

2026 Print Media Kit



AR
Auto Remarketing

SubPrime Auto Finance News

BHPH REPORT

AFJ | Auto Fin
Journal

CHEROKEE

MEDIA GROUP

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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 35 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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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

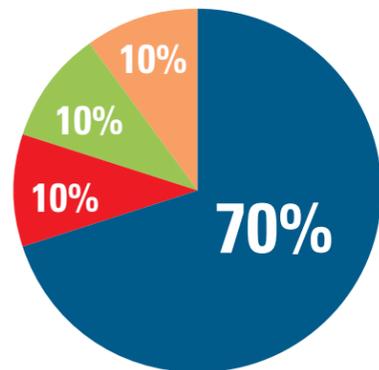


20,000
Digital Editions

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 |
| Themed-Content Sponso | \$15,000 |

Ads can be submitted via 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 |
| Full Page Sponsored Article | \$6,000 |

ADVERTISING SIZES

PREMIUM ADVERTISING

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

THEMED-CONTENT MONTHS

SPONSORED CONTENT

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 issues as consumers will continue to struggle in their economy. The Division of Financial Services and a number of states that have taken a number of actions to address the current economic challenges. Consumers are being hit hard by the price pressure on fuel and other essential goods. Consumers are being hit hard by the price pressure on fuel and other essential goods. Consumers are being hit hard by the price pressure on fuel and other essential goods.

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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



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

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.

For the 2026 year, CMG is tackling Artificial Intelligence for the retail and auto finance industry.

These month-long “Shark Week-Esque” events will serve as a playbook for thoughtfully incorporating AI into dealer and lender organizations. CMG will provide rich, tangible content for our print and digital media properties’ readerships.

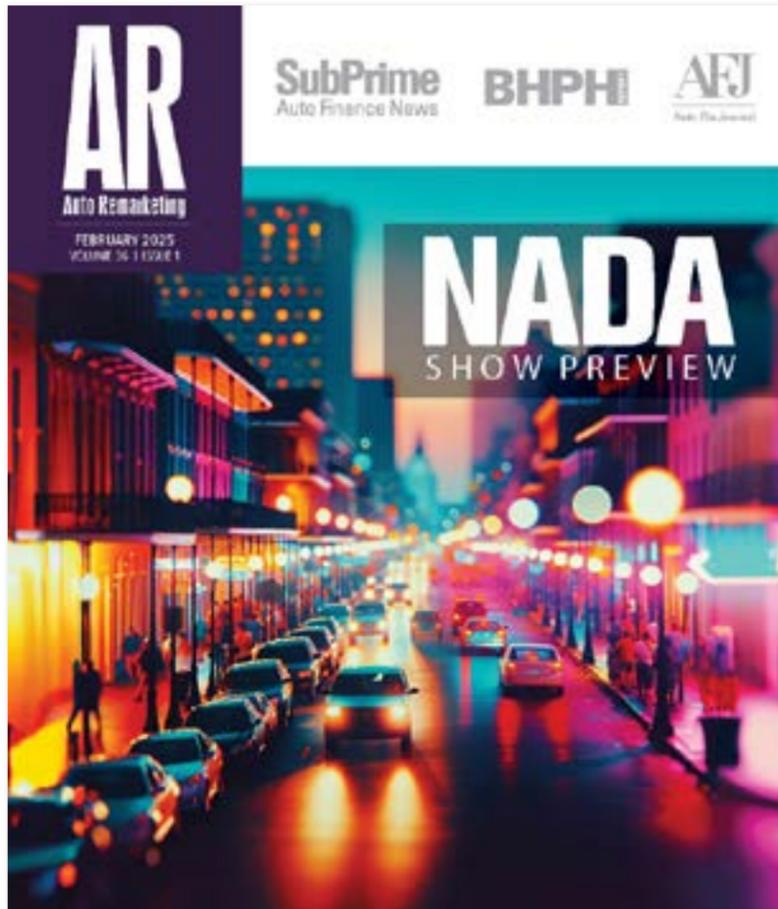
Sponsors will benefit from strong brand exposure alongside these AI insights and in-hand leads.

Sponsor benefits include:

- Company logo incorporated into the pre-event advertising campaign
- Company logo on the introduction page of the feature section in the May magazine
- Full page ad in the May magazine
- 50 in-hand, intent-driven leads generated from the promotion of an “AI Best Practices” eBook.
- Company logo and verbal recognition during the introduction and conclusion of the culminating webinar.

