

Events: Farmington, VWs Invade the Dam

JULY 2026



Dune Buggies & Hot VWs

dune buggies
and

hot VWs

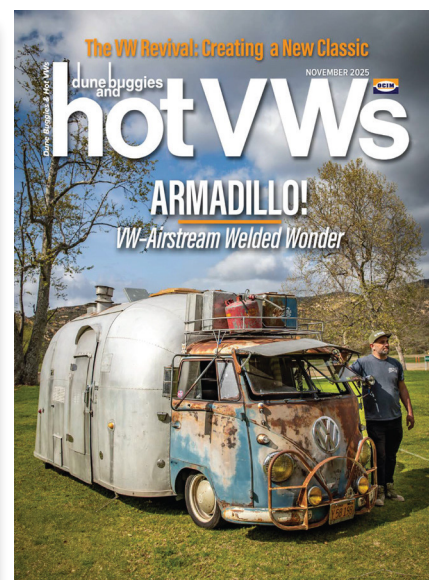


VINTAGE
SPECIAL

2026 Media Guide

2026 hotVWs Media Guide

Print Magazine



Digital Magazine for Smartphones and Tablets



hotVWs on Social Media 2026

Facebook: 460,000 fans, 300,000 reach/month,

YouTube: 78,000 subscribers, 1,500,000 impressions/month

Instagram: 41,000 followers



2026 hotVWs Media Guide

Standard Advertising Rates

hotVWs Monthly Rates

Size	1x	3x	6x	12x
2-Page	\$5,980	\$5,820	\$5,660	\$5,520
1-Page	\$2,990	\$2,910	\$2,830	\$2,760
2/3	\$2,400	\$2,330	\$2,260	\$2,190
1/2	\$2,080	\$2,010	\$1,950	\$1,900
1/3	\$1,735	\$1,675	\$1,625	\$1,575
1/4	\$1,530	\$1,490	\$1,460	\$1,440
1/6	\$1,370	\$1,340	\$1,310	\$1,300
1/8	\$1,200	\$1,180	\$1,160	\$1,150
1/12	\$405	\$395	\$385	\$375
1-Inch	\$130	\$125	\$120	\$115

hotVWs Monthly Deadlines

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	NEWSSTAND
March 2026	December 31	January 5	February 5
April 2026	January 28	February 2	March 5
May 2026	March 4	March 9	April 7
June 2026	April 1	April 6	May 5
July 2026	April 29	May 4	June 2
Aug 2026	June 3	June 8	July 7
September 2026	July 1	July 6	August 4
October 2026	July 22	July 29	September 1
November 2026	August 26	September 2	October 6
December 2026	September 23	September 30	November 3
January 2027	October 21	October 28	December 1
February 2027	November 25	December 2	January 5

Two Page Spread

1. Required artwork size (Yellow, Red, and Blue area): 16.25W x 11.125H 0.125 Bleed all around (Yellow area) will be trimmed in the print process. While the safety margin is inside the trim line, bleed is the artwork that extends past the trim line of finished size. If any element of your artwork is designed to be printed to the edge, it must be extended past the trim line and into the bleed area by a minimum of 0.125"
2. Actual page size (Red and Blue area): 16.0W x 10.875H
3. You should have 0.125" safety margin around to avoid (Red area): Any important content (text and graphics) should be placed away from the edge (or trim line) to avoid being trimmed due to the unavoidable shifts that may occur during the production process.

One Page

1. Required artwork size (Yellow, Red, and Blue area): 8.25W x 11.125H. 0.125 Bleed all around (Yellow area) will be trimmed in the print process. While the safety margin is inside the trim line, bleed is the artwork that extends past the trim line of finished size. If any element of your artwork is designed to be printed to the edge, it must be extended past the trim line and into the bleed area by a minimum of 0.125"

2. Actual page size (Red and Blue area): 8W x 10.875H

3. You should have 0.125" safety margin around to avoid (Red area): Any important content (text and graphics) should be placed away from the edge (or trim line) to avoid being trimmed due to the unavoidable shifts that may occur during the production process.

2/3 AD
4.6W x 10 H

1/3 AD
4.6W x 5H

1/4 AD
2.22W x 10H

1/6AD
2.22W x 5H

1/2 Vertical AD
4.6W x 7.55H

1/4 AD
4.6W x 3.5H

1/12AD
2.22W x 2.45H

1/12AD
2.22W x 2.45H

1/12AD
2.22W x 2.45H



2/5 AD
4.6W x 6.375H

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x 3.5H

1/2 AD
7W x 5H

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