

PRE-OWNED
WHEELS



SPECIAL SECTIONS
SERIES

PUBLISHING:

Thursday, September 17th - **Booking**- Wed., Sept. 9 - **Material**- Fri., Sept. 11

Thursday, October 15th - **Booking**- Wed., Oct. 7 - **Material**- Fri., Oct. 9

Thursday November 19th - **Booking**- Wed., Nov. 11 - **Material**- Fri., Nov. 13

Thursday December 17th - **Booking**- Wed., Dec. 9 - **Material**- Fri., Dec. 11

Nothing is more challenging - and daunting at the same time - as buying a pre-owned vehicle. So many questions! Where do you start? Well, the Toronto Star has the answers and then some for prospective buyers and the curious in its *new series of Special Sections* about **pre-owned vehicles** coming this fall.

Among the many topics that our team of expert writers from our award winning Wheels section and **wheels.ca site** will tackle are how to search and find the best vehicle; what to look for; getting the best deal, arranging financing and insurance, care and maintenance and aftermarket purchases.

Whether you're a veteran car shopper or a neophyte, we've got all the information you need to get the best deal.

To book space in this Special Section or for more information,
please contact your Star sales representative.

An additional charge may be applied for late material or late revisions

TORONTO STAR

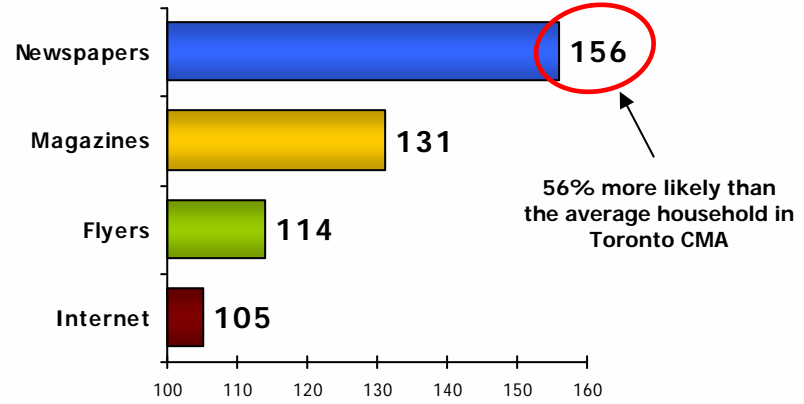
thestar.com

**PRE-OWNED
WHEELS**



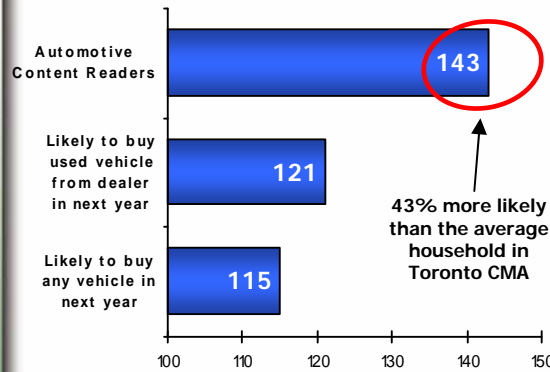
**SPECIAL SECTIONS
SERIES**

Toronto Households in the market to buy a vehicle are 56% more likely to choose Newspapers as their primary source for automotive information; higher than any other medium!



Household likely to acquire a vehicle in next 12 months
Source: NADbank 2008 – Full Study,
Base: Toronto CMA, Households 18+, (Average=100)

Toronto Star households are good targets



Source: NADbank 2008 – Full Study, read Star yesterday
Base: Toronto CMA, Households 18+, (Average=100)

The Toronto Star reaches...

- 937,800 Adults 18+ in Toronto CMA
- 445,600 Adults 25-54
- 521,900 Adults with household incomes over \$75K
- 298,700 Adults who most often drive a Used Car
- 21% of Households with a Used Car in the home
- 20% of Households that have purchased a Used Car through a dealership
- 27% of Households likely to acquire a Used Car through a dealership in the next year

Source: NADbank 2008 – Full Study, read Star yesterday
Base: Toronto CMA, Adults 18+ & Households 18+ (where stated)