

# Auto Show Special Sections

Auto Show 1:

Thursday, February 12th, 2009

Auto Show 2:

Thursday, February 19th, 2009



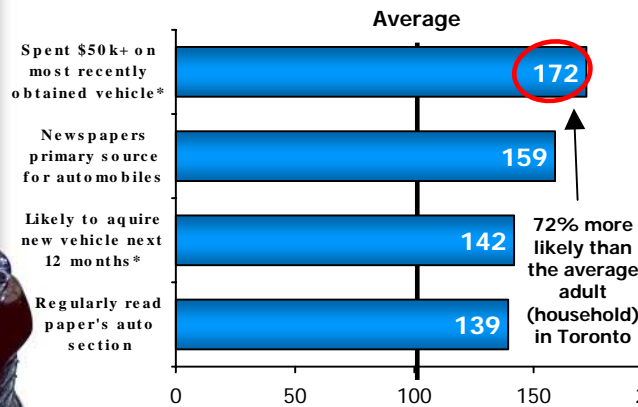
## WHEELS at the Canadian International Auto Show:

Wheels' reviewers and contributors review the highlights of every manufacturer's stand at the Auto Show, as well as all the highlights of the many other presentations to be found at the show. We offer an invaluable guide, both in print and online, to direct visitors around the show and find whatever they've come to see. **Auto Show 1** focuses on cars, while **Auto Show 2** focuses on trucks and private vehicles from throughout the week.

**AUTO SHOW 1:**  
**BOOKING DEADLINE** ★ WED., FEB. 4  
**MATERIAL DEADLINE** ★ FRI., FEB. 6

**AUTO SHOW 2:**  
**BOOKING DEADLINE** ★ WED., FEB. 11  
**MATERIAL DEADLINE** ★ FRI., FEB. 13

### Toronto Star readers are auto-savvy



Source: NADbank 2007, read Star yesterday  
 Base: Toronto CMA, Adults 18+, (\*Household weighted)

### The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **419,900** households daily\*
- **371,900** adults with household incomes of \$100,000 or more
- **427,400** principle wage earners
- **386,800** readers that regularly read the automotive pages
- **76,800** households likely to acquire a vehicle in the next 12 months\*
- **83,111** households that spent \$30k+ on their most recently obtained vehicle\*

Source: NADbank 2007, read Star yesterday  
 Base: Toronto CMA, Adults 18+, (\*Household weighted)

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