JANUARY

AD MATERIALS DUE:
December 17, 2025



AR/SubPrime/BHPH/AFJ:

Industry Insights: NADA Convention & AFSA Conference

Each year, the NADA Convention and AFSA Annual Meeting set the tone for the automotive and finance industries, spotlighting key innovations, policy shifts, and market trends shaping 2026.

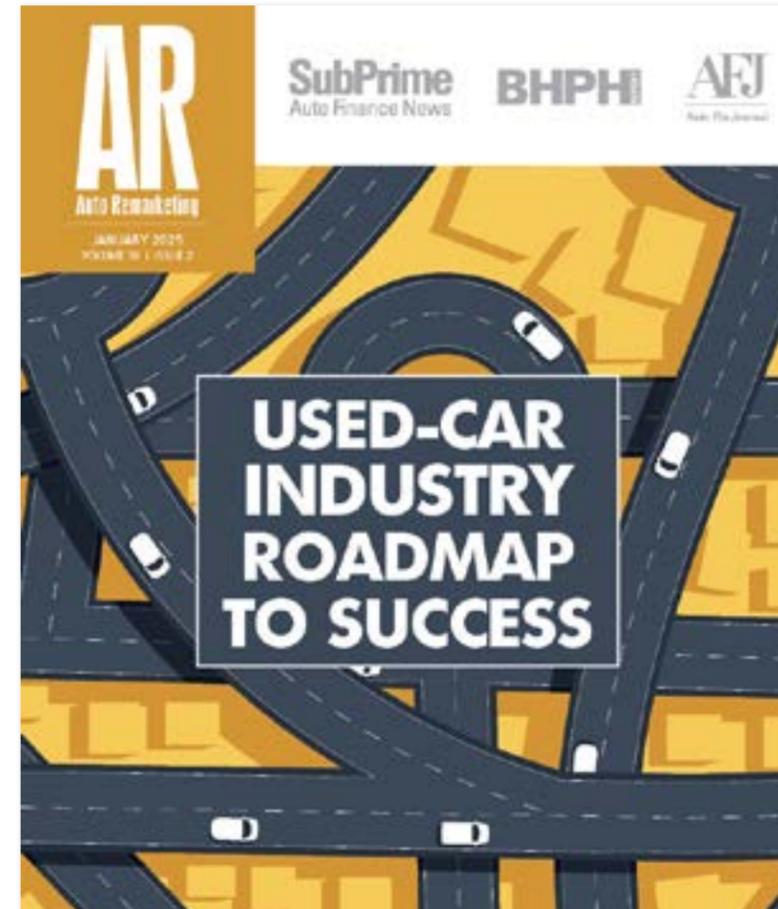
From the show floor to executive sessions, leaders tackle inventory challenges, rising costs, digital retailing, and evolving consumer expectations. Coverage highlights new technologies, dealer-lender collaboration strategies, and regulatory updates affecting the credit and finance sectors.

Adding perspective from the NAF and NIADA, 2026 is shaping up as a year of innovation.

Together, these insights showcase an industry advancing through technology, collaboration, and customer-focused strategies.

FEBRUARY

AD MATERIALS DUE:
January 14, 2026



AR:

2026 Used Car Industry Roadmap to Success

The road ahead for the used car industry is paved with both opportunity and change. The 2026 Used Car Roadmap explores the key forces shaping every corner of the ecosystem—from retail operations and auto finance to repossessions, recoveries, and remarketing.

This comprehensive feature brings together data-driven insights, executive perspectives, and forward-looking strategies to help industry leaders navigate shifting consumer demand, evolving inventory pipelines, and a tightening credit environment. In retail, we examine how dealerships are rethinking sourcing and sales models to maintain margins. On the finance front, we unpack how lenders are balancing risk with innovation, from alternative credit assessment to AI-driven decisioning.

The feature also takes a closer look at repossession and recovery trends as delinquencies and compliance pressures rise, and how remarketing professionals are adapting to shorter cycles and digital-first marketplaces.

Together, these insights form a complete roadmap for what's next—guiding dealers, lenders, and service providers toward smarter decisions and stronger performance in 2026 and beyond.

