



MOTOR TRENDTM
AUTO SHOWS

OFFICIAL
PROGRAM BOOK



EFFECTIVE ADVERTISING OPPORTUNITIES

This full-color publication is distributed **FREE** inside each Motor Trend Auto Show, and is an excellent marketing tool for all our advertisers. With **automotive editorials**, **highlights of special show features**, and a **detailed show floor plan**, this official publication is an excellent reference both **during** and **after** the show.

This attractive sales piece directly targets your prospective customers. Our exit survey shows **38%** of total new car purchasers are **strongly influenced** or **change their mind** about which vehicle they will purchase based on the information they receive at the auto shows.

Don't let potential customers leave the Auto Show without **YOUR ADVERTISEMENT!**

THINK of what it may cost you if you do **NOT** participate!

72%

of attendees annual income
\$50k - \$150k+

51%

between the ages
of 35 - 64

66%

of attendees are college
graduates

30K+

program books distributed
at each auto show



RESERVE YOUR AD SPACE NOW

Contact: Martha Carrasco

Phone: 949-705-3135

Email: MCarrasco@enthusiastnetwork.com