

# 2024 Print Media Kit

**AR**  
Auto Remarketing

**SubPrime** Auto Finance News

**BHPH** REPORT

**AFJ** | Auto Fin  
Journal

# CHEROKEE

## MEDIA GROUP

701 Cascade Pointe Lane, Ste. 103, Cary, NC 27513

**800-608-7500 | 919-674-6020 | 919-674-6027 (FAX)**

Cherokee Media Group (CMG) is the publisher of leading business-to-business media brands for the auto remarketing, auto finance and used-car industry in the United States and Canada. CMG has delivered news to this industry for over 30 years; reaching franchised and independent dealers, remarketers, auctions, OEM executives, captives, independent finance companies, banks and more.

CMG also produces several conferences that bring together the auto industry to address trends in the retail, wholesale, finance, and collections & recoveries segments of the business.

### MEET OUR TEAM



**BILL ZADEITS**  
Group Publisher  
bzadeits@  
cherokeemediagroup.com  
800-608-7500, ext. 117



**STEVE LESLIE**  
Publisher  
sleslie@  
cherokeemediagroup.com  
800-608-7500, ext. 156



**JESSICA JOHNSON**  
Publisher  
jjohnson@  
cherokeemediagroup.com  
800-608-7500, ext. 144



**DANA NUSBAUM**  
Account Executive  
dnusbaum@  
cherokeemediagroup.com  
O: 919-377-9557  
C: 704-425-1608



**CHERISE KLUG**  
Media Manager  
cklug@  
cherokeemediagroup.com  
800-608-7500, ext. 130



**JOE OVERBY**  
Senior Editor  
joverby@  
cherokeemediagroup.com  
919-377-9564



**NICK ZULOVICH**  
Senior Editor  
nzulovich@  
cherokeemediagroup.com  
800-608-7500, ext. 137



**ANDREW FRIEDLANDER**  
Associate Editor  
afriedlander@  
cherokeemediagroup.com  
(817) 412-1436

COMBINING FOUR GREAT PUBLICATIONS INTO

# ONE MEGA MAGAZINE

*Addressing the full scope of the used-car and auto finance marketplace.*



- CPO data and analysis
- Insights from leading dealerships
- Wholesale values and trends



- Compliance updates
- Risk management
- Lending trends and analysis



- Best practices
- Industry benchmarks
- Legal and accounting thought leadership



- Fintech applications and solutions
- Digital Retailing insights
- Business intelligence behind automotive and auto finance technologies



IN PRINT



**35,000**

Print Editions



**20,000**

Digital Editions

Plus, the digital edition is archived on the website providing access to our 2 million annual visitors.

## READ BY

New-Car Dealers

Used-Car Dealers

BHPH Dealers

Used-Car Managers

Manufacturers

Captive & Independent  
Finance Companies

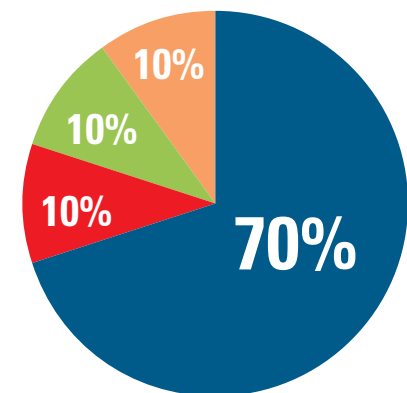
Banks

Credit Unions

Auto Auctions

Fleet, Lease, Rental Executives

Used-Car, Auto Finance and  
Remarketing Industry Professionals



- Dealership & OEM
- Financial Institution
- Industry Professional
- Remarketer and Consignor

# ADVERTISING RATES

PREMIUM PLACEMENT	RATE
Cover 2	\$7,000
Cover 3	\$6,500
Cover 4	\$7,500
Section Cover 2	\$6,500
1st Four - Pages 3, 4, 5 and 6	\$6,500
Front Cover Wrap	\$20,000
Gatefold	\$20,000
Print Edition Sponsor Package	\$15,000
Section Sponsor Package	\$10,000