MARCH

AD MATERIALS DUE:
February 18, 2026



AR/ SubPrime

Best CPO Dealers in the USA & Women in Collections and Recoveries

In Best CPO Dealers in the USA, we recognize the dealerships setting the benchmark for certified pre-owned success. Through innovative marketing, customer trust, and disciplined reconditioning strategies, these top performers are redefining what it means to deliver value and confidence in the used car market. The feature highlights their best practices, technology investments, and the consumer-first approaches driving growth in a competitive space.

Women in Collections and Recoveries shines a light on the professionals breaking barriers and elevating standards in an often-overlooked corner of the industry. These leaders are modernizing operations, mentoring the next generation, and shaping a more ethical, empathetic approach to collections and recoveries. These stories capture both the performance and the people steering the future of automotive retail and finance.

APRIL

AD MATERIALS DUE:
March 18, 2026



AR/SubPrime/BHPH/AFJ

Women in Remarketing, Used Car Industry Summit & Special Finance 175

This collection of features celebrates leadership, innovation, and excellence across the used car and finance sectors.

Women in Remarketing honors the trailblazers transforming how vehicles are valued, moved, and sold. These professionals are driving progress in an evolving remarketing landscape—championing efficiency, transparency, and inclusion while mentoring the next generation of industry talent.

The Used Car Industry Summit Spotlight and Awards captures the energy and insights from one of the industry's most influential gatherings. From roundtable discussions and executive panels to the recognition of standout performers, this coverage offers an inside look at the ideas, trends, and people defining the future of the used car market.

Rounding out the issue, Special Finance 175 showcases the companies, lenders, and innovators shaping today's subprime and nonprime auto finance sectors. This definitive list recognizes organizations that set the pace for performance, compliance, and consumer focus in a fast-changing environment.

These features spotlight the leaders, conversations, and milestones steering the used car industry forward.

MAY

AD MATERIALS DUE:
April 14, 2026



AR/SP

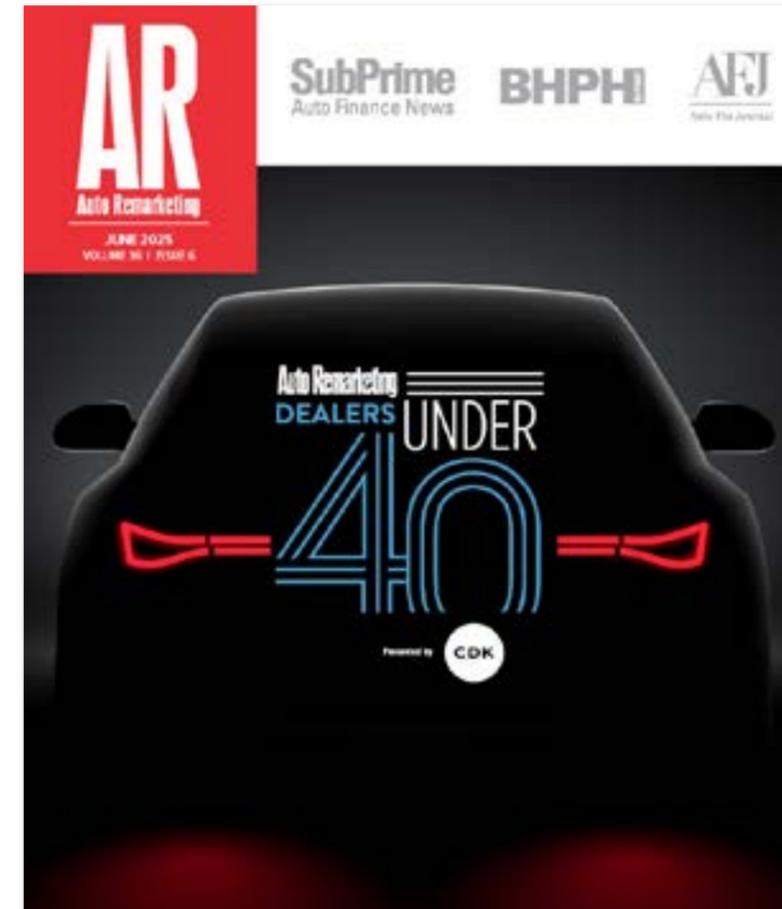
Driving the Future: Intelligence Meets Leadership

Artificial intelligence is redefining automotive retail—and dealerships are shifting gears to keep pace. *Shifting Gears: How Dealerships Can Harness AI* explores how forward-thinking retailers are using smart technology to streamline operations, personalize customer experiences, and drive profitability. From predictive analytics that forecast inventory needs to chatbots that enhance engagement, AI is helping dealers make faster, smarter, data-driven decisions while keeping the human touch that defines great automotive retail.

