



Ward's Dealer Business from Penton

Ward's Dealer Business offers useful, hands-on information to help new-car dealership executives operate their automotive businesses at peak efficiency and profitability. Ward's Dealer Business provides "best practice" solutions in the form of successful dealer profiles, suggestions and tips from leading industry consultants, and exposure to new products and services for dealership operations.

SEGMENTS

22,538 Total Universe / Universe Rate	\$150.00/M
22,381 Records with Phones	+ \$60.00/M
7,368 Email (see email datacard)	\$375.00/M
Transmission	+ \$50.00/M

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA
Canada

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/16/2015
Counts Through	07/16/2015

DATA CARD MAINTENANCE

New To System	07/16/2015
Last Update	07/22/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

WARD'S Dealer Business is "The Management Magazine for Auto Dealership Professionals." It provides the information today's dealer needs to improve dealership efficiency and profitability including in-depth analysis of major industry news and events that affect dealership operations across the country.

Ward's Dealer Business offers useful, hands-on information to help new-car dealership executives operate their automotive businesses at peak efficiency and profitability. Ward's Dealer Business provides "best practice" solutions in the form of successful dealer profiles, suggestions and tips from leading industry consultants, and exposure to new products and services for dealership operations.

Ward's Dealer Business reaches new-car dealership executives.

Job Title	Postal	Email
Dealer / Owner	21332	5273
Mgr-f&I;svc/parts;body Sho	1364	453
Other	294	58
Used Car Sales Manager	263	84
Internet Sales Manager	152	62

Title Category	Postal	Email
Top Management	15514	3947
Middle/administrative Management	8600	2110
Financial Management	1265	329
Sales & Marketing Management	2675	734
Information Technology (it) Professionals	104	38

Production Management	67	15
Engineering Management	61	6
Professionals	446	138
All Other Management	8	2
Vp-level	713	167
Director-level	390	117
Manager-level	8815	2193
Assistant -level	30	5
Human Resources	26	6
Purchasing	8	2
Retired	1	0
Senior (c-level Or Higher)	9777	2488
Education	9	2
Lawyers	7	2

New Car/Light Truck	Postal	Email
No	541	125
Yes	22901	5812

Are You Top Exec At Thi	Postal	Email
[C]		
No	18119	4709
Yes	5323	1228

Franchises Direct Respo	Postal	Email
Buick	1047	255
Cadillac	616	155
Chevrolet	1478	360
Gmc Truck	935	228
Smart	40	5
Pontiac	288	53
Saturn	102	19
Saab	104	22
Aston/martin	53	14
Ford	1189	305
Lincoln Mercury	513	127
Jaguar	118	37

Mazda	272	55
Volvo	292	83
Chrysler	986	252
Dodge	914	229
Jeep	933	239
Mercedes-benz	202	50
Lexus	261	73
Toyota	666	156
Acura	294	79
Honda	500	136
Infiniti	159	39
Nissan	488	125
Audi	273	83
Lamborghini	56	13
Scion	295	82
Volkswagen	365	94
Bmw	248	68
Land Rover	122	37
Isuzu	90	19
Subaru	328	90
Mini	57	12
Hyundai	375	103
Kia	340	77
Ferrari	31	8
Maserati	79	21
Mitsubishi	254	58
Porsche	174	48
Suzuki	123	29
Other	156	43
Hummer	76	12
Rolls Royce	105	34
Bentley	30	8

State	Postal	Email
Alberta	3	4
Alaska	32	3
Alabama	408	98
Arkansas	282	71
Arizona	320	86
British Columbia	1	1
California	1474	401
Colorado	362	100
Connecticut	343	80
District Of Columbia	4	2

Delaware	77	22
Florida	1251	318
Georgia	686	194
Hawaii	29	9
Iowa	480	103
Idaho	134	29
Illinois	1006	221
Indiana	586	157
Kansas	351	94
Kentucky	392	96
Louisiana	361	86
Massachusetts	534	143
Maryland	354	81
Maine	195	59
Michigan	902	232
Minnesota	543	144
Missouri	552	144
Mississippi	225	47
Montana	186	31
New Brunswick	1	0
North Carolina	812	215
North Dakota	153	29
Nebraska	294	77
New Hampshire	199	48
New Jersey	611	164
New Mexico	139	29
Nova Scotia	1	1
Nevada	108	27
New York	1237	308
Ohio	929	224
Oklahoma	383	103
Ontario	12	8
Oregon	295	69
Pennsylvania	1206	299
Puerto Rico	4	1
Quebec	1	1
Rhode Island	79	17
South Carolina	359	116
South Dakota	135	32

Saskatchewan	0	0
Tennessee	476	123
Texas	1554	355
Utah	194	62
Virginia	645	187
Vermont	108	24
Washington	410	97
Wisconsin	701	177
West Virginia	219	66
Wyoming	83	18

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(vehicle, automobile, expert, motor, machine)

SELECTS

Bus/Industry Type	\$15.00/M
Max per Company/Sites	\$15.00/M
Phone Number	\$60.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Top Execs On Site	\$15.00/M
Vehicle Make	\$15.00/M
Zip	\$10.00/M
Job Title	\$15.00/M
Franchise Responsible For	\$15.00/M
Purchasing Influence	\$15.00/M
Employee Size	\$15.00/M

GENDER

Male	83%
Female	7%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

SPECIAL INSTRUCTIONS

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