RUN OF BOOK	RATE
Full Page*	\$6,000
Spread*	\$12,500
Junior Page	\$5,000
Junior Page Spread	\$10,500
1/2 Page Horizontal/Vertical	\$3,500
1/2 Page Horizontal Spread**	\$7,500
1/4 Page Square/Horizontal/Vertical	\$2,000
1/2 Page Podcast Advertisement for a Company Sponsored Episode	\$1,500
1/2 Page Sponsored Article	\$3,500
Full Page Sponsored Article	\$6,000
Full Page Thought Leadership Q&A	\$7,500
Spread Thought Leadership Q&A	\$14,000

Ads can be submitted via [sacommunications.com/ad-upload/](https://sacommunications.com/ad-upload/)

# ADVERTISING SIZES

## SPREAD\*

Trim Size: 20.875" x 12.5"

Bleed Size: 21.125" x 12.75"

## FULL PAGE\*

Trim Size:  
10.4375" x 12.5"

Bleed Size:  
10.6875" x 12.75"

## 1/2 PAGE VERTICAL

4.875"  
x  
11.625"

## 1/2 PAGE HORIZONTAL

9.875" x 5.75"

## 1/2 SPREAD\*\*

20.875" x 6.1871"

## JUNIOR PAGE SPREAD

15.25" x 9"

## JUNIOR PAGE

7.375" x 9"

## 1/4 PAGE VERTICAL

2.375" x 11.625"

## 1/4 PAGE SQUARE

4.875"  
x 5.75"

## 1/4 PAGE HORIZONTAL

9.875" x 2.75"

## FILE SPECIFICATIONS

- » CMYK digital artwork, 300 DPI
- » High-resolution PDF, TIF, EPS and JPEG files.
- » Please include all fonts and graphics if needed.
- » If color is critical, a certified color accurate proof can be submitted.

We cannot be responsible for color variations and quality on files submitted not following these guidelines.

\* *Spreads and full-page ads have an 1/8" (.125") bleed on each side; live area is 1/4" (.25") inside trim.*

\*\* *1/2 spread has a bleed on left, right and bottom*



# PREMIUM ADVERTISING

## Front Cover Wrap



Outside Cover Wrap



Inside Cover Wrap

### Outside Flap Specs:

4.25" x 8.8125"

.125" bleed on all sides

### Inside Flap Specs:

4.25" x 12.5"

.125" bleed on all sides

IN PRINT.

# PREMIUM ADVERTISING

**1**

**WOMEN IN RETAIL**

**NARUMI TAKAGI**  
VP of Customer Success & Operations, Obvio

**STACY TURNER**  
Chief Financial Officer, Bob Roth Ford, Inc.

**ANDREA BRYNER**  
Finance Manager, The Nelo Company

**2**

**CONGRATULATIONS APRIL!**

**3**

**WOMEN IN RETAIL**

**2**

**Congratulations to Madeleine Pisto**  
for being recognized as one of Automotive Remarketing's Top Women in Retail.

**CarGurus**

**3**

**WOMEN IN RETAIL**

**CarGurus**

BETH BEARS OILBERT | ANDREA BRYNER | KRISTI CARPENTER | MELISSA CARTAGENA | SUE CHEN | NICOLE HAYES | JADELINE WEARDS | JESSICA INOUEZ | DIANA KENNEDY | HONSY MAE KEMMADORTHY | JENNIFER KIEER | SARAH LANE | SUSAN LOVETT | CAROL MARSHALL | MADELEINE PISTO | ANGELA RIZZO | MARCELA RODRIGUEZ | LYAMER SAVVY | GIOVANNA SCODAMIGLIO | HANUPO TAKAGI | MISA TANAKA | STACY TURNER | APRIL BOUCETTE | LISA GEMER | BETH BEARS OILBERT | ANDREA BRYNER | KRISTI CARPENTER | MELISSA CARTAGENA | SUE CHEN | NICOLE HAYES | JADELINE WEARDS | JESSICA INOUEZ | DIANA KENNEDY

**AR**  
Auto Remarketing

**SubPrime**  
Auto Finance News

**BHPH**

**WOMEN IN RETAIL**

**CarGurus**

## Print Edition Sponsor Package

- 1 Logo on all pages of the feature section.
- 2 Full-page ad adjacent to the feature section. See Advertising Sizes page for size.
- 3 Logo on the cover.

