mercury	2	49,109,352	1,647	24,266,421	1,485	2,343,754	4,839,351	1,053,721	6,029,050	87,641,648
Infiniti	4	57,226,936	1,449	14,320,061	593	2,211,086	3,101,046	--	5,095,788	81,954,917
Porsche	1	46,751,000	611	26,726,000	373	1,096,000	2,939,907	--	4,391,994	81,904,901
Pontiac GMC	1	62,166,000	2,219	7,619,000	503	671,000	2,814,032	--	2,499,246	75,769,278
Lincoln Mercury	1	42,928,235	1,261	20,611,329	771	1,193,629	3,634,563	2,149,361	4,052,274	74,569,391
Other (Multiple Brands)	83	94,077,132	3,013	26,251,279	1,475	4,312,907	6,452,965	1,483,201	10,127,211	142,704,697
Ward's 500 Average	500	\$80,969,992	2,748	\$24,294,501	1,354	\$4,055,764	\$5,678,685	\$1,283,680	\$8,645,475	\$125,183,560

Source: Ward's Dealer Business / Ward's Information Products Note: Figures represent the average for listed brand franchises. Data are for 2005.

## Ward's 2006 Dealer 500 F & I, Parts and Service Leaders

Top Dealers, F&I	F & I Revenue	Top Dealers, Service	Service Revenue	Top Dealers, Parts/Acc.	Parts/Acc. Revenue
Longo Toyota	\$22,531,600	Fletcher Jones Motorcars	\$35,877,457	Brown & Brown Chevrolet	\$54,111,676
Trophy Nissan	\$18,863,407	Smythe European	\$26,307,836	AutoWay Chev Clearwater	\$51,603,741
Galpin Ford	\$17,406,220	Longo Toyota	\$20,302,700	Delray Lincoln Mercury	\$45,455,127
Midway Chevrolet	\$16,721,041	Braman Motorcars	\$17,547,752	Sanderson Ford, Inc.	\$32,565,411
Midway Auto Team	\$14,793,350	Fletcher Jones Imports	\$16,395,430	Bill Heard Chevrolet	\$32,525,000
Cerritos Nissan	\$14,533,621	#1 Cochran	\$16,140,070	Fletcher Jones Motorcars	\$29,385,180
Dave Smith Motors	\$13,727,610	American Service Center	\$15,861,347	Courtesy Chevrolet	\$28,437,016
Roseville Toyota	\$13,092,536	Beverly Hills Merc-Benz	\$15,849,487	NuCar Connection	\$27,667,052
Courtesy Chevrolet	\$12,371,014	Penske Motorcars	\$15,113,800	Landmark Chevrolet, Ltd.	\$26,749,000
Landmark Chevrolet	\$12,104,000	Mercedes-Benz South Bay	\$14,334,025	Sam Packs Five Star Ford	\$24,714,437
Bill Heard Chevrolet	\$11,971,000	JM Lexus	\$14,283,386	Michael Cadillac, Inc.	\$24,234,971
Power Toyota Cerritos	\$11,736,413	WI Simonson Mercedes	\$14,223,486	American Service Center	\$23,441,689
Peoria Nissan	\$11,430,959	House of Imports, Inc.	\$13,571,115	Tommie Vaughn Motors	\$23,313,158
Pinnacle Nissan-Infiniti	\$11,147,966	Crevier BMW	\$13,339,137	Bill Heard Chevrolet, Ltd.	\$22,677,000
Lustine Toyota Dodge	\$10,222,000	Galpin Jaguar Lincoln Merc	\$13,213,113	Smythe European	\$22,675,302
Towbin Dodge	\$9,696,897	Merc-Benz Houston Greenway	\$13,076,319	AutoWay Chevrolet Tampa	\$22,625,391
Bill Heard Chev - Scottsdale	\$9,432,000	Mercedes-Benz Ft. Lauderdale	\$13,064,895	WI Simonson Mercedes	\$22,389,616
Millennium Superstore	\$9,346,540	Autobahn Motors	\$12,584,296	Mercedes-Benz Miami	\$21,992,511
Bill Heard Chev - Town Ctr	\$9,314,000	Downtn L.A. Motors Merc-Benz	\$12,408,329	Gaudin Motor Co.	\$21,893,232
Bill Heard Chev - Plant City	\$9,268,000	Mercedes-Benz of San Diego	\$11,896,800	#1 Cochran	\$21,394,976

Source: Ward's Dealer Business / Ward's Information Products. Data are for 2005.



