

# 2023 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.

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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

## 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



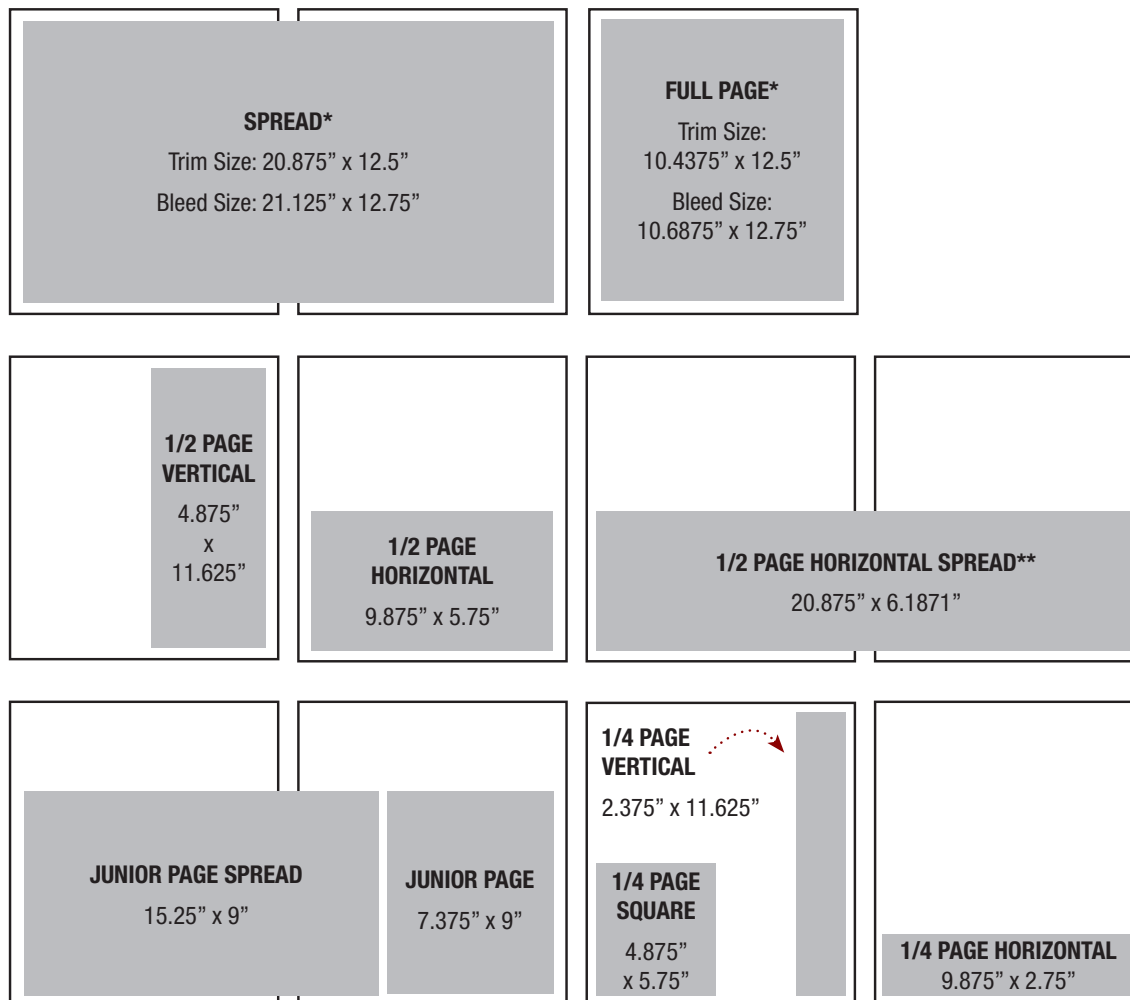
# ADVERTISING RATES

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	\$12,500
Section Sponsor Package	\$7,500

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

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





# 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

## 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.

# PREMIUM ADVERTISING

## 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.*

**AUTO AUCTION DIRECTORY**

**MASSACHUSETTS**  
**Central Mass Auto Auction**  
1000 North St. North Andover, MA 01855  
Phone: 978-887-1234  
Fax: 978-887-1235  
www.centralmassauto.com

**Georgia**  
**Atlanta Auto Auction**  
1000 Peachtree St. NE, Atlanta, GA 30309  
Phone: 404-525-1234  
Fax: 404-525-1235  
www.atlantaauto.com

**MISSISSIPPI**  
**Dealers Auto Auction - Jackson**  
1000 Main St. Jackson, MS 39201  
Phone: 601-955-1234  
Fax: 601-955-1235  
www.dealersauto.com

**NEW HAMPSHIRE**  
**Auto Auction of New England**  
1000 Main St. Concord, NH 03301  
Phone: 603-225-1234  
Fax: 603-225-1235  
www.auctionofnewengland.com

**NORTH CAROLINA**  
**Greensboro Auto Auction, Inc.**  
1000 S. Elm St. Greensboro, NC 27401  
Phone: 336-333-1234  
Fax: 336-333-1235  
www.greensboroauto.com

**NEW YORK**  
**Manhasset Auto Auction, L.P.**  
1000 Main St. Manhasset, NY 11030  
Phone: 516-764-1234  
Fax: 516-764-1235  
www.manhassetauto.com

