

The Texas Truck & SUV Guide is Coming!



Texans love their trucks and SUVs. That's why the San Antonio Express-News is dedicating an entire special section to showcase these vehicles: the widely read Texas Truck & SUV Guide. The guide will include the latest information on the most desired makes and models for our area of the country, complete with all the details that a vehicle buyer needs to know to go out and make their purchase. Make sure your dealership is seen by this active buying market with an ad in this bi-annual broadsheet publication.

San Antonio households planning to buy a new SUV or pickup in the next 12 months:

- SUV – 18,800 households
- Pickup Truck – 21,400 households

One issue of the daily Express-News and 30 days of exposure on mySA.com combine to reach 39% of households planning to buy a pickup or SUV in the next 12 months.

Sources: Scarborough Research, 2011 R1; MSA Households

An estimated \$835 million was spent on the purchase of new trucks and vans in 2011. This amount is expected to increase by 59% by 2016.

Source: Nielsen Claritas, 2011; MSA

Deadlines:

Publication Date: Thursday, March 15

Space/Copy: Wednesday, March 7

EDI Release: Tuesday, March 13, 12 noon



This section will appear online for 30 days on mySA.com

For advertising information contact your sales representative or call (210) 250- 2334.

HEARST *media services*

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YOUR APPLICATIONS TO DRIVE TRAFFIC.