

# These Are Your Customers...

They're "car guys" who own at least three cars — more when their wives let them.

They spend weekends driving their favorite, and aren't afraid of a little motor oil running down their arm.

They went to college, served for Uncle Sam, and have a steady job that pays well.

They renew yearly memberships in vintage racing organizations and local car clubs, and they love to meet with buddies and talk cars.

They enjoy the finer things in life — good watches, books and automobilia — and have the money to pay for them.

They buy their own tools and have a rack in the garage devoted to "Car Juice."

## They Read...



# MClassic Motorsports magazine

Here are more reasons why Classic Motorsports should be YOUR Magazine Advertising choice...

- MG, Triumph and Porsche are the top three car makes, but 98% of CM readers own more than one car. In fact, 65% own more than four cars!
  - CM's reader population is almost entirely male. Most are college educated, and a full 56% of them make over \$100,000 per year. Median age is 55.
  - 90% of Classic Motorsports readers have been enjoying the magazine for more than a year, while 26% have been reading us for over five years.
  - 49% like attending car shows, and a solid 25% consider themselves collectors or investors in the hobby.
  - 61% of CM readers pass along their magazines to other potential customers. That makes your advertisement extremely effective—more eyes per marketing dollar.
  - 52% of CM readers compete or have an interest in some sort of motorsports activity. Vintage racing, autocross and tours are their favorites. Nearly all of them belong to one sanctioning body or another—43% are members of the Sports Car Club of America, while the rest are spread among the vintage race sanctioning bodies.
  - 71% spend more than \$1000 per year on their automotive hobbies, and 43% do all of their own maintenance.
- Classic Motorsports readers are ready to buy! In the next year...**
- 82% will be buying tools.
  - 73% will be stocking up on restoration supplies.
  - 61% will be purchasing automotive books or videos.
  - 38% will be springing for new safety equipment.
  - 31% will be shopping for welders.
  - 28% will be taking a car-oriented vacation.
  - 25% will be attending a driving school.



## Why should you advertise with Classic Motorsports?

**Classic Motorsports' readers are YOUR customers!**



### How long have you been reading Classic Motorsports?

Answer	Responses	%
Less than a year	93	10%
1-5 years	605	64%
Over 5 years	241	26%

(Since it was British Car)

### How did you receive your most recent issue of Classic Motorsports?

Subscription	Newsstand	Free samples	Borrowed
906	13	17	3
96%	2%	2%	0%

### Not including you, how many other people read or look at your copy of Classic Motorsports?

0	368	39%
1	296	32%
2	173	18%
3	59	6%
4 or more	43	5%

### What classic cars do you own?

1	MG
2	Triumph
3	Porsche
4	Austin-Healey
5	BMW
6	Datsun
7	Ford
8	Jaguar
9	Chevrolet
10	Mazda
11	Alfa Romeo
12	Sunbeam
13	Volkswagen
14	Honda
15	Lotus
16	Volvo
17	Dodge
18	Mini
19	Fiat
20	Saab
21	Toyota
22	Mercedes-Benz
23	Land Rover
24	Morgan
25	TVR
26	Superformance
27	Ferrari
28	Lancia
29	Factory Five
30	Jensen Healey

### How many vehicles do you own?

1	15	2%
2	92	10%
3	222	24%
4	213	23%
5 or more	397	42%

### How many miles do you drive your classics per year?

Less than 1000	402	43%
1000-3000	378	40%
Over 3000	159	17%

### How much do you spend per year on classic car events and car travel?

Less than \$1000	570	61%
\$1000-\$5000	316	34%
\$5000-\$10,000	39	4%
Over \$10,000	14	1%

### Do you tow your classic car to events outside of your area?

Yes	163	17%
No	776	83%

### Your sex?

Male	927	99%
Female	4	1%

### Your age?

17 or younger	0	0%
18-24	2	0%
25-34	26	3%
35-44	101	11%
45-54	247	27%
55-64	388	42%
65 or older	168	18%

### Marital status?

Single	41	4%
Married	767	83%
Living with partner	38	4%
Separated	7	1%
Divorced	48	5%
Widowed	12	1%

### Level of education?

Less than 9th grade	1	0%
Some high school	2	0%
High school graduate	38	4%
Some college	182	19%
Associate degree	88	9%
Bachelor's degree	358	38%
Graduate degree	260	28%