**MICHIGAN**  
**America's Auto Auction**  
1000 Main St. Detroit, MI 48201  
Phone: 313-963-1234  
Fax: 313-963-1235  
www.americaauto.com

**MINNESOTA**  
**Dealers Auto Auction of Las Vegas**  
1000 Main St. Las Vegas, NV 89101  
Phone: 702-735-1234  
Fax: 702-735-1235  
www.dealersauto.com

**TEXAS**  
**Grand Rapids Auto Auction**  
1000 Main St. Grand Rapids, MI 49501  
Phone: 616-935-1234  
Fax: 616-935-1235  
www.grandrapidsauto.com

**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  
Owners: Henry & Patty Stanley  
General Manager: Tommy Rogers  
Fleet/Lesse Manager: Sal Terranova  
Every Wednesday: 10:00 am. 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,  
Wheels, Donlin, ARI, 1st Investors, Enterprise, Reginald  
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** **Auto Auction Inc.** **Auto Auction Inc.** **Auto Auction Inc.**





# EDITORIAL CALENDAR

The 2023 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 13, 2022



**Auto Remarketing:**  
*National Auto Dealers Association (NADA) Convention: 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, 2023



## **Auto Remarketing**

***Used Car EV: Market Impacts and Strategies for Retail and Remarketing.***

## **SubPrime Auto Finance News**

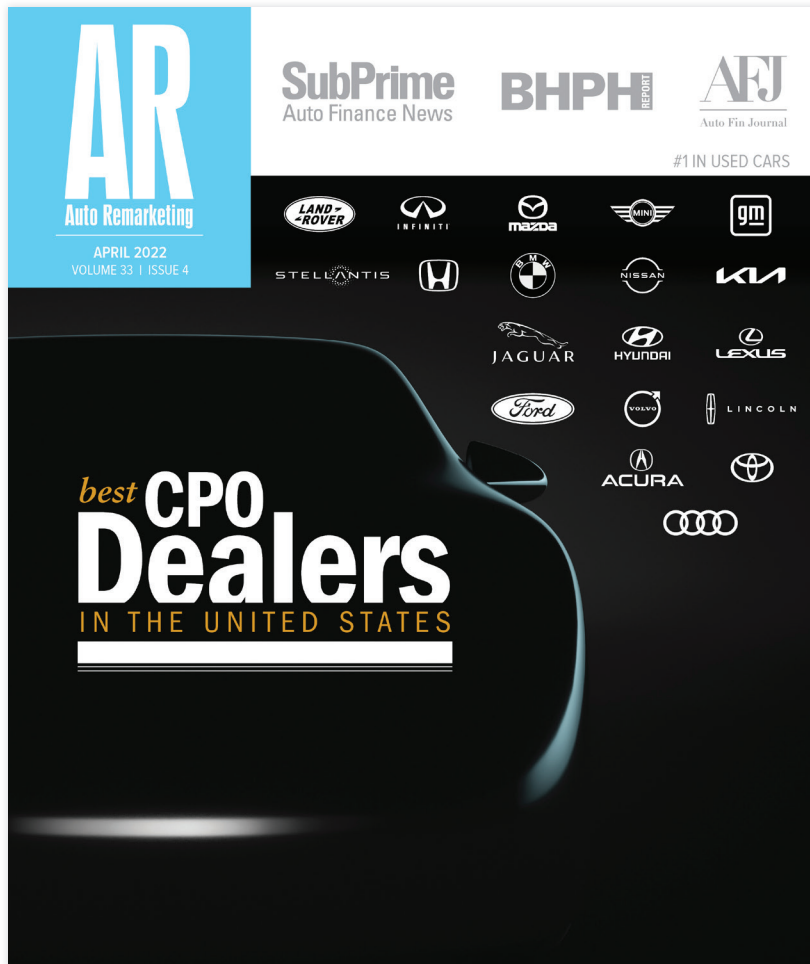
***The Capitol Issue: Examining the auto impacts from Washington, D.C – be it regulatory and compliance matters to legislation, lobby efforts, and political movements or elections.***

## **Buy Here Pay Here Report**

***Guidance on improving collection strategies***

# MARCH

**AD MATERIALS DUE:**  
February 21, 2023



**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 14, 2023



**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 11, 2023



### 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 9, 2023



## Auto Remarketing:

**40 Under 40 Dealers + 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 6, 2023



***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 11, 2023



**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 8, 2023



**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 5, 2023



**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 3, 2023



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 2023**

**Used Car Week**  
**November 6-10, 2023**

**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:**  
October 31, 2023



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*



**Automotive Intelligence Summit** brings together tech & finance visionaries & pioneers to discover *what's next* in automotive. Attendees will analyze new trends, advancements and disruptions that are shaping and changing the landscape of how customers shop, buy and lease cars. Auto Intel Summit explores innovation and digitization in the retail, finance, and remarketing segments of automotive— including regulatory considerations, the role of the investment community, B2B and B2C applications of such tech developments – and more.

**SAVE THE DATE:**  
**APRIL 18-20, 2023**

[autointelsummit.com](https://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 12-14, 2023**

[canada.usedcarweek.biz](https://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 6-9, 2023**

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