

# V8 Passion

**V8 Passion** is the only Quebec magazine in French on classic and modified American cars (muscle cars, classics, hot rods, pickups, etc.). It is a mirror on the world of Quebec car collectors.

**V8 Passion** offers its readers the most eclectic information source with the most attractive packaging. It delivers maximum news and information on the field's most contemporary trends.

Its content combines three *close-ups* on specific models, *glances* at current projects, *mag* topics, columns on new features and letters from readers.



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## READER PROFILE

*Automobile collectors (about 55 000 /source SAAQ), men and women that have a passion for vintage cars, dealers and decision makers, club and organisation events.*

<b>CIRCULATION &amp; FREQUENCY</b>	<b>DISTRIBUTION</b>	<b>MARKET</b>	<b>QTY</b>
10 000	METHOD	QUEBEC	95%
6 ISSUES/YEAR	4 000 NEWSTANDS	MARITIMES	5%

**CERTIFICATION**  
SWORN