

GETTING AROUND

AUTOMOTIVE SPECIAL ISSUE - FACT SHEET

The *Getting Around* guides are the most comprehensive and useful available to the U.S. Military in Europe. They are digest-size (A5) manuals printed in full color on durable glossy paper,

each containing dozens of pages of essential, up-to-date and valuable information. They are handy, comprehensive, easy to use, and widely circulated through carefully selected distribution points.

AUTOMOTIVE INSIGHTS



Circulation: 40,000

A complete guide to all things automotive. This includes buying a car or other vehicle; insurance; rules of the road; traveling by vehicle in Europe and other topics..

EDITORIAL

- Listings of cars and motorcycles available for purchase by US military personnel in Europe. Listings will include specifications, photos and basic price information
- Mileage Charts – showing travel distance and time between military facilities
- Detailed information on the various car dealers in the military market
- Detailed information on insurance and the companies that provide it
- Information on financing and buying a car and the companies that can help
- Rules of the road for Germany, Italy and the UK
- Information on replacement parts and car repair
- Road signs for different countries
- Information on obtaining a POV license as well as car registration information
- How to go about buying and/or selling used cars
- Information on traffic violations and fines
- Information on how to find traffic reports while on the road

SPECIAL FEATURES

- The magazine will include many easy to use and easy to read graphs and charts
- There will be a special Car Buyer's Guide in the back of the magazine. This guide will list individual makes and models from various manufacturers. It will include photos, specifications, general price information and other important information a consumer should know about the vehicles
- Comprehensive time and mileage chart in miles
- AFN radio frequencies

READERSHIP

The magazine will reach members of the Army, Air force and Navy community. Readers will include single service members, married servicemen/servicewomen and DoD civilians, as well as spouses and other family members.

DISTRIBUTION

Primary distribution will be through various family support groups for use in sponsorship packages. (Many of these copies will be sent in welcoming and orientation packages.) Copies will also be sent to public affairs offices, recruiting commands, AAFES facilities, on-base lodging and other command organizations for redistribution.

RATES AND DEADLINES

		<u>B/W</u>	<u>2 Color</u>	<u>4 Color</u>
1 Page	US\$	3,380	3,800	4,225
1/2 Page		2,020	2,280	2,535

<u>Cover 2</u>	<u>Cover 3</u>	<u>Cover 4</u>
4,950	4,650	5,330

Advertisers who buy a one page ad (or more) will earn free advertorial space equivalent to the size of a one-half page ad. This space can be used for a company profile or other type of promotion.

Deadlines:
Contact publisher for order and material deadlines