

# Automotive News

## 2017 Editorial Calendar

**CRAIN** autonews.com

# Automotive News

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### MEXICO IS BACK

The standard narrative about Mexico — record auto production, rising exports and a strong domestic demand for new vehicles — has changed. Last year, Mexican government revenue from 2.35 million new vehicles, up 12 percent, and the record pace continues this year. What's behind the boom? **PAGES 6, 281**

### Industry blindsided as CAFE fines jump

Change could upend compliance strategies **Page 28**

### Pressure mounts on muscle car impresario

Dealer sues Saleen over custom work **Page 28**

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### At risk in the freight business

As the trucking industry faces a shortage of drivers, the industry is looking for ways to attract new talent. The cost of not training them is about to go a lot higher.

Next month, the National Highway Traffic Safety Administration will issue the final rule for a new series of vehicles that fall short of their annual corporate average fuel economy standards. For some parameters, that increase could upend the economics of those fuel economy compliance strategies, and may force up and make better by that automakers' exposure to fines for non-compliance will only grow as the CAFE requirements grow tougher next year.

That's why NHTSA's estimated an automaker's average fuel economy will apply to 2015 model year vehicles for which the industry is in a tight position. That means an average of 24 mpg. The risk of missing that target will only increase as the industry's fleet of trucks may have already cost them.

The Alliance of Automobile Manufacturers has been vocal about the difficulty of automakers to make progress toward the Obama administration's goal for a 24 mpg by 2015 model year.

**NHTSA Page 28**

### future product pipeline

**2017 Buick LaCrosse**

**2017 Chevy Camaro ZL1**

Having swapped much of its truck, SUV and car lines in the last few years, General Motors is in full-blown discovery mode. New generations of the GMC Terrain and Chevrolet Equinox and Traverse are on tap for next year, with some new midsize SUVs planned further out. **PAGES 24, 26, 27**

### GMC's NEXT MOVE

Big growth targets will require fresh products

**Mike Colias**

**DETROIT** — In March 2015, GMC chief financial officer Mike Colias laid out the automaker's most ambitious vision in the truck and SUV space: to grow the General Motors truck brand's market share by two-thirds over the next decade, up from about 20 percent.

Since then, GMC's U.S. market share hasn't budged, despite the hot market for pickup trucks and SUVs. — In just one year, the truck and SUV market has grown by 10 percent, and GMC's market share has fallen from 10.5 percent to 9.5 percent.

Colias says the truck and SUV market is still in its infancy, and that GMC's growth targets are ambitious. But he says the company will continue to invest in new products and technologies. — One potential avenue: increasing truck sales.

**GMC Page 21**

### Pressure mounts on muscle car impresario

Dealer sues Saleen over custom work

**Nick Buckley**

SALEEN's relationship with its franchisee, Saleen Automotive, is anything but smooth. The franchisee, which is a dealer, is suing Saleen over a dispute over a custom car. The franchisee says that Saleen's custom work was not as advertised and that the car was not as safe as advertised. Saleen says that the car was built to the highest standards and that the franchisee was responsible for the custom work.

**Saleen: 'No Regrets' Page 28**

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# Automotive News

Since 1925, *Automotive News* has been the primary source for news happening among automotive retailers, suppliers and manufacturers. Distinct from other publications in the field, *Automotive News* remains a fully subscriber-paid publication, a testament to the value it delivers to the reader. The award-winning news operation is anchored by a weekly print edition supported by a robust website, newsletters and video broadcasts as well as live and virtual industry events, all backed by a global team of more than 65 editors and reporters.

## THE AUTOMOTIVE NEWS AUDIENCE

**More dealers** receive *Automotive News* than any other industry publication.

Dealers consider *Automotive News* to be the **most important automotive publication.**

### Winner of the Grand Neal Award

Recognized as the most outstanding editorial entry from among the winners in all categories, 2015.<sup>3</sup>

<sup>1</sup> *Erdos & Morgan, 2015*

<sup>2</sup> *ICF Macro pass-along study, 2016*

<sup>3</sup> *Given by ABM, the Association of Business Information and Media Companies*



WEEKLY FEATURES

MONTHLY FEATURES

In every issue, 52 times a year:

- Dealer Best Practices
- Incentive Tables
- Opinion Page
- Final Assembly
- Cars & Concepts

Topics we highlight every month:

- Fixed Operations
- Production Line
- Remarketing
- Finance & Insurance
- Frontiers: Mobility, connectivity & beyond
- Marketing