**Understanding how WARD'S can help you** reach dealership professionals in ways NO ONE else can match means first learning “the WARD'S Story.”

WARD'S has served the global automotive industry for more than 80 years with a line-up of information products relied upon by professionals throughout the manufacturing and retail chain – from the board room to engineering, manufacturing to purchasing, sales and marketing to the franchised dealer.

“WARD'S has long been **respected** in both the wholesale and retail sides of the business and it's not often that both parties see eye to eye.”

*Mark Jonela*  
**JOHN HUBLER NISSAN**  
*Dealer / Owner / Chief Exec*

**This unique experience** allows WARD'S to deliver insights that no other dealer magazine can. Our data operations fuel WARD'S *Dealer Business* reporting with background that adds strength to our analysis, and we have the unique ability to devote resources to projects that open new lines of communication between you and your customers.

WARD'S employs a new-media staff to create interactive online opportunities such as webinars and our “Ask the Experts” forum which put you in direct contact with dealers. Plus, our in-house research staff can work with you to create a cost-effective initiative to pick your customers' brains via direct mail, the Internet and e-mail.

**WARD'S**<sup>®</sup>

industry-leading resources



**WARD'S editors are frequently quoted** in national and international media, and influential industry watchers such as the Federal Reserve Board rely on our news, data and analysis to make sense of automotive retailing.

These valuable WARD'S resources keep automotive professionals around the world "in the know," plus they infuse the pages of WARD'S *Dealer Business* with insights and information readers are not able to get anywhere else.

## **WARD'S EDITORS ARE PROMINENT SPEAKERS AT MANY CONFERENCES**

- \* Editor Steve Finlay was keynote speaker at the annual convention of the Florida Auto Dealers Association (June 2006).
- \* Steve Finlay also served as keynote speaker at the American Institute of Certified Public Accountants National Auto Dealership Conference, discussing auto retailing trends (October 2005).
- \* WARD'S Dealer Group Editorial Director, Cliff Banks, moderated a panel at two ENG Automotive CRM Conferences (May and August 2006).
- \* Cliff Banks also led a panel discussion on Internet sales at the J.D. Power International Automotive Roundtable (November 2005).

### **WARD'S Industry-Leading Information Products**

- WARD'S *Dealer Business*
- WARD'S *AutoWorld*
- WardsAuto.com
- WARD'S *Engine and Vehicle Technology Update*
- WARD'S *Automotive Reports*
- WARD'S *Automotive Yearbook*
- WARD'S *World Motor Vehicle Data Book*
- WARD'S *Motor Vehicle Facts and Figures*
- WARD'S *AutoInfoBank*
- WARD'S *AutoForecasts*
- WARD'S *Custom Data Reports*
- WARD'S *weekly Dealer Edition E-Newsletter*



content your customers need  
**targeted by department**  
helping dealers make more money  
**140 honors since 1970**  
beyond the headlines

in-touch editorial

“Factual, written with a value-added sense. WARD'S articles are high on valuable profit saving/generating basis. Features that are timely and give both sides of the story honestly.”

Ed Master  
MASTER AUTOMOTIVE  
Dealer / Owner / Chief Exec

The WARD'S Dealer Business mission is the same as yours – to help dealers make more money – and this shared goal helps make our pages the perfect environment for your message.

Our editors are consistently tuned in to what's happening on showroom floors and behind the scenes to educate WARD'S readers – your customers – on the latest news and issues impacting their businesses today, and insights on emerging trends that will impact them tomorrow.

We structure each issue in a way that reflects the profit centers within the dealership, encouraging pass-along reach with valuable information for the manager of each department:

#### Management

Every issue touches on topics affecting the management of the dealership, such as industry benchmarking, financial analysis, productivity and the economic outlook.

#### Vehicle Sales: New & Used

WARD'S provides regular news and information updates of particular interest to the sales force: sales statistics, auction data, sales trend analysis, advertising and promotion, and CRM.



#### Honored Reporting

- min's Best of the Web Awards: First Place in Editorial Excellence
- International Wheel Award: News Story ("Ford Averts Potential Boycott")

WARD'S®



### Finance & Insurance

Your customers regularly turn to *WARD'S Dealer Business* for insights and best practices on financing and leasing, subprime lending, service contracts and credit insurance.

### Fixed Operations

Each month we deliver valuable content to help dealers maximize the profitability of their service, parts and body shop operations.

