

PREVIEW 2019

FALL NEW-CAR CONTENT PACKAGES

FOR PRINT AND ONLINE

FLEXIBLE LAYOUT

WE SUPPLY ALL THE GRAPHIC and text elements for you to design the content to fit nearly any space you have.

CALL NOW FOR EARLY SIGN-UP DISCOUNT FOR PREVIEW 2019

YOUR RATE IS BASED ON several variables, such as circulation and specific use, however volume discounts and group purchases guarantee the lowest rates.

800.236.9044

WE SPECIALIZE IN GROUP RATES

NEW! CATEGORY CAR GUIDES

CONTENT PACKAGES TO BUILD YOUR OWN:

- 1) CUV GUIDE
COMPACT UTILITY VEHICLES
- 2) SUV AND TRUCK GUIDE
- 3) PRESTIGE GUIDE
HIGHER-END LUXURY VEHICLES AND SPORTS CARS

WHAT'S INCLUDED

EACH CONTENT PACKAGE GETS ABOUT 25 VEHICLE WRITEUPS (ABOUT 200 WORDS EACH) PLUS PHOTOS AND COVER.



PACKAGE 1 NEW, REDESIGNED AND RELEVANT VEHICLES

ABOUT 150 WRITEUPS OF 2019 VEHICLES INCLUDES WRITEUPS AND MULTIPLE PHOTOS of the all-new and significantly updated 2019 models plus other significant vehicles (a cross-section of the most popular makes with representation for all major brands.)

200-WORD WRITEUPS WITH STATS AND MULTIPLE PHOTOS

WHAT YOU DO WITH THIS:

- **STANDALONE BUYER'S GUIDE** (SEE BELOW FOR SUPPORTING CONTENT SUCH AS COVERS AND FEATURE STORIES)
- **WEEKLY, BI-WEEKLY AND PERIODICAL FEATURES, AUTO-SHOW GUIDES**
- **MULTIPLE RELATED FEATURES (TRUCK, SUV, LUXURY, ETC.)**

PACKAGE 2 THE TOP-30 VEHICLES FOR 2019

WRITEUPS AND PHOTOS of just the brand-new vehicles for the new model
200-WORD WRITEUPS WITH STATS AND MULTIPLE PHOTOS

WHAT YOU DO WITH THIS:

- **BUILD A NEW-VEHICLE BUYERS GUIDE** (SEE BELOW FOR SUPPORTING CONTENT SUCH AS COVERS AND FEATURE STORIES)
- **WEEKLY, BI-WEEKLY, MONTHLY AND PERIODICAL FEATURES, AUTO-SHOW GUIDES**

PACKAGE 3 BRAND BY BRAND (1/4 the space of Package 1)

INSTEAD OF INDIVIDUAL VEHICLE WRITEUPS, you get capsule overviews of each brand, from Acura to Volvo; about 40 longer writeups instead of 150 shorter ones. PERFECT FOR CREATING A COMPLETE BUYERS' GUIDE where space is a premium. Includes photos of relevant vehicles.

WHAT YOU DO WITH THIS:

- **NEW-VEHICLE BUYER'S GUIDE IN 1/4 THE SPACE** (SEE BELOW FOR SUPPORT CONTENT SUCH AS COVERS AND FEATURE STORIES)



Flexible content for many creative uses. Build a standalone auto guide, create recurring features or use throughout the year in your regular auto pages.

(These formats are just two examples of what you can do with the supplied text and photos.)

BIG NEWS! SUBSCRIBE TO THE WHEELBASE NEW-CAR AUTOXPRESS NEWS SERVICE

ACCESS TO A PRIVATE WEBSITE WITH NEW-VEHICLE NEWS AND PHOTOS FLOWING ALL-YEAR LONG

- 1) FOR YOUR PRINT PRODUCT AND WEB SITE.
- 2) EMAIL NOTIFICATION WHEN CONTENT IS ADDED.

wheelbasemedia
AUTOMOTIVE NEWS AND FEATURE STORIES FOR PRINT MEDIA, WEB SITES AND BLOGS
WWW.WHEELBASEMEDIA.COM

CALL NOW NORTH-AMERICA WIDE
(800) 236.9044

ADD ONE, SOME, OR ALL THESE OPTIONS

SAMPLES ONLY (ACTUAL CONTENT UNDER CONSTRUCTION)

DOUBLE-PAGE SPREAD

20 PICKS OF 2019 ARE presented in this two-page broadsheet special

COVERS PACK

TWO COVER CHOICES, editable for size and content.

6 INFOGRAPHICS

AN IN-DEPTH LOOK AT select new vehicles for 2019.

6 FEATURE STORIES

A SELECTION OF TOPICAL feature stories, including artwork and layouts.

