

Old Cars[®]

PRICE GUIDE

Fast Facts

- **94.9%** of readers describe themselves as either “car collectors” or “old-car buffs/hobbyists.”
- **69.9%** of readers have purchased either restoration services or restoration parts for their car collection in the past 12 months.
- **51.9%** of readers took an advertising-related action as a result of seeing an item in Old Cars Price Guide.
- The average reader spent **\$22,486** on his/her car-collecting hobby in the past 12 months.
- Readers look at each issue an average of **7.4** times before they are finished with them.
- The average reader has been interested in classic/collector cars over **31 years and 9 months**.
- The average reader has **6.3** classic/collector/vintage cars in his/her collection.
- The readers' average household income is **\$117,021** (before taxes).
- **38.5%** of readers currently buy either hot rod/customs or muscle cars.
- Each reader attended an average of **6.8** old car shows and **4.1** swap meets in the last 12 months.
- The average reader has been reading *Old Cars Price Guide* for **10 years and 7 months**.
- There is an average of **2.4** readers per issue of *Old Cars Price Guide*.
- Circulation: **75,000**; 1/2 subscribers & 1/2 newsstand

To Advertise in **Old Cars Price Guide** call toll free at **888-457-2873**

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