**PACKAGE COST: \$15,000**

## Section Sponsor Package

- 1 Logo on all pages of the section.
- 2 Full page ad adjacent to the section. See Advertising Sizes page for size.

**PACKAGE COST: \$10,000**





## Gatefold

Three pages of art as seen below.

## Full-Page Specs:

Trim Size: 10.4375" x 12.5"

Bleed Size: 10.6875" x 12.75"

## Spread Specs:

Trim Size: 20.875" x 12.5"

Bleed Size: 21.125" x 12.75"



Cover



Page 1



Page 2

Page 3

## 1st Four Lead-In Pages (3, 4, 5 and 6):

Immediate exposure to your message. Pages 3-6 are available for purchase.

## Covers 2, 3, and 4:

Choose from the inside front cover, inside back cover or outside back cover.

## Section Cover 2:

Inside cover of section title page for *Subprime Auto Finance News*, *BHPH Report* and *Auto Fin Journal*.

IN PRINT.

# SPONSORED CONTENT

## SPONSORED CONTENT

### Forget Loyalty, Retention is the Key

Sponsored Content

Let's face it, there is no end to the claims against us as a provider of services. As President of Profound Warranty and a member of a family that has been in the automotive industry for over twenty years, Dennis Linnegren understands the pain points dealers are facing and offers a unique perspective that other vehicle plan providers don't.

"We've had dealerships during back to the 80s and I don't recall a time when customer loyalty was even in the back of the mind when you bought your car when your father bought his car or even when you got to find ways to improve the customer experience to earn loyalty for repeat business," said Linnegren. "Service and warranty work has been an increasingly large profit segment lately and as we when dealerships can add to their."

Linnegren believes that having the right vehicle protection plan provider can be the difference between missing or losing a customer and the opportunity to increase the lifetime value of the customer. "Using our background as dealers, we have built our business around the promise of delivering the best claim experience our customers have. When there is a claim, it is our responsibility to get it resolved as quickly as possible to ensure the customer is satisfied and your reputation protected."

**Claims can Keep or Lose Customers**  
In addition, customers, customers are going to be even more cost-conscious and the last thing you want is to have your provider deny claims or policies you sold them. "The economic climate is forcing all of us. Our claim denial rate during the pandemic and shortly after the energy crisis rose per claim has increased by 30%."

Years having other alternatives are service record documentation, all parties designed to ensure the process and find ways to deny claims."

Calling it the "right offer," Linnegren describes the importance of an alternative offering up an claim throughout the dealership is particularly important. "Customers have been calling about a service contract that did not make the life claim, service for the life of the vehicle for all these individuals and the



"While customer loyalty may be dead, you can increase retention and revenue by choosing a vehicle protection plan administrator that delivers."

-Dennis Linnegren, Profound Warranty

deductible for an overall negative experience." "On Profound, our philosophy has always been to pay every legitimate claim and that hasn't changed but because claim costs are so high. We take great pride in our process and payment experience and are not going to jeopardize that because of current market challenges," explained Linnegren. "We have a difficult experience can result in a customer never coming back to your dealership whereas a well handled claim can generate additional revenue for you."

**Capture More Service Revenue**  
"Being dealers ourselves, we understand the importance of getting vehicles in and out of the lot and have made it our priority to have the simplest claim process we can," Linnegren said. "Repair facilities love to work with us because they don't have to make multiple phone calls. We have 800 Certified advisors who are great problem solvers, and our process means claim are paid quickly and directly to customers as one of the best enhancements to the benefit is the 24-hour Virtual Repair Network, which both franchise and independent can join."

"We've built our business by listening to customers, and one of the biggest gripes is the mechanic that is not to be able to change of an unexpected customer. We're all here there you bring your car to the service maintenance and are told you need a vehicle

are trying to prevent them from returning again and are putting a hold on to sales. By comparing both departments head-to-head overall profitability for your dealership."