### Your total yearly household income before taxes?

Up to \$99,999	331	38%
\$100,000 to \$149,999	221	25%
\$150,000 to \$199,999	104	12%
\$200,000 and up	95	11%

### How would you best describe how you participate in the classic car hobby?

Street driver	703	75%
Restorer	553	59%
Car show fan	459	49%
Vintage racer	265	28%
Collector or investor	232	25%
Autocrosser	193	21%
Rallyist/tour participant	190	20%
Hillclimb/Track Days	140	15%

### Do you participate or have interest in any of the following types of events?

Local club social events	619	71%
Car Shows	555	63%
Classic car auctions	438	50%
Multi-day rallies or tours	391	45%
Concours d'elegance	96	11%

### Are you a member of any of the following sanctioning bodies?

SCCA	148	43%
PCA	69	20%
BMW CCA	63	18%
NASA	41	12%
SVRA	19	5%
HSR	13	4%
VSCDA	11	3%
VRG	9	3%
VSCCA	9	3%
VARA	7	2%
CSRG	3	1%
HMSA	2	1%
POC	5	1%

### What % of your car maintenance do you do?

0-25%	166	18%
50%	117	12%
75%	251	27%
100%	405	43%

### How much do you spend annually on car maintenance and improvements?

Under \$2000	636	68%
\$2000-\$3000	150	16%
\$3000-\$4000	57	6%
Over \$4000	96	10%

# 2012 PRODUCTION SCHEDULE AND EDITORIAL CALENDAR

## JANUARY 2012

AD CLOSING.....FRIDAY, OCTOBER 21, 2011  
AD MATERIALS .....FRIDAY, OCTOBER 28, 2011  
ON SALE .....TUESDAY, DECEMBER 6, 2011

• A vintage racer for every taste • MG comparo • Outfitting the perfect home shop  
• Lamborghini Miura • Porsche 356 tech  
**PROMOTIONS:** Vintage racing, PRI show

## MARCH 2012

AD CLOSING .....FRIDAY, DECEMBER 2, 2011  
AD MATERIALS .....FRIDAY, DECEMBER 9, 2011  
ON SALE .....TUESDAY, JANUARY 31, 2012

• Is the Corvair America's Porsche? • La Carrera Panamericana  
• Pagoda-topped Mercedes-Benz • MGA tech • Home shop finishing touches  
**PROMOTIONS:** Amelia Island

## MAY 2012

AD CLOSING .....FRIDAY, FEBRUARY 3, 2012  
AD MATERIALS .....FRIDAY, FEBRUARY 10, 2012  
ON SALE .....TUESDAY, MARCH 27, 2012

• Cross-country trip in a classic • Who made the better sports car, MG or Triumph?  
• Lotus Europa • Triumph TR3 tips • Rust repair  
**PROMOTIONS:** Mitty, MG and Triumph, fabrication

## JULY 2012

AD CLOSING .....FRIDAY, APRIL 13, 2012  
AD MATERIALS .....FRIDAY, APRIL 20, 2012  
ON SALE .....TUESDAY, MAY 29, 2012

• Is "Japanese Classics" an oxymoron? • Top GT touring cars • Scooters  
• Ferrari 308 and 328 • Datsun 510 tips • Air conditioning for your classic  
**PROMOTIONS:** Restoration issue

## SEPTEMBER 2012

AD CLOSING .....FRIDAY, JUNE 8, 2012  
AD MATERIALS .....FRIDAY, JUNE 15, 2012  
ON SALE .....TUESDAY, JULY 24, 2012

• Which roadster is right for you? • A best buy for every budget • Austin-Healey 3000  
• Triumph Spitfire tips • Preserving patina  
**PROMOTIONS:** Monterey visitor guide

## NOVEMBER 2012

AD CLOSING .....FRIDAY, AUGUST 17, 2012  
AD MATERIALS .....FRIDAY, AUGUST 24, 2012  
ON SALE .....TUESDAY, OCTOBER 2, 2012

• Favorites of the rich and fabulous • Outlaw Porsches • Sunbeam Tiger  
• Fiat 500 tips • Paint fixes for the DIY enthusiast  
**PROMOTIONS:** Hilton Head Concourse Guide

## JANUARY 2013

AD CLOSING .....FRIDAY, OCTOBER 12, 2012  
AD MATERIALS .....FRIDAY, OCTOBER 19, 2012  
ON SALE .....TUESDAY, NOVEMBER 27, 2012

• Racing then and now • Events that everyone needs to experience • Triumph TR3  
• Corvette tips • Make it rally-ready  
**PROMOTIONS:** Vintage Racing, Scottsdale Auctions

## PROJECT CARS FOR 2012

- Shelby GT350: Preserving patina while performing a sympathetic restoration on this American icon.
- BMW 2002: This one was rough and rusty, so it's getting a full, ground-up restoration.
- Chevy Corvair Monza Spyder: Proof that a rolling restoration doesn't have to mean a partial job.
- Mini Cooper S: We found this iconic machine in a barn, and it needs a total makeover.