# JANUARY

<p><b>2</b></p> <p>1</p> <p>EARLY CLOSE: DEC 19</p> <p>Fixed Operations page</p> <p>2016: Year in Review</p> <p><b>Special Section: North American International Auto Show</b></p> <p><i>*Bonus distribution at NAIAS</i></p>	<p><b>9</b></p> <p>2</p> <p>EARLY CLOSE: DEC 21</p> <p>F&amp;I page</p> <p>Marketing page</p> <p>Consumer Electronics Show coverage</p> <p>North American International Auto Show coverage</p> <p>U.S. Sales Report – 2016</p> <p><b>Guide to Industry Executives</b></p> <p><i>Exclusively sponsored supplement</i></p>	<p><b>16</b></p> <p>3</p> <p>AD CLOSE: JAN 4</p> <p>Production Line page</p> <p>Automotive News World Congress coverage</p> <p>North American International Auto Show coverage</p>	<p><b>23</b></p> <p>4</p> <p>AD CLOSE: JAN 11</p> <p>Frontiers: Mobility, connectivity &amp; beyond</p> <p>N.A. Production Report – 2016</p> <p><b>Special Section: NADA Preview</b></p> <p><b>Special Issue: NADA 100</b></p> <p>EARLY CLOSE: NOV 10</p> <p><i>*Polybagged with issue</i></p>	<p><b>30</b></p> <p>1</p> <p>AD CLOSE: JAN 18</p> <p>Remarketing page</p> <p>Legal file</p> <p>NADA Convention Issue</p> <p>Q&amp;A: The Supplier Speaks</p>
<p><b>AUTOMOTIVE NEWS WORLD CONGRESS</b></p> <p>Jan 10-11 • Detroit • <a href="http://autonews.com/worldcongress">autonews.com/worldcongress</a></p> <p><i>*Bonus distribution of Jan 9 issue</i></p>		<p><b>AUTOMOTIVE NEWS RETAIL FORUM</b></p> <p>Jan 26 • New Orleans • <a href="http://autonews.com/retailforum">autonews.com/retailforum</a></p> <p><i>*Bonus distribution of Jan 23 issue</i></p>		<p><b>NADA SHOW DAILIES</b></p> <p>Jan 27, 28, 29</p> <p>AD CLOSE: JAN 6</p>

# FEBRUARY

<p><b>6</b></p> <p>2</p> <p>AD CLOSE: JAN 25</p> <p>NADA Review</p> <p>Chicago Auto Show preview</p> <p>U.S. Sales Report – Jan.</p>	<p><b>13</b></p> <p>3</p> <p>AD CLOSE: FEB 1</p> <p>F&amp;I page</p> <p>Marketing page</p> <p>Chicago Auto Show coverage</p> <p>N.A. Production Report – Jan.</p> <p>Toronto Auto Show preview</p>	<p><b>20</b></p> <p>4</p> <p>AD CLOSE: FEB 8</p> <p>Production Line page</p> <p>Toronto Auto Show coverage</p>	<p><b>27</b></p> <p>1</p> <p>AD CLOSE: FEB 15</p> <p>Frontiers: Mobility, connectivity &amp; beyond</p> <p>Remarketing page</p> <p>Legal file</p> <p>PACE Award finalists</p> <p>Geneva Auto Show preview</p>
			

# MARCH

<p><b>6</b></p> <p>2</p> <p>AD CLOSE: FEB 22</p> <p>Fixed Operations page</p> <p>PACE Award finalists</p> <p>U.S. Sales Report – Feb.</p> <p>Dealer Census</p>	<p><b>13</b></p> <p>3</p> <p>AD CLOSE: MAR 1</p> <p>Marketing page</p> <p>PACE Award finalists</p> <p><b>Special Section: F&amp;I</b></p> <p>Geneva Auto Show coverage</p>	<p><b>20</b></p> <p>4</p> <p>AD CLOSE: MAR 8</p> <p>Production Line page</p> <p>PACE Award finalists</p> <p>Q&amp;A: The Dealer Speaks</p> <p>N.A. Production Report – Feb.</p>	<p><b>27</b></p> <p>1</p> <p>AD CLOSE: MAR 15</p> <p>Frontiers: Mobility, connectivity &amp; beyond</p> <p>Remarketing page</p> <p>Legal file</p> <p>PACE Award finalists</p> <p><b>Guide to Top 150 Dealership Groups</b></p> <p><i>Exclusively sponsored supplement</i></p>
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# APRIL

