

# 2025 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 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.

## 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



# ADVERTISING RATES



**25,000**  
Print Editions

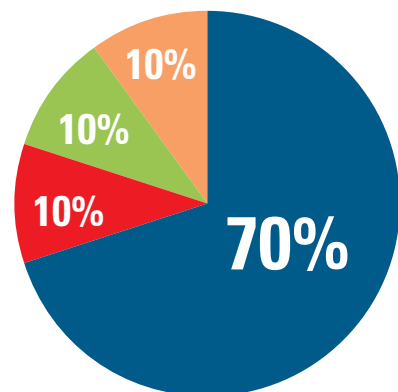


**20,000**  
Digital Editions

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



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

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

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

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



# ADVERTISING SIZES

# PREMIUM ADVERTISING

<p><b>SPREAD*</b></p> <p>Trim Size: 20.875" x 12.5"</p> <p>Bleed Size: 21.125" x 12.75"</p>		<p><b>FULL PAGE*</b></p> <p>Trim Size: 10.4375" x 12.5"</p> <p>Bleed Size: 10.6875" x 12.75"</p>	
<p><b>1/2 PAGE VERTICAL</b></p> <p>4.875" x 11.625"</p>	<p><b>1/2 PAGE HORIZONTAL</b></p> <p>9.875" x 5.75"</p>	<p><b>1/2 SPREAD**</b></p> <p>20.875" x 6.1871"</p>	
<p><b>JUNIOR PAGE SPREAD</b></p> <p>15.25" x 9"</p>		<p><b>1/4 PAGE VERTICAL</b></p> <p>2.375" x 11.625"</p>	<p><b>1/4 PAGE HORIZONTAL</b></p> <p>9.875" x 2.75"</p>
<p><b>JUNIOR PAGE</b></p> <p>7.375" x 9"</p>		<p><b>1/4 PAGE SQUARE</b></p> <p>4.875" x 5.75"</p>	

## 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

## Front Cover Wrap



Outside Cover Wrap



Inside Cover Wrap

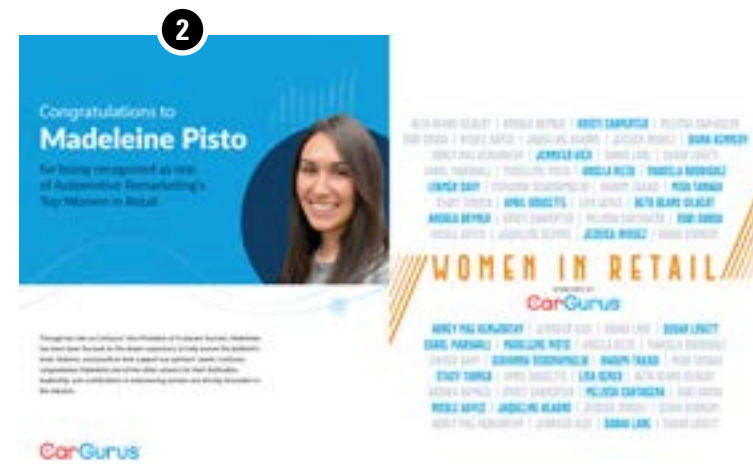
**Outside Flap Specs:**  
4.25" x 8.8125"  
.125" bleed on all sides

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



# PREMIUM ADVERTISING

# PREMIUM ADVERTISING



## 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

## 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**

## 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

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**SPONSORED CONTENT**

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### Forget Loyalty, Retention is the Key



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

Let's face it, there is no end in sight to the current economic turmoil and pressure on the dealership to drive revenue. Dealership of 2014 will have to find a way to increase the customer retention rate. "Retention is the key to success," says Dave Sperau, CEO of Autosled. "While customer loyalty may be dead, you can increase retention and revenue by choosing a vehicle protection plan administrator that delivers."