### Information & Internet

WARD'S is regarded as a leading provider of insights on vehicle sales and marketing on the Internet. Not only do we publish the most highly regarded ranking of dealers selling on the Internet, but we also regularly deliver analysis on this ever-growing sector of the industry.

### Aftermarket

More and more dealers are turning to aftermarket sales as an important profit center, and *WARD'S Dealer Business* has remained ahead of this curve, routinely spotlighting new products, strategies and sources.

## THE INDUSTRY'S PREMIER RANKING ISSUES

Our editors put together what's regarded as the industry's leading series of ranking issues:

**April** - WARD'S e-Dealer 100

**May** - WARD'S Megadealer 100

**June** - WARD'S Dealer 500

**Sept** - WARD'S Dealer of the Year



targeted  
 best reach  
 pass-along  
 every new car dealer  
 lowest cpm

targeted circulation

WARD'S Dealer Business will deliver your message to the most new car dealerships in the US ...

**GUARANTEED, OR YOUR AD RUNS FREE.**

Only WARD'S Dealer Business reaches virtually every franchised new car dealership in the US, addressed to the executive in charge at each dealer point by name and title.

Our unrivaled circulation strength allows us to make you this promise: if you find another dealer publication that delivers to a greater number of franchised new car dealerships by personal direct request, in any US region you choose, we will run your ad FREE.



We reach every dealership by continually checking our subscriber records against comprehensive, third-party lists. If we find a new or relocated dealership not currently receiving WARD'S Dealer Business, our circulation staff adds the business to our subscriber list and contacts the dealership for a direct request from the executive in charge.

Not only does this process ensure our circulation is the strongest among dealer magazines ... it also helps us maintain the greatest percentage of dealers DIRECTLY REQUESTING the magazine: **91%**.

“I regularly copy articles and incorporate them into my sales training programs here at the dealership. The latest article I used was “the great Internet lead debate” in training my Internet manager. Just love the whole magazine.

Gene Oneill  
 DICK POE TOYOTA  
 Dealer / Owner / Chief Exec

WARD'S®

targeted circulation



### High Pass-Along Reach Throughout the Dealership

Since WARD'S provides best practice and management tips for each dealership department, we deliver significant pass-along reach – an average of **3 additional readers per copy**. So no matter where your products are used in the dealership, you'll reach those who recommend or purchase your products.

## WARD'S DEALER BUSINESS CIRCULATION\*

<b>25,502</b> total qualified circulation	<b>91%</b> personal direct request from recipient
<b>87%</b> pass their copy to others in the dealership	<b>97%</b> delivered by name and title
<b>3</b> average additional readers per copy	<b>85%</b> qualified within 1 year
<b>76,506</b> estimated pass-along reach	
<b>102,008</b> total qualified circulation plus pass-along reach	

### The LOWEST Cost Per Thousand of any Magazine for Franchised New Car Dealers

Not only does *WARD'S Dealer Business* deliver the GUARANTEED best reach of all the major magazines for franchised dealers, but we also offer the **LOWEST Cost Per Thousand**.

CPM - 1X B&W FULL PAGE \*\*

<b>WARD'S Dealer Business</b>	<b>\$309</b>
AutoExec	\$338
Automotive News	\$427
Dealer Magazine	\$345

\* Sources: BPA Worldwide, Dec. 2005; Paramount Research Inc., 2006

\*\* 2006 advertising rates. Automotive News calculation (ABC, Dec 2005) reflects reach to new and used vehicle dealers and other automotive retailers.



thoroughly read  
 unduplicated audience  
 free ad studies  
 executive in charge

active readership

**Readership Studies Prove it:**

WARD'S *Dealer Business* influences your customers' purchase decisions. Not only does WARD'S *Dealer Business* deliver your message to points throughout every dealership, but dealers actually USE our content when researching purchases of products like yours.

“I need to keep up with the constant changes of the auto business and WARD'S is the place I go to read about how others are adjusting or changing with the market.”

*Robert Bancroft*  
 ASHLEY FORD SALES INC  
 Dealer / Owner / Chief Exec

A WARD'S reader profile found that:

**91%** have purchasing involvement.

**77%** use publications for finding information on products and services. In comparison, just 44% use trade shows and 35% refer to direct mail to learn about products and services.

**56%** of our readers used or modified ideas found within WARD'S *Dealer Business* to help maximize the profit potential of their dealership departments.