<p><b>3</b></p> <p>AD CLOSE: MAR 22</p> <p><b>Special Section: Rising Stars - Automakers and Suppliers</b></p>	<p>2</p> <p><b>10</b></p> <p>AD CLOSE: MAR 29</p> <p>F&amp;I page Marketing page PACE Award winners SAE coverage New York Auto Show preview <i>*Bonus distribution at the New York Auto Show</i> U.S. Sales Report – March Auto Shanghai preview</p>	<p>3</p> <p><b>17</b></p> <p>AD CLOSE: APR 5</p> <p>Production Line page New York Auto Show coverage N.A. Production Report – March</p>	<p>4</p> <p><b>24</b></p> <p>AD CLOSE: APR 12</p> <p>Frontiers: Mobility, connectivity &amp; beyond Remarketing page Legal file Q&amp;A: The Supplier Speaks Auto Shanghai coverage <b>Guide to Top Dealership Groups ranked by Used-Vehicle Sales</b> <i>Exclusively sponsored supplement</i></p>
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**AD STUDY**



**AUTOMOTIVE NEWS PACE AWARDS**  
**April 3 • Detroit • [autonews.com/pace](http://autonews.com/pace)**  
*\*Bonus distribution of April 3 issue*

# MAY

<p><b>1</b></p> <p>AD CLOSE: APR 19</p> <p>Fixed Operations page</p>	<p>2</p> <p><b>8</b></p> <p>AD CLOSE: APR 26</p> <p>F&amp;I page U.S. Sales Report – April <b>Special Section: Marketing</b> Q&amp;A: Agency &amp; Marketing Executives</p>	<p>3</p> <p><b>15</b></p> <p>AD CLOSE: MAY 3</p> <p>Production Line page N.A. Production Report – April</p>	<p>4</p> <p><b>22</b></p> <p>AD CLOSE: MAY 10</p> <p>Frontiers: Mobility, connectivity &amp; beyond Talk from the Top: North American Automaker Executives</p>	<p>1</p> <p><b>29</b></p> <p>AD CLOSE: MAY 17</p> <p>Remarketing page Legal file</p>
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**AUTOMOTIVE NEWS MARKETING SEMINAR**  
**May 9 • Los Angeles • [autonews.com/laseminar](http://autonews.com/laseminar)**  
*\*Bonus distribution of May 8 issue*

# JUNE

<p><b>5</b></p> <p>AD CLOSE: MAY 24</p> <p>Talk from the Top: North American Automaker Executives U.S. Sales Report – May</p>	<p>3</p> <p><b>12</b></p> <p>AD CLOSE: MAY 31</p> <p>Marketing page <b>Special Section: F&amp;I</b></p>	<p>4</p> <p><b>19</b></p> <p>AD CLOSE: JUN 7</p> <p>Production Line page Q&amp;A: The Dealer Speaks N.A. Production Report – May</p>	<p>1</p> <p><b>26</b></p> <p>AD CLOSE: JUN 14</p> <p>Frontiers: Mobility, connectivity &amp; beyond Remarketing page Legal file Automotive News Europe Congress coverage <b>Guide to Top Suppliers</b> <i>Exclusively sponsored supplement</i></p>
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**AD STUDY**



**AUTOMOTIVE NEWS EUROPE RISING STARS**  
**June 20 • Barcelona • [anerisingstars.com](http://anerisingstars.com)**

**AUTOMOTIVE NEWS EUROPE CONGRESS**  
**June 20-21 • Barcelona • [ane-congress.com](http://ane-congress.com)**

# JULY

<b>3</b>	3 <b>10</b>	4 <b>17</b>	1 <b>24</b>	2 <b>31</b>	3
AD CLOSE: JUN 21 Fixed Operations page Q&A: The Supplier Speaks	AD CLOSE: JUN 28 F&I page Marketing page U.S. Sales Report – June	AD CLOSE: JUL 5 Production Line page <b>Special Section: 40 Under 40</b>	AD CLOSE: JUL 12 Frontiers: Mobility, connectivity & beyond Future Product Pipeline: General Motors N.A. Production Report – June	AD CLOSE: JUL 19 Remarketing page Legal file Future Product Pipeline: Japan (Toyota, Nissan, Honda) <b>Special Section: State of Suppliers</b> Guide to Industry Executives <i>Exclusively sponsored supplement</i>	

