

FINISH

2008 MEDIA GUIDE

Deliver your message with impact.

- 92% of readers are involved in purchasing decisions
- 95% of recipients are owners, partners, presidents, managers, etc.
- 77% report that information in *The Finish* could influence their next purchase decision

(Source: Readership Survey conducted by Marquette University.)

The Finish is published on behalf of the Sherwin-Williams Automotive Finishes Corporation (SWAFC). As a major supplier of automotive finishes, SWAFC has demonstrated growing market appeal, providing original equipment manufacturers and collision repair businesses with innovative, high-performance products.

Editorial Focus

Each issue of *The Finish* includes editorial features to educate, inform and entertain automotive finish professionals. A rotating series of features and short articles covers topics such as business management, technology, new products and regulatory changes facing the collision repair industry. Also featured are regular columns written by SWAFC personnel ranging from market experts to product specialists. Readers can also expect racing-related coverage including SWAFC's NASCAR Nextel Cup and Champ Car World Series sponsorships.

Circulation

Comprised of over 25,000 vehicle-refinishing professionals, *The Finish's* mailing list is a diverse cross section of key decision makers and end users. The Sherwin-Williams' proprietary database and SIC-specific lists in key markets supply the names.

Bonus Circulation! Sherwin-Williams provides sales representatives at all 200 nationwide outlets with copies for individual distribution in addition to distribution at major trade shows throughout the year.

Mailing Instructions

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2008 Schedule	Materials Due	Mail Date
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Spring 08 (Vol. 3, No. 1)	Feb. 27	Mar. 26
Summer 08 (Vol. 3, No. 2)	May 21	June 25
Fall 08 (Vol. 3, No. 3)	Aug. 20	Sept. 24
Winter 08 (Vol. 3, No. 4)	Nov. 5	Dec. 10

Ad Rates	Full Page 4-Color	Half Page 4-Color
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	\$ 3,750	\$2,000
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Complimentary Copies: Participants receive 5 complimentary copies. Additional quantities are available at \$1.50 each. Reprints of selected articles are also available at cost upon request.

Mechanical Requirements

	Full Page	Half Page Horiz.
Trim Size	8 ³ / ₈ x 10 ³ / ₄ "	N/A
Bleed Size	8 ⁵ / ₈ x 11"	N/A
Live Area	7 ¹ / ₈ x 10 ¹ / ₄ "	7 ¹ / ₈ x 4 ⁵ / ₈ "

Layout Files: QuarkXPress, PDF, Photoshop and Illustrator files may be mailed on disk, or uploaded to our ftp site.

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