# 2025 Print Nedia Kit

### Subprime BHPHE Auto Finance News BHPHE

**Auto Remarketing** 

### 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 automotive industry. Covering the pre-owned retail, auto finance, collection & recoveries, and wholesale segments for 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, best practices, and leading industry insights in the pre-owned retail, auto finance, collections & recoveries, and wholesale segments of the business.

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SubPrime BHPHI VS

- Risk management
- Lending trends and analysis

### IN PRINT.

### COMBINING FOUR GREAT PUBLICATIONS INTO



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

### Leading ERS

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

Compliance updates

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



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





25,000 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

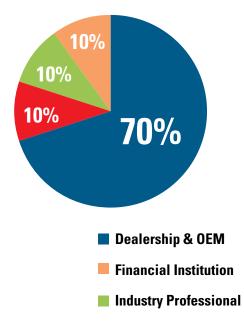
Banks

**Credit Unions** 

Auto Auctions

Fleet, Lease, Rental Executives

Used-Car, Auto Finance and Remarketing Industry Professionals



Remarketer and Consignor



Cover

Cover

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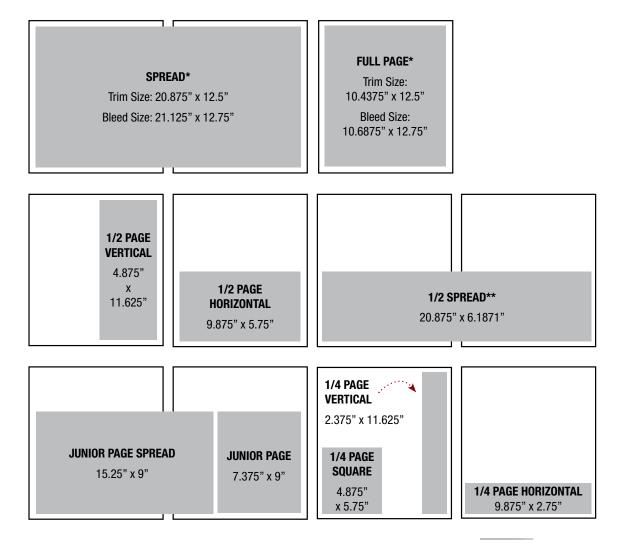
### **ADVERTISING RATES**

MIUM PLACEMENT	RATE
or 2	\$7,000
or 3	\$6,500
er 4	\$7,500
ion Cover 2	\$6,500
our - Pages 3, 4, 5 and 6	\$6,500
t Cover Wrap	\$20,000
fold	\$20,000
Edition Sponsor Package	\$15,000
ion 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/

## ADVERTISING SIZES



#### 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**



Inside Cover Wrap

**Outside Flap Specs:** 4.25" x 8.8125" .125" bleed on all sides

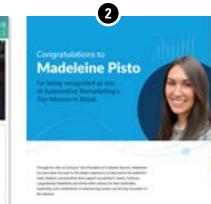
Inside Flap Specs: 4.25″ x 12.5″ .125" bleed on all sides

**Outside Cover Wrap** 

#### IN PRINT.

## PREMIUM ADVERTISING





CorGunus

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Gatefold



Cover

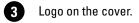
### **Print Edition Sponsor Package**



Logo on all pages of the feature section.



Full-page ad adjacent to the feature section. *See Advertising Sizes page for size.* 



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

#### **Section Sponsor Package**



Logo on all pages of the section.



Full page ad adjacent to the section. See Advertising Sizes page for size.

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

### PREMILIM ADVERTISING

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"



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*.

