

**You're about to
see us in a whole
NEW light.**



**AUTO
TRADER**

The logo consists of the word "AUTO" in a smaller, white, 3D sans-serif font positioned above the word "TRADER" in a larger, bold, red, 3D sans-serif font. Both words are placed on a dark, reflective circular pedestal. The background is black with three soft, grey, spotlight-like shapes pointing downwards towards the pedestal.

Introduc



- ✓ **Appealing Look and Format**
- Retail Stopping Power
- Glossy, 7" x 10 1/2" Size
- High-quality publication and exciting cover that draws attention

COVER STORY



Audi A3 Sportback 2.0T S-line

IT'S A VERY DIFFERENT CAR
The A3 is a very different car. It's not just a car, it's a lifestyle. It's a car that's been around long enough to know its own mind. It's a car that's been around long enough to know its own mind. It's a car that's been around long enough to know its own mind.

IT'S A WHOLE NEW BALL GAME
The A3 is a whole new ball game. It's a car that's been around long enough to know its own mind. It's a car that's been around long enough to know its own mind. It's a car that's been around long enough to know its own mind.

IN A WORLD WHERE IMAGE IS EVERYTHING, HAVING THE RIGHT BADGE COUNTS FOR A LOT.

THE NUMBERS

Price range	\$20,000 - \$30,000
Body Type	4-door hatchback
Engine	2.0L I4 200 hp (150 kW)
Transmission	6-speed manual
MPG (City/Hwy)	24/34
MPG (City/Hwy)	24/34



MINI Cooper S

IT'LL MAKE YOU GRIN WIDE AS IT SPRINTS FOR THE HORIZON

THE NUMBERS

Price range	\$20,000 - \$30,000
Body Type	2-door hatchback
Engine	1.8L I4 150 hp (110 kW)
Transmission	5-speed manual
MPG (City/Hwy)	24/34
MPG (City/Hwy)	24/34

- ✓ **Engaging Content**
- New exciting editorial content — from buying tips, to lifestyle articles to car reviews
- Editorial Highlights for 2008 include:
 - 10 best vehicles to take off road
 - Buying a car as a couple: what he wants, what she needs
 - Buying or leasing: what is best for you
 - The environmentally friendly driver
 - Great family vehicles

ing New Car Magazine.

Powered by Auto Trader

Auto Trader Breaks New Ground

As Canada's used car leader, Auto Trader now brings its proven expertise, resources and marketing impact to the new car market.

Over the years we've achieved the ideal formula for matching buyers with cars. Our publications capture tremendous national attention, and AutoTrader.ca™ which now includes a comprehensive New Car section, is visited by 2.5 million¹ auto buyers every year.

From Dreaming to Buying

Auto Trader commands a unique position in the car buying process. Not only do we reach consumers in the "dreaming" phase who may buy a car "one day", but more importantly, we reach informed buyers already in the market who are ready to make a purchase. Our New Car magazine delivers your message to a large, targeted and captive audience of interested auto buyers.

Come Meet Your Match for Used and New Cars

It's no coincidence our tagline is "Come meet your match." We've always strived to match the best seller with every buyer, and now new cars are part of that mission. Partner with Auto Trader and we'll help you match interested buyers with your new vehicles.

AUTO TRADER™

Come meet your match.

Contact your Auto Trader
Sales Representative to get started!

1. ComSource Media Matrix, 2007.



✓ Large & Targeted Distribution

- In retail locations & street boxes in large urban centers across Canada
- Trader has approx. 47,000 points of distribution across Canada, most of which are in these large urban centers



✓ Bundled with Auto Trader Magazines

- Packaged with Paid Auto Trader Magazines
- Reaches car shoppers that have a budget in mind, not knowing whether they will use it towards a used or new car

About Auto Trader™

At Auto Trader, we are committed to partnering with your business to drive results. We offer the right advertising mix, and the tools to manage your business, and then deliver your message to a targeted audience. Our print publications have huge national readership, and our website attracts millions of unique visitors every month. We offer a “one-stop-shop” for buyers and

sellers, with an exceptional media mix and the content that keeps users coming back again and again. Our mission every day is “to find the best seller for each buyer.” We provide the best media experience to connect buyers and sellers. Partner with us and deliver your message to our huge audience of print and online consumers.



AUTO
TRADER™

Come meet your match.