Alongside this deep dive into innovation, this issue also recognizes the executives shaping the future of the used car industry. Leaders across auto finance, loss mitigation, and investment will be featured in SubPrime Auto Finance News.

JUNE

AD MATERIALS DUE:
May 13, 2026



AR/SubPrime/BHPH

Rising Voices & Industry Spotlights: Dealer's 40 Under 40, NAF Conference & NIADA Convention

The automotive retail and finance industries thrive on innovation—and the people who drive it. This feature highlights the next generation of leaders and the landmark events shaping their success.

Dealer's 40 Under 40 recognizes a new class of young professionals redefining dealership operations, customer engagement, and leadership across the nation. From digital retailing pioneers to service and finance innovators, these honorees represent the energy and ingenuity fueling the industry's future. Their stories showcase how creativity, technology, and vision are transforming every corner of the dealership experience.

In tandem, our spotlights on the National Auto Financing (NAF) Conference and the National Independent Automobile Dealers Association (NIADA) Convention bring readers inside two of the most influential gatherings in automotive retail and finance. We capture the conversations driving change—from regulatory updates and credit trends to technology adoption and market resilience.

Together, these pieces paint a vivid picture of an industry in motion—led by rising talent, guided by experience, and ready for what's next.

JULY

AD MATERIALS DUE:
June 10, 2026



AR/SubPrime/AFJ

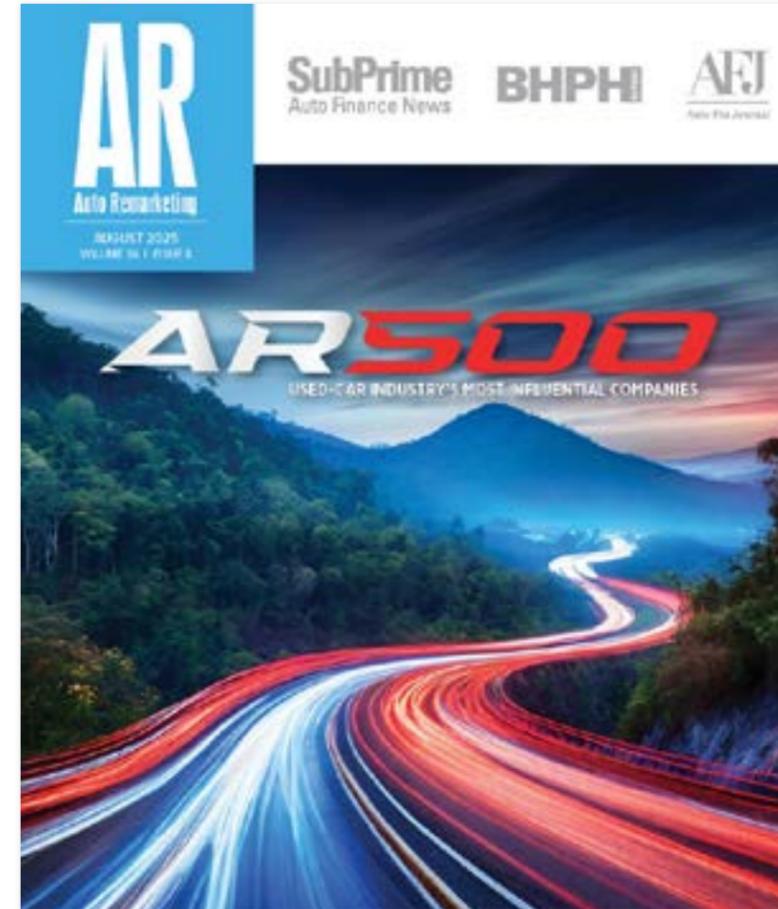
Power & Performance: Women in Retail and Mid-Year Industry Reports

The automotive industry is evolving faster than ever—and the people leading that change deserve the spotlight. Women in Retail celebrates the leaders, innovators, and trailblazers who are transforming dealership operations, redefining customer experiences, and proving that diversity drives performance. These profiles showcase how women across retail automotive are shaping strategy, building stronger teams, and elevating the standards of leadership across the board.