**Unique Products Attract Buyers**

Dealers' customer work is the door already knowing everything they need to know about the vehicle they want. Despite all the hours of research, every customer ends up at the top of their personal budget and is checked. They get them over their initial shock, and ensure profitability by including both end products in their purchase. "There's your customer, the benefits of a service contract to keep them protected against unexpected repair costs for many years to come and you'll provide value that no contract could match."

Profound offers a variety of PIP products meeting a complete range of needs, including products for those seeking very specific coverage. "We have EV/ Hybrid, Commercial Vehicle and GAP services," said Linnegren. "We're usually introduced ourselves. OEM most technology and being more personalized to attract buyers that only want coverage for the highest cost components. With customers buying their vehicles longer and companies getting more complicated, we felt these products addressed the needs of today's buyers."

**Incentives Lead to Retention**

"When you run it all up, Linnegren explains that "This year, we want to create additional revenue. When claims are well-managed, that helps you control your costs and earn additional revenue." Profound has a variety of incentive programs to enhance dealer profitability including ProfitShare, Best Dealer, Best and Profound Miles, where dealerships can achieve significant savings by reducing miles on a year-to-year basis for every contract sold."

For Linnegren and his team, their goal is for dealers to take advantage of every incentive available to them. "All the work and support to provide an designed to maximize our dealer partner earning potential. With a consistent use of 85% among dealers who are eligible for every incentive program to offer an additional working there to use the program effectively. We believe that as a commitment of success over long-term any day."

## HEAR FROM THE EXPERTS

Port & Rail Yard Access: Part of Autosled's formula for exponential growth amidst changing vehicle trends



AUTO REMARKETING

## PODCAST



DAVID SPERAU

During this special sponsored episode of Auto Remarketing Podcast, Autosled co-founder and chief revenue officer Dave Sperau highlights how increased transparency and self-dispatch technology, coupled with access to nationwide ports and rail yards, has generated exponential growth during the past year.

Sperau also describes the intricacies of working alongside both OEMs and dealers to move vehicles quicker for franchised dealerships and, ultimately, car buyers.

Scan the QR Code to listen to the episode.



## Podcast Advertisement

Extend the reach of your Company  
Sponsored Episode of Auto Remarketing Podcast with a ½ Page Podcast Advertisement that includes your thought leader's headshot, company logo, interview summary, and QR code to link our magazine readers to your digital podcast episode.

*Cherokee Media Group will produce the creative for this ad.*

## Sponsored Article

Written in the form of editorial content, a sponsored article promotes services while also providing valuable information.

Your submission can leverage a ½ page or Full Page ad space.  
See the Advertising Sizes page for specifications.







# DIRECTORY LISTING

## Auto Auction Directory

The Auto Auction Directory listings will be printed 12 times a year and delivered to 35,000+ subscribers, which includes a strong consignor and franchised and independent dealership audience. You can make changes throughout the year at no additional charge.

**\$1,500 FOR  
12 MONTHS**



*Showcase your auction information with highlighted sale dates and times with up to three color logos.*

### Carolina Auto Auction

"The Right Choice"

P.O. Box 5677  
Anderson, SC 29623-5677  
Phone: 864-231-7000  
Fax: 864-231-7900

[www.carolinaautoauction.com](http://www.carolinaautoauction.com)  
Owners: Henry & Patty Stanley  
General Manager: Tommy Rogers

**Flot/Lease Manager: Sal Terranova**  
**Every Wednesday: 10-9am, Large weekly consignment. Salvage sales 1st & 3rd weeks. ALL LANES ARE NOW ONLINE.**

Featuring: 92+ Acre Facility with 8 state-of-the-art lanes, conveniently located between Atlanta and Charlotte, exit 27 on I-85! Monthly Promotional Sales! 30,000 sq. ft. Reconditioning Facility & PDR on-site, Fleet, B&B, Wholesale, Donor, ARI, 1st Investors, Enterprise, Regional Acceptance Corporation, Flexco, Credit Acceptance Corporation & many more!  
Visit [www.carolinaautoauction.com](http://www.carolinaautoauction.com) for up-to-the-minute runlists, Market Reports, inventory preview, online bidding & more!