## 2012 ADVERTISING RATES

Rate Card #9, Effective September 1, 2011

	1x	3x	6x
Four Color			
Inside Cover 2	2658	2604	2550
Inside Cover 3	2286	2220	2148
Back Cover 4	3054	2970	2880
2 page spread	3200	3100	2925
Full page	1900	1850	1775
2/3 page	1560	1520	1450
1/2 vertical (Junior) page	1450	1390	1330
1/2 horizontal page	1300	1100	1025
1/3 page	900	852	798
1/4 page	725	675	625
1/6 page	590	535	500
1/12 page	380	360	340
Marketplace, per inch	60	52	48

## WEBSITE AD RATES

The Classic Motorsports website offers a large and rapidly growing audience of highly targeted users. High visitor loyalty means your sponsored editorial is likely to be seen many times, increasing brand awareness, clicks and conversions. CM has one of the largest online communities of any automotive enthusiast publication—These readers view the website as an integral part of the Classic Motorsports experience. Thanks to CM's great online editorial content, this site has strong search engine and referrer traffic, so you'll reach people beyond the magazine readership. Sponsorships are available for a limited amount of editorial sections.

Large Banners.....\$595/Month Buttons.....\$295/Month

## ADDITIONAL OPPORTUNITIES

### HOLIDAY CATALOG COLLECTIONS

Our 4-color holiday (Nov. issue) and Father's Day (May issue) Catalog Collections offer the marketer a direct response vehicle to get catalogs to interested consumers. Simply send us a picture of your catalog, a 50-word description, address, phone number and price you wish to receive for your catalog, and we do the rest. The price is \$350 net for one, or \$300 net (each) for both collections. As part of this price, your catalog collection is featured on our website, ClassicMotorsports.net for 6 full months.

### LIST RENTALS

Our subscriber list is available at a per-use rental fee of \$100 per 1000 names. The list is updated regularly and is available digitally.

### CALENDARS

Each year in our January issue (on sale Dec. 1) we publish a beautiful 4-color calendar. This calendar goes to every one of our readers, and extra copies are available for your company to distribute to staff, dealers and customers. Title sponsorship is available for \$15,000. Individual page sponsorship, which gets your message on one month; your logo, phone and website on every page; and includes 500 copies for your use costs \$1595.

### REPRINTS

Reprints are an excellent, economical marketing tool. Virtually nothing makes a better customer or dealer handout than a reprint of a magazine article. Prices available upon inquiry.

## EXPERT OPINIONS...

"Classic Motorsports combines the interests of both racers and spectators. This makes for a good read as well as a great place to market events."

*Brian Redman  
World Champion  
Event Promoter*

"In the Weber carburetor and intake manifold business we need the affluent guys that really modify, drive and enjoy their classic cars. Classic Motorsports offers us this type of audience."

*Mike Pierce, President  
Pierce Manifolds*

"Partnering with Classic Motorsports has proved to be a great way to promote our events. They have the type of enthusiastic, upscale, active audience that enjoys participating and spectating at vintage race events."

*Howard Turner, Co-Owner  
Historic Sports Car Racing*

"Classic Motorsports is right on target with the audience my business is trying to reach. Of all the choices out there, Classic Motorsports is the best! My clients pick my business because they know that with our help, they can win. We pick Classic Motorsports to reach those clients!"

*Peter Krause  
Krause & Associates*

"Classic cars are meant to be driven, and Classic Motorsports is all about driving and racing the cars. Customers who drive their cars a lot use more parts. This makes Classic Motorsports a very viable advertising vehicle for us."

*Kelvin Dodd  
British Marketing Manager,  
Moss Motors*

"I advertise in Hemmings, Victory Lane and AutoTrader, and nothing makes my phone ring like Classic Motorsports."