## SPONSORED CONTENT

#### SPONSORED CONTENT





ims can Keep or Lose Customers		many assources such as the procurament of	When you sum it all up, Limongelli
s inflation continues, customers are	Capture More Service Revenue	hard-so-find parts.	explains that "like you, we want to create
ig to be even more cost-conscious and	"Being dealers ourselves, we understand		satisfied customers. When claims are well-
last thing you want is to have your	the importance of getting vehicles on and	Generating Leads through Service	managed, that helps you control loss ratios
rider deny claims on policies you sold	off the lift and have made it our priority to	ProGuard products touch both sales and	and earn additional revenue." ProGuard
n. "The economic climate is hitting	have the simplest claim process out there,"	service, parting them in the position of	has a variety of incentive programs to
of us. Our claims doubled during the	Limongelli said. "Repair facilities low to	being able to help dealer partners increase	enhance dealer profitability including
densic and severity (the average repair	work with us because they don't have to	revenue in multiple departments if the	ProfitDriver, Blue Ribbon, Retro and
per claim) has increased by 30%.	make multiple phone calls. We have ASE	operation is open to it. "Coming from	ProGuard Miles", where dealerships can
to heating other administrators use	Certified adjustoes who are great problem	a car family, we recognize that there is a	reduce operational expenses by redeeming
words 'pre-existing' more frequently	solvers, and our process ensures claims are	discensect in almost every dealership we	miles on a vast selection of items for every
ask their customers to provide more	paid quickly and directly so customers are	work with. It's an unfortunate phenomenon	contract sold.
ice record documentation, all practices	not out of pocket for incidental expenses."	as this is an understillared feeder system for	For Limongelli and his team, their goal
gaed to slow down the process and find	ProGuard is known for innovation, and	sales that you are missing out on by not	is for dealers to take advantage of every
s to deny claims."	one of the latort enhancements to the lineap	working regether," stated Limongelli.	incentive available to them. "All the took
alling it the 'ripple effect,' Linengelli	is the Select Vehicle Repair Network, which	"If someone brings their whicle in for	and support we provide are designed to
ribes the consequences of an	both franchise and independents can join.	warranty work and their policy is about to	maximize our dealer partners earning
inistrator tightening up on claims	"We've built our business by listening to	espin, our Duler Consultants can help	potential. With a retention rate of \$5%
sighout the dealership as potentially	customers, and one of the biggest gripes is	main your service personnel on how to	among dealers who are eligible for every
stroas. "Castomets blame sales for selling	the mechanic that is out to take advantage	approach the conversation about extending	incentive program we offer; we're obviously
n a service contract that did not make	of an unsuspecting customer. We've all been	or purchasing another protection plan to	seaching them how to use the program
r life easier, service for their being our	there; you bring your car in for routine	cover this work. By being preactive, you	effectively. We'll take that as a barometer of

#### **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.

#### **HEAR FROM THE EXPERTS**

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



uring this special sponsored episode of Auto Remarketing Podcast. Auto ounder and chief revenue officer Dave Sperau highlights how increase

perau also describes the intricacies of working alongside both OEMs and de to move vehicles quicker for franchised dealerships and, ultimately, car buy

#### 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 CONTENT**



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#### Service that revolves around you

NEXTREAR ments in

**Thought Leadership Q&A** 

Leverage a Q&A style article to promote your thought leader, brand and services. You select the questions and prepare your thought leader, and we will execute the interview and produce the article.

Full page or full page spread option. Plus, leverage the interview into a company sponsored episode of Auto Remarketing Podcast; see those benefits here.



### **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.

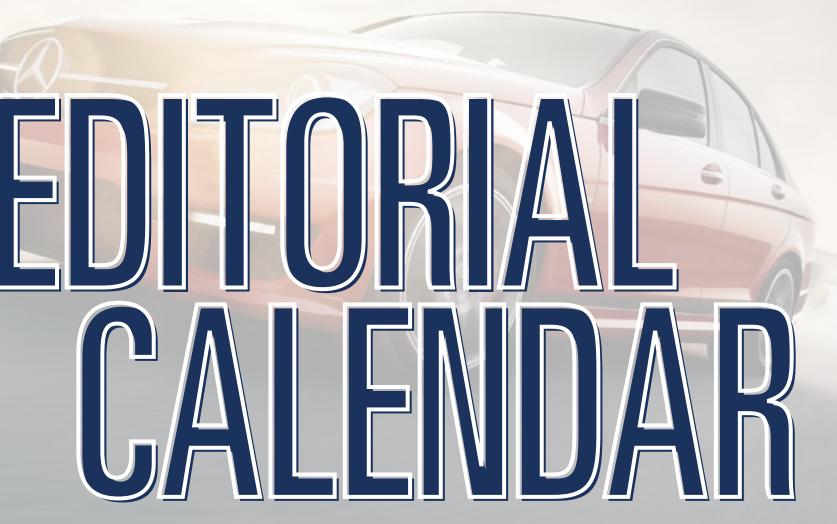
#### \$1,500 FOR 12 MONTHS



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

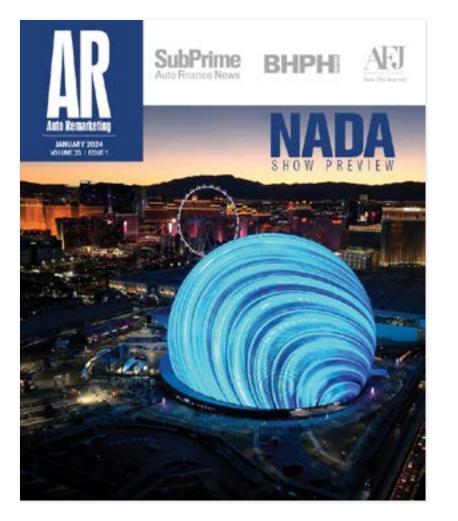
Carelina Auto Auction
"In Rept Choos"
The Rept Choose
The Rept