**CAROLINA** **ServNet** **auCTIONPIPELINE**



# EDITORIAL CALENDAR

The 2024 editorial calendar highlights the feature stories scheduled for each issue of *Auto Remarketing*, *SubPrime Auto Finance News*, *BHPH Report*, and *Auto Fin Journal*. Beyond these features, each magazine will be packed with the latest news and insights to keep you in-the-know on the latest automotive industry trends.

# JANUARY

**AD MATERIALS DUE:**  
January 3, 2024



**Auto Remarketing:**  
***NADA Show 2024: Through the lens of the used-car industry***

**SubPrime Auto Finance News:**  
***NonPrime Auto Finance Association (NAF), National Independent Auto Dealers Association (NIADA), American Recovery Association (ARA) & Receivables Management Association International (RMAi): Forecasting the year ahead and discussing the top trends with leadership from these industry associations.***

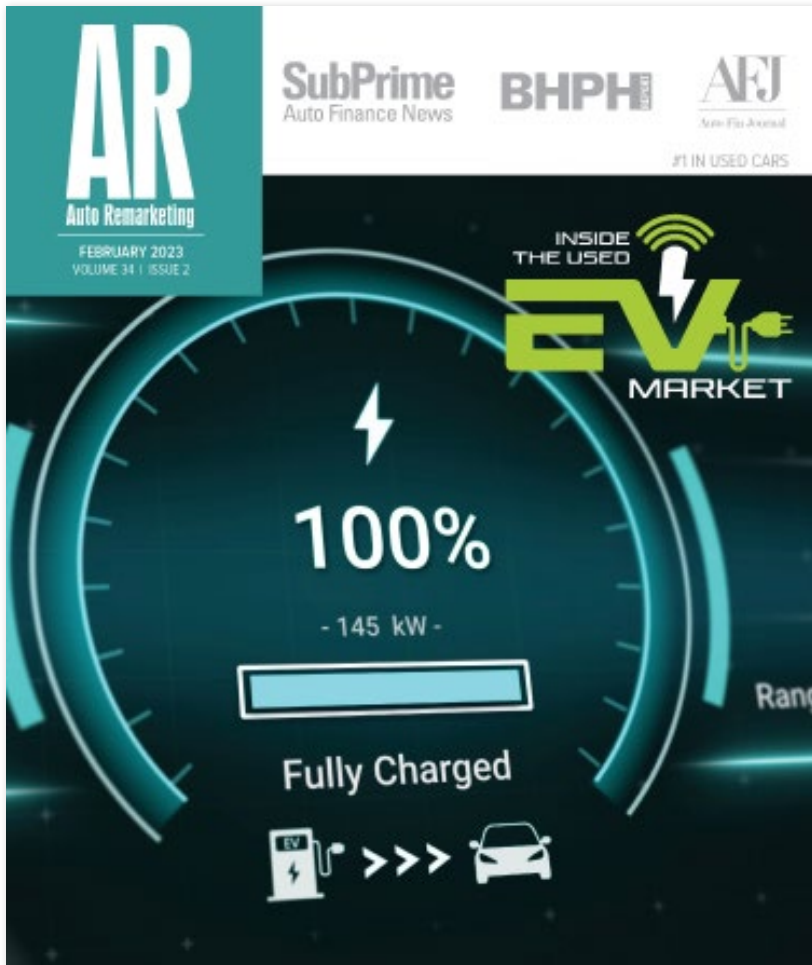
**Auto Fin Journal:**  
***American Financial Services Association (AFSA) Vehicle Finance Conference: Previewing the kick-off event for the auto finance industry.***





# FEBRUARY

**AD MATERIALS DUE:**  
January 17, 2024



**Auto Remarketing**  
*Inside the Used EV Market*

**SubPrime Auto Finance News**  
*The Capitol Issue: Examining the auto impacts from Washington, D.C – be it regulatory and compliance matters to legislation, lobby efforts, and political movements or elections.*