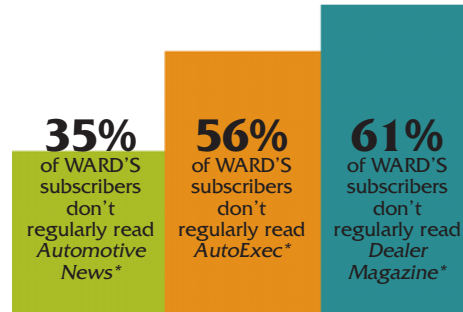
Combine these statistics with the fact that only WARD'S guarantees the best reach for your message and delivers the LOWEST CPM of the major franchised new-car dealer magazines, and it's clear that WARD'S *Dealer Business* is your most effective buy for influencing dealers.

WARD'S®



**WARD'S Delivers Unduplicated Readership.**

A recent study\* of our readers found that significant numbers of *WARD'S Dealer Business* subscribers do not regularly read the other franchised new car dealer magazines.



Two *WARD'S Dealer Business* issues will be the subjects of readership studies in 2007. All display advertisers in these two issues – February and June – will receive FREE ad performance studies.

**WARD'S Readers Actively Use Our Content\***

- 92% implemented ideas they found in *WARD'S Dealer Business*
- 80% took action on advertising seen in *WARD'S Dealer Business*
- 42% contacted advertiser to pursue a purchase
- 42% remembered brand for future purchase
- 34% saved ad for future reference
- 32% referred ad to a dealership employee
- 30% bought advertised product

**Dealers gave WARD'S High Scores in:\***

- Providing information helpful in my work: 82%
- Delivering important news: 84%
- Interesting/enjoyable to read: 82%
- Provides advocacy for dealers: 80%
- Highly regarded at the dealership: 76%

These reports will help you determine the effectiveness of your ad, measured against others in your category and all ads in general, to illustrate how your ad stacks up against those of your competitors.

Find out how many *WARD'S Dealer Business* readers recalled seeing your ad, read it and found it interesting. It's valuable customer insight and FREE to advertisers in these special issues.

\* SOURCES: Paramount Research Inc., Penton Media, Inc.



# Ward's Ranking Issues

sponsorships  
custom publishing  
supplements  
show coverage  
show dailies

unique opportunities

## Boost the Impact of Your Advertising Message.

The power of your company's 2007 campaign can be strengthened by sponsorship of *WARD'S Dealer Business* ranking issues, special online reports, e-newsletters, and more. Plus, we can provide access to our lists of magazine and e-newsletter subscribers that are second to none in quality AND quantity.

“I like this magazine because it gets down to business and not a lot of fluff because my time is precious (I don't have a lot of it!) I can read the articles quickly and get the most out of it.”

Tom Treiber  
LOU FUSZ PONTIAC  
Manager

## WARD'S Ranking Issue Sponsorships

Our most eagerly anticipated issues of the year present a powerful opportunity to broaden your visibility among dealers. Your company can sponsor any of these industry-leading ranking issues and repeatedly impact your customers as dealers refer to and pass along the issues all year long:

- WARD'S e-Dealer 100 (April)
- WARD'S Megadealer 100 (May)
- WARD'S Dealer 500 (June)
- WARD'S Dealer of the Year (September)



## WARD'S NADA Show Coverage Package

Reserve your space in our NADA issue package, which earns your company valuable exposure in our January, February and March issues, as well as a highly visible presence in our online coverage of the show at WardsAuto.com. Your advertising in the February issue of *WARD'S Dealer Business* will be available on the show floor, amounting to several thousand copies of bonus distribution. Plus, you can insert additional material in the polybagged issues that will be delivered to select hotels around the show for even greater impact!



# WARD'S

## unique opportunities



WARD'S *Dealer Business* can create special editorial packages perfectly suited to deliver your message.

Our **CUSTOM PUBLISHING** opportunities empower us to write, design and distribute effective publications that meet your marketing needs.

**Special Reports** – You choose the topic and we'll produce a special report presenting research findings or detailed industry analysis and insert it into *WARD'S Dealer Business* mailings.

### **SURVEY OUR READERS**

Need to find out what today's dealer professionals think about your products and your competition, what their needs are, or other insights that will help you strategize your efforts to market to them? WARD'S can help you pick the brains of our readers in several effective ways.

Our in-house research staff can collaborate with you to determine your goals and develop a cost-effective methodology for delivering the insights you desire. We can implement your custom survey of WARD'S readers via a combination of:

- Direct Mail surveys
- E-mail surveys
- Online surveys
- Telephone surveys

**Custom Supplements** – We will create a special section devoted to a theme you select, giving your message enhanced visibility in an environment custom-tailored around it.