# AUGUST

<b>7</b>	4 <b>14</b>	1 <b>21</b>	2 <b>28</b>	3
AD CLOSE: JUL 26 U.S. Sales Report – July Future Product Pipeline: Europe (BMW, Mercedes-Benz, Mini, Smart)	AD CLOSE: AUG 2 F&I page Marketing page Future Product Pipeline: Europe (Jaguar Land Rover, Volvo) N.A. Production Report – July	AD CLOSE: AUG 9 Production Line page Future Product Pipeline: Korea (Hyundai, Kia)	AD CLOSE: AUG 16 Frontiers: Mobility, connectivity & beyond Remarketing page Legal file Future Product Pipeline: Ford Motor Co.	<b>AD STUDY</b>
<b>CAR MANAGEMENT BRIEFING SEMINARS SHOW DAILIES</b> Aug 1, 2, 3 AD CLOSE: JUL 12 <i>*Bonus distribution of July 31 issue</i>				

# SEPTEMBER

<b>4</b>	4 <b>11</b>	1 <b>18</b>	2 <b>25</b>	3
AD CLOSE: AUG 23 Fixed Operations page Q&A: The Dealer Speaks U.S. Sales Report – Aug. Future Product Pipeline: Japan (Mazda, Mitsubishi, Subaru) Frankfurt Motor Show preview	AD CLOSE: AUG 30 Future Product Pipeline: Europe (Audi, VW) <b>Special Section: F&amp;I</b>	AD CLOSE: SEPT 6 Production Line page Future Product Pipeline: Fiat Chrysler Automobiles Frankfurt Motor Show coverage N.A. Production Report – Aug. <b>Special Section: Marketing</b> Q&A: Agency & Marketing Executives	AD CLOSE: SEPT 13 Frontiers: Mobility, connectivity & beyond Remarketing page Legal file Future Product Pipeline: Exotics (Aston Martin, Bentley, Ferrari, Lamborghini, Maserati, Porsche, Rolls-Royce, Tesla)	<b>AD STUDY</b>

# OCTOBER

2	4	9	1	16	2	23	3	30	4
AD CLOSE: SEPT 20 Q&A: The Supplier Speaks		AD CLOSE: SEPT 27 F&I page Marketing page U.S. Sales Report – Sept.		AD CLOSE: OCT 4 Production Line page N.A. Production Report – Sept. Tokyo Motor Show preview <b>Special Section: Best Dealerships To Work For</b> EARLY CLOSE: SEPT 22		AD CLOSE: OCT 11 Frontiers: Mobility, connectivity & beyond Talk from the Top: Global Automaker Executives		AD CLOSE: OCT 18 Remarketing page Tokyo Motor Show coverage Legal file	



**AUTOMOTIVE NEWS BEST DEALERSHIPS TO WORK FOR**  
**Oct 12 • Chicago • [autonews.com/bestdealerships](http://autonews.com/bestdealerships)**  
*\*Bonus distribution of Oct 16 Special Section*

# NOVEMBER

6	1	13	2	20	3	27	4
AD CLOSE: OCT 25 Fixed Operations page SEMA coverage U.S. Sales Report – Oct.		AD CLOSE: NOV 1 F&I page Marketing page Talk from the Top: Global Automaker Executives <b>Guide to Certified Pre-owned Vehicle Programs</b> <i>Exclusively sponsored supplement</i>		AD CLOSE: NOV 8 Production Line page NAAA Convention coverage N.A. Production Report – Oct.		AD CLOSE: NOV 15 Frontiers: Mobility, connectivity & beyond Remarketing page Legal file Automotive News All-Stars Los Angeles Auto Show preview	

# DECEMBER

4	1	11	2	18	3	25	4
EARLY CLOSE: NOV 20 Q&A: The Dealer Speaks U.S. Sales Report – Nov. Los Angeles Auto Show coverage		AD CLOSE: NOV 29 Marketing page <b>Special Section: F&amp;I</b>		AD CLOSE: DEC 6 Production Line page N.A. Production Report – Nov.		AD CLOSE: DEC 13 Frontiers: Mobility, connectivity & beyond Remarketing page Legal file	



In 2017, we will conduct six studies to determine recall and readership of ads appearing in *Automotive News*. These reports provide valuable data to the advertiser, including measurement comparative to other ads. All print ads 10

column inches and larger are automatically included in the studies, at no charge to the advertiser.

The studies will be conducted on ads in these issues:

- January 9
- April 17
- August 28
- February 13
- June 19
- September 18

Rates effective Oct. 1, 2016 (Rate card no. 84)

## FOUR COLOR RATES

The most frequently used ad sizes in regular issues are as follows:

Full Page	\$23,345
Two-Page Spread	44,695
Junior Page – 4 col. x 10"	17,100
Junior Spread – 8 col. x 10"	32,205
Half Page – 5 col. x 7"	15,610
Half Page Spread – 10 col. x 7"	29,225
Page One – 3 col. x 1"	3,000

## BLACK & WHITE RATES

Full Page	\$18,165
Two-Page Spread	36,330
Junior Page – 4 col. x 10"	11,920
Junior Spread – 8 col. x 10"	23,840
Half Page – 5 col. x 7"	10,430
Half Page Spread – 10 col. x 7"	20,860
3 col. x 10"	8,940
1 col. x 14"	4,172
2 col. x 5"	2,980
1 col. x 1"	298

Ask your regional sales manager about our fractional frequency rate program.