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 MATERALS DUE: December 18, 2024



**Auto Remarketing:** NADA Show 2025: 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.



**AFSA** 



FEEDLARY 2024



#### EDITORIAL CALENDAR.

# FEBRUARY

SubPrime

Auto Finance News

#### AD MATERALS DUE: January 15, 2025

AFJ

### USED CAR INVENTORY ISSUE



**Auto Remarketing** The Used Car Inventory Issue: Focus on Wholesale and Retail Inventories.

#### SubPrime Auto Finance News

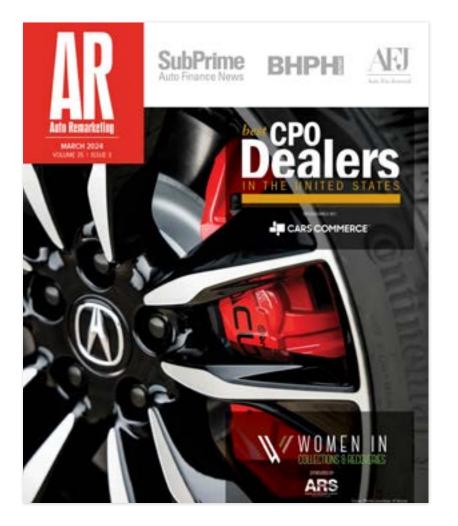
The Capitol Issue: Examining the auto impacts from Washington, D.C – be it regulatory and compliance matters to legislation, lobby efforts, and political movements or elections.

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

Guidance on improving collection strategies

# MARCH





#### **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



#### EDITORIAL CALENDAR.

#### AD MATERALS DUE: March 19, 2025



#### **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:**

Spotlight on the upcoming Automotive Intelligence Summit. Plus, a profile of this year's Automotive Intelligence Award honorees. This program will feature analysts, researchers, and leaders who are advancing business intelligence for the automotive industry as well as emerging companies and entrepreneurs charging forward to make their mark on the used car industry.





### EDITORIAL CALENDAR.

### MAY



**AD MATERALS DUE:** 

April 15, 2025

#### Who to Watch:

A special feature recognizing auto industry executives who are significantly impacting and shaping the future of the used car industry. Expect to read about leading executives from retail, remarketing, auto finance, loss mitigation, and investor segments of the industry." The Retail and Remarketing honorees will be in AR, the Auto Finance and Loss Mitigation will be in SubPrime, and the Investors will be in AFJ. Additionally, we are reimaging the meaning of KPI to "Key Partner Insights" in this special section that will spotlight the diversity within the transportation and logistics market.

### **AD MATERALS DUE:** May 14, 2025





#### EDITORIAL CALENDAR.



#### **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.







# JUIY

#### AD MATERALS DUE: June 11, 2025



#### 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

SubPrime

Auto Finance News

### AD MATERALS DUE: July 16, 2025

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VITH USED CARS



BHPH

#### **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 MATERALS DUE: August 20, 2025

IT IN USED CARS

#### **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.





WOMEN IN AUTO FINANCE

# OCTOBER



#### EDITORIAL CALENDAR.

#### **AD MATERALS DUE:** September 17, 2025

#### **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**:

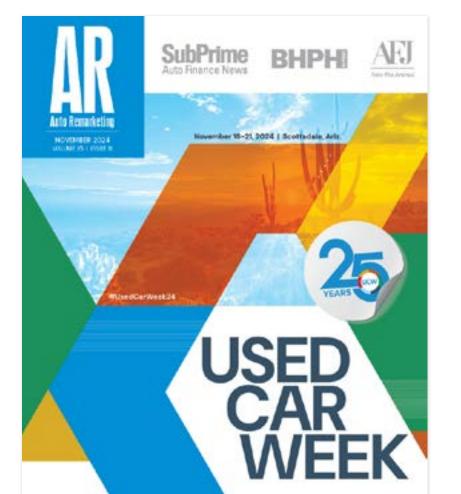
Tips for spotting fraud and keeping it out of your portfolio

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

Getting your inventory right for your operation and market

## NOVEMBER

AD MATERALS DUE: October 15, 2025



#### 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 17-20, 2025

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

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

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





### DECEMBER AD MATERALS DUE: November 13, 2025

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 8-10 2025

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 17-19, 2025

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 17-20, 2025

usedcarweek.biz