**Charts & Posters** – Give your customers something they can pull out and hang for year-round reference: a chart or poster focused on industry data, dealership workflow, sales tips, or other valuable information.

Have your own idea for a special editorial section or package to deliver your message to our readers? Contact your WARD'S representative today to explore the opportunities.



targeted banners  
e-newsletters  
webinars  
ask the expert  
online reports  
e-surveys  
"best of the web"

unequaled exposure

**Put the most information-packed online resource** for dealers to work for you in solidifying your connection with your customers. As part of the online service WardsAuto.com, the web home of *WARD'S Dealer Business* is uniquely able to complement your print advertising in cost-effective ways.

From online special report sponsorships to custom e-newsletters to lead management, *WARD'S Dealer Business* has online tools for attracting customers and building relationships that no other publication can offer.

The multiple award-winning site, WardsAuto.com, is divided into dynamic sections of interest based on each visitor's role in the automotive industry.

The dealer portion of the site works hand-in-hand with *WARD'S Dealer Business* magazine to provide the latest news for dealers, plus industry analysis and expanded information on popular features of the magazine. Content is regularly updated, and traffic is consistently driven to the site by our weekly e-newsletter for auto dealers.

**To help you take advantage of the interactive environment we've created for our readers,** we offer effective banner advertising and sponsor placements throughout the website, but that's just the beginning of how we can help you connect with dealers online.



“WARD'S is a great source of new and vital information. I find it necessary in today's rapidly changing automotive retail world to find new and better ways to do everything.”

Larry Oldham  
TOWN AND COUNTRY FORD  
Dealer / Owner / Chief Exec

WARD'S

unequaled exposure



**WARD'S Dealer Edition e-newsletters** – Get your message into our weekly e-mail updates on the latest WARD'S news and features, reaching 45,000+ dealer professionals.

**Custom e-newsletters** – We'll customize an e-newsletter on your specific topic, giving you exclusive exposure in a message targeted to your customers.

**Webinars** – WARD'S can produce, moderate and promote a special online event on your chosen topic, encouraging active communication with your customers.

## **WARDSAUTO.COM STATISTICS**

**250,000+** individuals have access via a paid subscription site license

**600,000+** page views per month

**50,000+** articles archived within WardsAuto.com

**3,000+** data tables archived within WardsAuto.com

**12** years of archived content

**E-surveys** – Benchmark the effectiveness of your advertising, test-market upcoming products, or get to know your customers better by surveying the WARD'S audience with e-mailed or web-driven questionnaires.

**Special Online Reports** – Target your customers by sponsoring our themed microsites on events and WARD'S features, which include:

- WARD'S NADA Show Coverage
- WARD'S e-Dealer 100
- WARD'S Dealer 500
- WARD'S Aftermarket Update
- WARD'S Megadealer 100
- WARD'S Dealer of the Year



custom research  
**speaker availability**  
 data and analysis  
**industry forecasts**  
 market intelligence

research



**Market Intelligence**

Not only can WARD'S help you connect with dealers in exciting ways, but we should also be your primary source for learning more about them.

**WARD'S Ranking List Data**

We invite you to use the data we collect for our WARD'S Dealer 500, Megadealer 100 and e-100 Dealer rankings in your own market analysis. We have thorough revenue data by dealer department with key contact information to connect you with these leading dealers.

**WARD'S Custom Research**

Tell our in-house research team what you need to learn about your market and we'll customize a project to meet your needs. Whether you require a profile of your customers, want to test the viability of a new product concept, or would like a read on the market's affinity with your brand, our trusted researchers will get you the insights you need to plot your company's course.



“WARD'S gives me the most up to date information about our industry.”

*Alan Jarrard  
 JARRARD CHEVROLET  
 BUICK PONTIAC  
 Dealer / Owner / Chief Exec*

**Invite Us to Speak at Your Event**

WARD'S editors and data analysts are frequently invited to present at major industry events around the world as well as give private talks at corporate meetings. Get the WARD'S take on what's happening in your market and pick the brains of the industry's most respected and honored news and data staff.

**WardsAuto.com Subscription**

The industry's most thorough, all-inclusive resource for news, data and analysis is ready to serve you with in-depth information updated each weekday. Subscribe to WardsAuto.com, and get instant access to virtually everything WARD'S produces. You'll enjoy access to years of WARD'S archives and the most powerful automotive-focused search capabilities available anywhere.

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