Complementing this celebration of talent, our Mid-Year Reports for retail, auto finance, and remarketing deliver a comprehensive pulse check on where the industry stands—and where it's heading. From shifting consumer demand and interest rate impacts to changing supply chains and wholesale trends, these reports provide data-driven analysis and expert commentary on the metrics that matter most.

AUGUST

AD MATERIALS DUE:
July 15, 2026



AR/SubPrime/BHPH

The Power Players: Auto Remarketing's 500 and Leading Lenders

Influence, innovation, and impact define this special feature spotlighting two of the industry's most powerful segments.

Auto Remarketing's 500 recognizes the companies, executives, and operations that move the used car industry forward—from dealerships and auctions to finance providers and technology firms. This comprehensive list honors those who consistently deliver performance, adaptability, and leadership in a dynamic marketplace. With insights into their strategies, partnerships, and forward-looking initiatives, the feature paints a clear picture of who's shaping the next chapter of automotive remarketing.

Alongside it, Leading Lenders highlights the organizations driving growth and resilience in auto finance. From banks and credit unions to independent and captive lenders, these institutions are defining what it means to lend smart in a competitive environment. The coverage explores evolving credit trends, digital transformation, and the balance between innovation and compliance.

SEPTEMBER

AD MATERIALS DUE:
August 19, 2026



AR/SubPrime/AFJ

Industry Leadership and Innovation Drive Forward

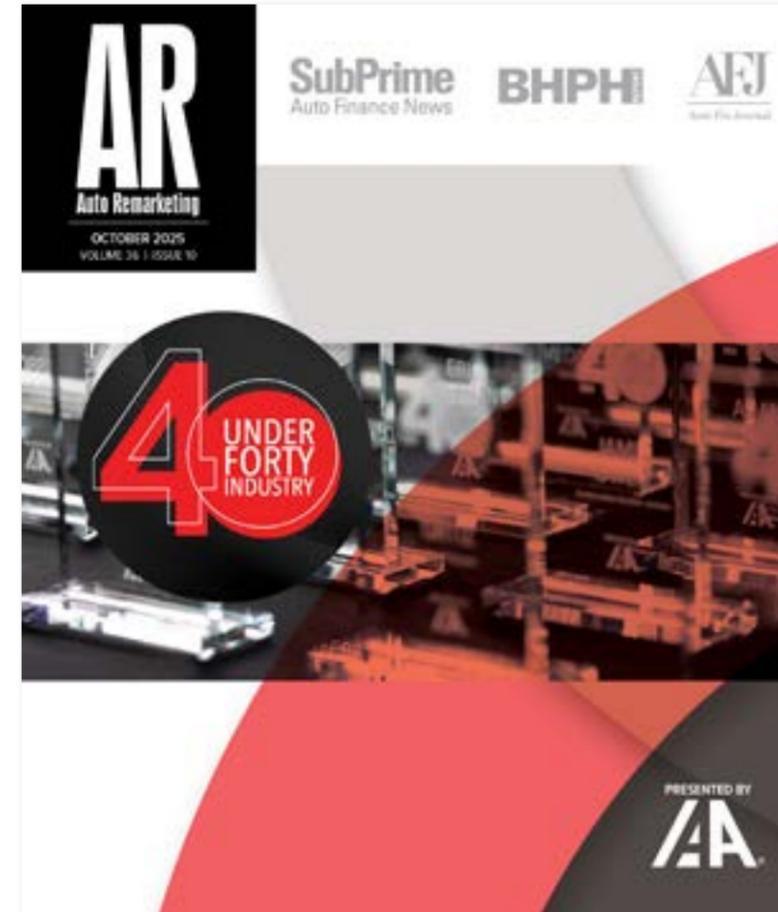
The auction industry continues to stand as the heartbeat of the used-vehicle market—where consignors, dealers, and remarketers connect to keep inventory moving and values balanced. With steady leadership guiding the National Auto Auction Association and a renewed focus on innovation, auctions are evolving through data-driven efficiency, expanded digital capabilities, and a continued commitment to transparency and trust. Across the country, award-winning operations and standout consignors are setting new benchmarks for service, technology integration, and client success.

Meanwhile, the Recovery, Repossession, and Remarketing sectors are adapting to shifting credit conditions and rising consumer expectations. Technology, compliance, and communication are reshaping how lenders, agents, and remarketers protect assets and maintain trust through every stage of the vehicle lifecycle.