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### 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 1/2 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.*

**Q** How can we improve our customer service? **A** Focus on the customer's needs and provide a personalized experience. **Q** How can we improve our marketing? **A** Use social media and targeted advertising to reach your audience. **Q** How can we improve our sales? **A** Train your sales team and provide them with the tools they need to succeed.

**Q** How can we improve our customer service? **A** Focus on the customer's needs and provide a personalized experience. **Q** How can we improve our marketing? **A** Use social media and targeted advertising to reach your audience. **Q** How can we improve our sales? **A** Train your sales team and provide them with the tools they need to succeed.

**Service that revolves around you**

**MEXTEAR** Financing Inc.

### 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.



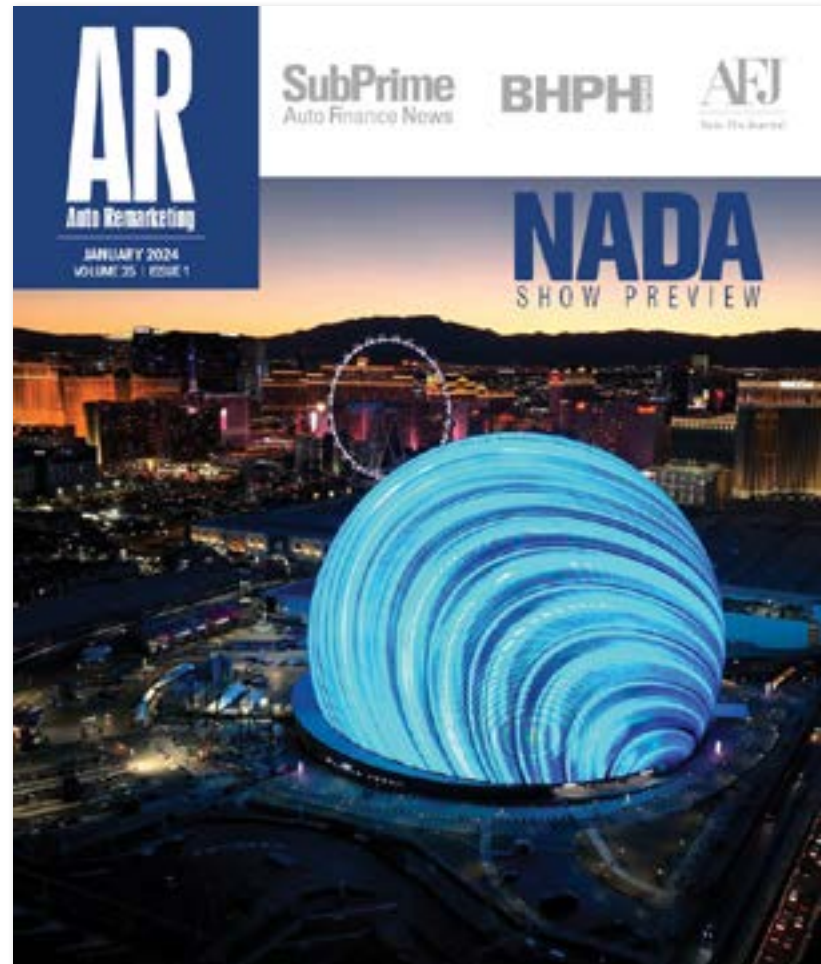
# EDITORIAL CALENDAR

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:**  
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.*



# FEBRUARY

**AD MATERIALS DUE:**  
January 15, 2025



**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

**AD MATERIALS DUE:**  
February 19, 2025



**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 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.*





# MAY

**AD MATERIALS 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 reimagining the meaning of KPI to “Key Partner Insights” in this special section that will spotlight the diversity within the transportation and logistics market.*

# JUNE

**AD MATERIALS DUE:**  
May 14, 2025



**Auto Remarketing:**

*Dealers Under 40 + Dealer Training: Spotighting 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 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

**AD MATERIALS DUE:**  
July 16, 2025



**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 20, 2025



**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 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 MATERIALS 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 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 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](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 17-19, 2025**

[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 17-20, 2025**

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