

Generating excitement is standard & automatic.



CANADIAN INTERNATIONAL AUTO SHOW • METRO TORONTO CONVENTION CENTRE • FEBRUARY 17-26 2012

The Toronto Star Special Sections

Auto Show Preview: Thursday, Feb. 16

Booking Deadline: Wednesday, February 8

Material Deadline: Friday, February 10

Award-winning Wheels journalists provide helpful information on new vehicles arriving for 2012.

- * What to see at the show and why.
- * Our top picks
- * Hottest cars making their first Canadian appearance
- * Details of what's new in 2012 for every car
- * Convenient listings for cars grouped by vehicle type: family cars, compact cars, SUVs, luxury, performance and exotic
- * A closer look at the eco-friendly offerings from hybrids to electric vehicles

Auto Show - The Experience: Thursday, Feb. 23

Booking Deadline: Wednesday, February 15

Material Deadline: Friday, February 17

Now at the mid-point of the Auto Show, we combine the best "expert" opinion and advice from regular visitors along with our Wheels team so you get the most from the event.

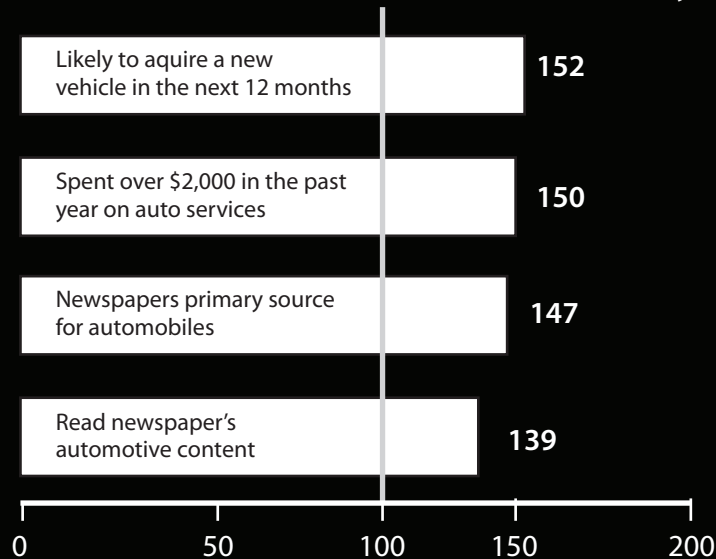
- * Our team of Star Wheels writers give their personal views on best bets.
- * Where's the Buzz? – Reader & visitor advice on their must-sees by segment.
- * The deep emotional ties we have with our vehicles
- * The power of social media tools – Twitter, mobile, as well as one-on-one interviews on the floor
- * The big photo moments from the sexiest cars to the fan experience
- * Cool toys & gear you can find at the show

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Toronto Star readers are auto-savvy



Source: NADbank 2010, read Star Yesterday
Base: Toronto CMA, Adults 18+ (*Household weighted)

The Toronto Star reaches...

- 969,300 readers daily in Toronto
- 441,900 households daily *
- 356,400 adults with household income of \$100,00 or more.
- 588,700 principle wage earners
- 386,500 readers that regularly read the automotive pages
- 87,800 households likely to acquire a vehicle in the next 12 months*
- 82,800 households that spend \$30k+ on their most recently obtained vehicle*

Source: NADbank 2010, read Star Yesterday
Base: Toronto CMA, Adults 18+ (*Household weighted)