

Automotive



Westerners drive the new car market

- Westerners are more likely to buy vehicles that reflect their commitment to support the environment than those in any other part of the country.
- The West is the #1 market for import vehicles: Westerners are 26% more likely to own an imported vehicle.
- Westerners are 50% more likely than the average American to have spent \$40,000 or more on a new vehicle.

Sunset readers will pay for premium vehicles

- *Sunset* readers are 61% more likely than the average American to own a luxury vehicle.
- *Sunset* readers are 128% more likely than the average American to have spent \$40,000 or more on a new vehicle.
- *Sunset* readers are 88% more likely than the average American to own a hybrid vehicle.

13 Western states circulation

Sunset

1,139,667

Bon Appétit

501,394

Food & Wine

252,865

Travel + Leisure

247,865

Condé Nast Traveler

213,218

Source: 6/30/10 ABC Statements

Sunset delivers more Western households than four leading upscale lifestyle magazines.