**Buy Here Pay Here Report**  
*Guidance on improving collection strategies*

# MARCH

**AD MATERIALS DUE:**  
February 14, 2024



**Auto Remarketing:**  
*Best CPO Dealers in the USA: The only industry spotlight on the top-selling dealers in the certified pre-owned market.*

**SubPrime Auto Finance News:**  
*Women in Collection and Recoveries: Recognizing the experienced and talented professionals involved in collections and recoveries for the auto-finance industry.*



# APRIL

**AD MATERIALS DUE:**  
March 13, 2024



## Auto Remarketing:

***Women in Remarketing + Spotlight on Consignors: Our annual recognition of the executives who are making significant impacts in the remarketing industry. We will also spotlight the industry's leading commercial consignors.***

## SubPrime Auto Finance News + Buy Here Pay Here Report:

***Special Finance 175: The top companies serving this important segment of the auto finance industry.***

## Auto Fin Journal:

***Emerging 8: Spotlight of the upcoming AIS event. Plus, a look at young, innovative companies improving the automotive industry.***





MAY

AD MATERIALS DUE:

April 10, 2024



### Beyond the Transaction:

*A focus on five key ancillary services that are crucial to the success of the used car industry. Each section will feature the latest trends and happenings, along with recaps of the biggest news stories from these fields throughout the year.*

### Beyond the Transaction

#### *Used Car Industry's Ancillary Services*

1. **Transportation & Logistics**
2. **F&I/Warranty**
3. **Fixed Ops**
4. **Inspection & Condition Reporting**
5. **Reconditioning**

# JUNE

**AD MATERIALS DUE:**

May 8, 2024



## **Auto Remarketing:**

***Dealers Under 40 + Dealer Training:***  
***Spotlighting the next generation of leaders from auto dealerships. Plus, we share an inside look at dealer training.***

## **SubPrime Auto Finance News:**

***NonPrime Auto Financing Conference:***  
***Preview of this annual event supporting the non-prime auto finance industry.***

## **Buy Here Pay Here Report:**

***Previewing the National Independent Auto Dealers Association (NIADA) Convention & Expo. Plus, key takeaways from the 2nd annual BHPH United Summit.***



# JULY

**AD MATERIALS DUE:**

June 5, 2024



***The Mid-Year Industry Report:***

Analysis of key data sets across the broad spectrum of the used car industry.

**Auto Remarketing:**

***Women in Retail + Mid Year Report:***

***Retail leaders will be recognized for their contributions to and success in the used-car business. We will also share an analysis of key data sets across the broad spectrum of the used car industry.***



**SubPrime Auto Finance News:**

***Mid-Year Report: Annual BHPH benchmarks, along with other important data points for the auto finance sector.***

**Auto Fin Journal:**

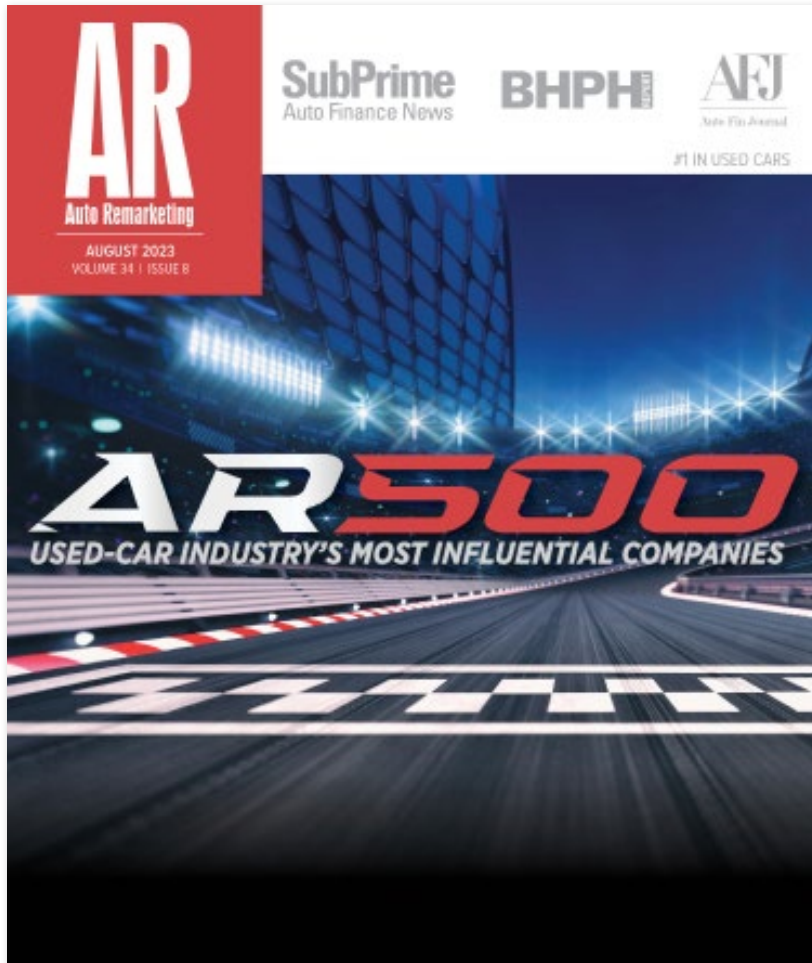
***Mid-Year Report: A look at investments from Silicon Valley to the stock exchange and from venture capitalists to IPOs.***