## COLOR RATES

	Per Page	Per Spread
AAAA Standard Colors (ads less than 35")	\$2,260 1,695	\$3,370 2,530
Matched Color (ads less than 35")	3,725 2,795	4,990 3,745
Four-Color Process (ads less than 35")	5,180 3,885	8,365 6,275
Five Color (four-color process plus matched color) (ads less than 35")	7,960 5,970	10,595 7,945

## NADA SHOW DAILIES

Jan 27, 28, 29

AD CLOSE: JAN 6

The *Automotive News* NADA Dailies are distributed at the annual convention of the National Automobile Dealers Association in New Orleans. All ads also appear in the NADA Daily Digital Editions at no additional charge. Rates for inclusion in all three show dailies (four-color) are:

Full Page	\$9,665
Two-Page Spread	17,625
Junior Page	7,600
Half Page	6,650
Half Page Spread	13,300
18"	3,420
15"	2,850
14"	2,660
10"	1,900
1 col. x 1"	190

Add \$500 (net) for each material change.



## EARNED DOLLAR VOLUME DISCOUNT

Gross Dollar Volume	Discount	Gross Dollar Volume	Discount
\$0 - \$5,000	0%	\$245,001 - \$275,000	8%
\$5,001 - \$50,000	1%	\$275,001 - \$400,000	9%
\$50,001 - \$85,000	2%	\$400,001 - \$600,000	10%
\$85,001 - \$120,000	3%	\$600,001 - \$900,000	11%
\$120,001 - \$150,000	4%	\$900,001 - \$1,200,000	13%
\$150,001 - \$180,000	5%	\$1,200,001 - \$1,500,000	15%
\$180,001 - \$210,000	6%	\$1,500,001 - \$1,700,000	16%
\$210,001 - \$245,000	7%	\$1,700,001 and above	20%

\*6% discount for annual prepaids.

# SALES



**Detroit**

Karen Rentschler  
 Managing Director,  
 Sales and Events  
 313-446-6058  
 krentschler@autonews.com



**Detroit**

Russ Procassini  
 313-446-0350  
 rprocassini@autonews.com



**Detroit**

Jerry Salame  
 313-446-0481  
 jsalame@autonews.com



**New York**

Scott Ghedine  
 212-210-0126  
 sghedine@autonews.com



**New York**

Henry Woodhouse  
 212-210-0125  
 hwoodhouse@autonews.com



**Los Angeles**

Taren Zorn  
 310-426-2416  
 tzorn@autonews.com



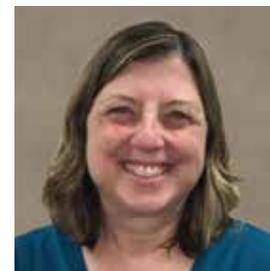
**Europe**

Thomas Heringer  
 Sales & Marketing Director  
 +49 8153 9074 04  
 theringer@craincom.de



**Classified**

Angela Schutte  
 800-388-1800 /313-446-0326  
 aschutte@crain.com



**Production**

Terry Driscoll  
 313-446-6062  
 tdriscoll@crain.com

## SPECS

**Publication Trim Size:** 10 7/16" x 14 1/2"

**Printing:** Heat-set web offset

**Binding:** Saddle stitched

**Paper Stock:** Gloss coated, 36lb., basis weight

**Line Screen:** 120-line screen recommended

**Edit Page Size:** Full page is 70 column inches:  
 5 columns wide, 14" deep

**Column Width:** 1 13/16" or 11 picas

Space is available in any number of columns or inches, with limitations on depth as noted, except that any ad exceeding 13" in depth will run and be billed at 14" full column depth. Space is sold in multiples of 1/4" per column with minimum space of one column inch.

**Agency Commission:** 15% of gross billing allowed to recognized agencies for space, color and position provided account is paid within 30 days of invoice date.

**Bleed ads:** No extra charge for bleeds.

**Ad Submission:** All digital ad files should be uploaded online at  
<https://autonews.sendmyad.com>

Print advertising should be provided as PDFx1a files.

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