And in a powerful showcase of leadership and mentorship, the Women in Auto Finance program continues to highlight trailblazers driving change and inclusion across the finance space—ensuring the next generation of leaders has both a voice and a platform.

OCTOBER

AD MATERIALS DUE:
September 16, 2026



AR/AFJ

The Next Generation of Leaders and the Future of AI in Auto Finance

Every year, Auto Remarketing's 40 Under 40 celebrates the rising stars who are shaping the future of automotive retail, finance, and remarketing. These emerging leaders represent the energy and innovation driving the industry forward—modernizing operations, strengthening partnerships, and reimagining customer experiences. From data strategists and digital retail pioneers to operations managers and lender innovators, this year's class embodies the creativity and resilience powering the next era of auto leadership. Their work reminds us that transformation doesn't just come from technology—it comes from people bold enough to lead it.

That spirit of transformation also defines "Turbocharged Finance: AI's Roadmap to Smarter Auto Finance," an in-depth feature exploring how artificial intelligence is revolutionizing every corner of the finance process. From underwriting and fraud detection to personalized lending and predictive analytics, AI is helping lenders move faster, make fairer decisions, and deliver better experiences for consumers and dealers alike. The story examines real-world applications and emerging best practices, offering a grounded look at how automation and intelligence are enhancing—not replacing—the human insight at the core of smart lending.

These features capture a pivotal moment for the industry: a generation of leaders ready to take the wheel, and the tools that will help them drive even further.





NOVEMBER

AD MATERIALS DUE:
October 14, 2026



AR/SubPrime/AFJ

Celebrating Excellence and Innovation at Used Car Week 2026

Each year, Used Car Week brings together every corner of the automotive ecosystem—dealers, lenders, consignors, remarketers, and service providers—for a week of collaboration, recognition, and forward thinking. The 2026 event continues that legacy, spotlighting the people and programs driving excellence in used-car operations, finance, and remarketing.

This year's celebration honors standout professionals whose leadership and innovation define the industry's best. The CPO Dealer of the Year exemplifies how certified pre-owned programs have evolved from inventory tools to brand trust builders—leveraging transparency, digital marketing, and customer care to sustain growth in a changing market.

The National Remarketing Executive of the Year represents the strategic thinking behind modern asset management—where data, partnerships, and process efficiency combine to maximize value at every turn. The Loss Mitigation Executive of the Year demonstrates how smart analytics and empathetic strategy can balance portfolio performance with consumer support, while the Repossession Agent of the Year highlights integrity and precision in one of the most complex links in the vehicle lifecycle. And finally, the Auto Finance Executive of the Year showcases leadership in innovation, compliance, and inclusion—ensuring the financial backbone of the industry remains strong and future-ready.

Used Car Week 2026 is more than a gathering; it's a reflection of an industry in motion. Through shared ideas, celebrated achievements, and renewed partnerships, the event underscores a simple truth: the strength of the used-car market lies in its people—the visionaries, problem-solvers, and leaders who continue to drive it forward.

DECEMBER

AD MATERIALS DUE:
November 12, 2026



AR/SubPrime/BHPH/AFJ

Honoring Excellence: UCW Awards, Hall of Fame & Top 25 Stories of the Year

Used Car Week's annual Awards shine a spotlight on the leaders shaping the used car industry, and the UCW Hall of Fame pays tribute to industry legends whose careers have left a lasting impact. These honors recognize the individuals and teams driving performance, innovation, and integrity across remarketing, retail, and finance.

Auto Remarketing's Top 25 Stories of the Year completes the celebration, capturing the moments and movements that defined the past year.

LIVE EVENTS.



Get ready—the **Used Car Industry Summit** brings together the most influential leaders, innovators, and decision-makers across the remarketing, retail, finance, and technology sectors. This is where big ideas spark, partnerships form, and the future of the used car industry takes shape.

Across two dynamic days, you'll hear from powerhouse speakers, dive into fresh market insights, and participate in interactive roundtable discussions designed to tackle the industry's toughest challenges. From the showroom to the auction lane to the digital marketplace, every corner of the industry is represented here.

If you're looking to connect with top leaders, explore new opportunities, and leave with ideas you can put to work right away—this is *the* event you can't afford to miss.

**SAVE THE DATE:
APRIL 13-15, 2026**

usedcarsummit.biz



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 16-17, 2026**

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 16-19, 2026**

usedcarweek.biz