# AUGUST

**AD MATERIALS DUE:**

July 17, 2024



## **Auto Remarketing:**

***AR 500: Your source for the companies making the most impact and driving the used-car industry forward.***



## **SubPrime Auto Finance News:**

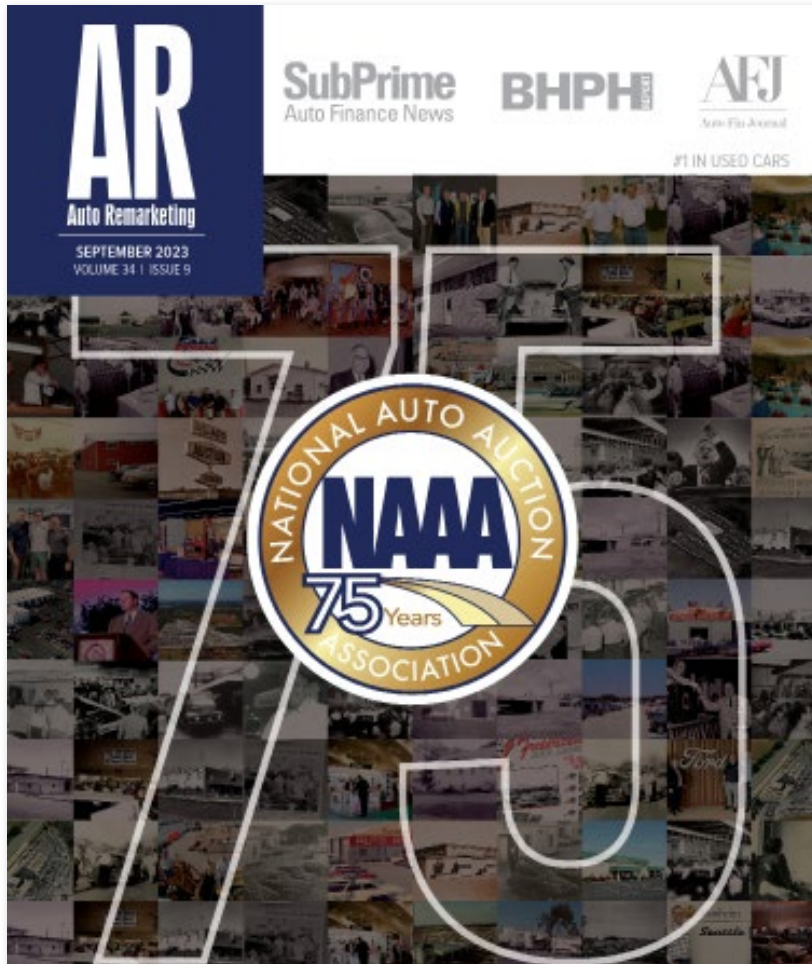
***Lending Lenders – The Nation's Top Auto Finance Companies***

## **Buy Here Pay Here Report**

***Suggestions on how to use a \$1 million line of credit.***

# SEPTEMBER

**AD MATERIALS DUE:**  
August 14, 2024



**Auto Remarketing:**  
*NAAA issue + High-Performance Auto Auctions: Featuring award-winning auctions and remarketing companies across the industry.*

**SubPrime Auto Finance News:**  
*Personnel matters: Steps to find the right employees*

**Auto Fin Journal:**  
*Women in Auto Finance: Honoring the most dedicated and talented professionals across the auto finance industry with our annual Women in Auto Finance feature.*



# OCTOBER

**AD MATERIALS DUE:**

September 11, 2024



**Auto Remarketing:**

***40 Under 40 Industry: An annual favorite spotlighting the smartest and most influential young executives in the auto remarketing industry.***



**SubPrime Auto Finance News:**

***Tips for spotting fraud and keeping it out of your portfolio***

**Buy Here Pay Here Report:**

***Getting your inventory right for your operation and market***



# NOVEMBER

## AD MATERIALS DUE:

October 9, 2024



The Used Car Week Issue -  
The industry's leading conference  
brings together all aspects of the  
used car ecosystem in one incredible  
week of sharing knowledge, building  
networks, growing business, and  
celebrating excellence



**Used Car Week**  
**November 18-21, 2024**

**Auto Remarketing:**  
***UCW + CPO and National Remarketing Executive of the Year***

**SubPrime Auto Finance News:**  
***UCW + Repo Executive of the Year***

**Auto Fin Journal:**  
***UCW + Auto Finance Executive of the Year***

# DECEMBER

**AD MATERIALS DUE:**  
November 6, 2024



Auto Remarketing will recap the top 25 stories ranked by readership performance across all of the CMG channels.

**Auto Remarketing:**  
*Used Car Awards + Top 25 Stories*



**SubPrime Auto Finance News:**  
*Top 25 Stories*

**Buy Here Pay Here Report:**  
*Top 25 Stories*

**Auto Fin Journal:**  
*Top 25 Stories*



**The Auto Intel & National Remarketing Spring Summit** unites pioneers in technology and finance to discover what's next in automotive. Participants will explore emerging trends, advancements, and disruptions that are shaping and transforming the way customers shop, buy, and lease cars. The summit explores innovation and digitization within the retail, finance, and remarketing segments of automotive - including regulatory considerations, investment community roles, B2B and B2C applications - and more.

**SAVE THE DATE:**  
**APRIL 23-25, 2024**

*[autointelsummit.com](http://autointelsummit.com)*



Two popular and distinguished events, merged together under one umbrella, **Canada's Used Car Week** brings together all corners of the remarketing and used-vehicle industry for a wide array of learning, sharing and networking. The **Auto Remarketing Canada** segment produces content focused in-depth coverage of within three content tracks — Retail, Remarketing & Fleet and Auto Finance — including the growing demand for certified pre-owned vehicles, automotive retail technology, used-vehicle supply trends, subprime lending, digital marketing and more. The **Women & Automotive** segment promotes atmosphere for the dissemination of knowledge from women leaders, employers and programs supporting these leaders and women who aspire to lead the industry themselves.

**SAVE THE DATE:**  
**JUNE 24-26, 2024**

*[canada.usedcarweek.biz](http://canada.usedcarweek.biz)*



**Used Car Week** boasts the highest-quality content designed to cover the entire ecosystem and lifecycle of the used-vehicle market. The four-day event comprised of five conferences, designed to give attendees the freedom to choose their own adventure as they navigate through the different conference keynotes, workshops and masterclasses, as well as unparalleled networking opportunities, after-hours receptions, and a robust expo hall floor. UCW is dedicated to fostering an environment that allows you to cut through the noise, maximize your time, network with your peers, and most importantly, develop relationships and leads that carry beyond the conference. Used Car Week is more than a conference, it's a community.

**SAVE THE DATE:**  
**NOVEMBER 18-21, 2024**

*[usedcarweek.biz](http://usedcarweek.biz)*