*Hayes Harris  
Wire Wheel Classics*

## CIRCULATION INFORMATION

Classic Motorsports is published 6 times per year and supports a multilevel paid circulation and distribution. Your message is seen by a solid base of paid subscribers every month, which is also supported by a highly targeted newsstand distribution with an above-industry standard sell-through rate. Classic Motorsports has had a total rate base in excess of 46,000 in 2011—with strong gains expected for 2012—ask your sales

representative for our current figures. In addition, your message reaches our partner members at HSR and VARA every issue. Then there's the benefit of getting your message to bonus readers at events like the Monterey Historics, The Mitty, PRI and many more. When you advertise in Classic Motorsports, you get the most balanced and targeted shot at your buyer at the lowest cost per thousand readers reached anywhere—bar none!

## ADVERTISING TERMS AND CONDITIONS

- Commission to recognized agencies — 15% — if paid within 30 days of invoice.
- Advertising must be inserted within 1 year of the first insertion to earn general frequency discounts. Rates are based on total number of insertions or issues used. Multiple units of space in 1 issue may be used to earn frequency discounts; 2-page spreads are counted as 1 unit for purposes of determining frequency. Unfilled contracts incur a short rate to the next-higher earned rate.
- Frequency Contract Rates must be contracted for prior to the first insertion with exact months and sizes of ads. NO cancellations.
- All new ads are to be prepaid; check or credit card information must accompany order.
- Contracts of 3 months or longer may be billed monthly with credit approval.
- Unfilled contracts will be short rated to next-higher general frequency rate.
- Bills unpaid after 30 days from date of invoice shall bear interest at the highest lawful rate chargeable in the state in which the Advertiser's place of business is located.
- In the event of non-payment, the Publisher reserves the right to hold Advertiser and/or Agency jointly and severally liable for such monies as are due and payable to the Publisher.
- The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of the rate card.
- In the event that the bill or bills must be placed for collection, Publisher shall be entitled to recover all collection fees, attorney fees and court costs associated with said collection.
- Unless Advertiser and/or Agency makes written objection within 10 days after billing, such invoice shall be binding.
- All copy subject to approval of Publisher.
- No contract accepted for more than 1 year.
- Publisher will add the word "advertisement" to any ad that creates the illusion that it is editorial material.
- Positioning of ads is at the discretion of Publisher except where specific positions are contracted for.
- No cancellation accepted on or after published closing date.
- Full bleed add 10% to all units. Bleed on fractional units subject to Publisher's approval.
- Special Positions (e.g., guaranteed page 3) may be purchased; add 10% to all units.
- If you cannot provide ad materials, we can make your ad. Contact your ad representative for details.

### DIGITAL FILES

Motorsport Marketing welcomes your digital ad materials. Classic Motorsports is produced digitally on Macintosh computers using InDesign CS5. Any ad sent correctly in a high-resolution (minimum 300 dpi) .psd, .pdf, .jpg, .eps or .tiff format is acceptable.

### PROOFS

All ads sent digitally should include the appropriate B&W or color proofs. A laser or ink-jet print is acceptable. Although we print our colors to SWOP standards, without a press-quality color proof, your fonts and colors cannot be guaranteed. If you do not supply a proof, we will email or fax one to you. Color proofs of your files can be made at additional cost. A color ink-jet proof is \$25, or a press-quality color proof can be made and mailed to you for \$50.

When we send a proof, a request for confirmation will be made. Once a proof is mailed or faxed, if we do not receive a call, email or fax reporting any problems or changes, we will automatically assume that the ad you sent is correct to run.

### AD DIMENSIONS

Full Spread Trim Size.....	16.25" x 10.875"
Bleed (live matter, should be kept .25" from each edge) .....	.25"
Safety Center .....	.375" from Center
Safety Outside .....	.25" from Trim
Bleed Page Size .....	8.375" x 11.125"
Trim Size .....	8.125" x 10.875"
Full Page, Non-Bleed.....	7" x 10"
2/3 Page.....	4.75" x 10"
1/2 Vertical (Junior) Page.....	4.75" x 7.375"
1/2 Horizontal Page.....	7" x 4.875"
1/3 Vertical Page.....	2.25" x 10"
1/3 Square Page.....	4.75" x 4.875"
1/4 Page.....	3.375" x 4.875"
1/6 Vertical Page.....	2.25" x 4.875"
1/6 Horizontal Page.....	4.75" x 2.375"
1/12 Page.....	2.25" x 2.375"

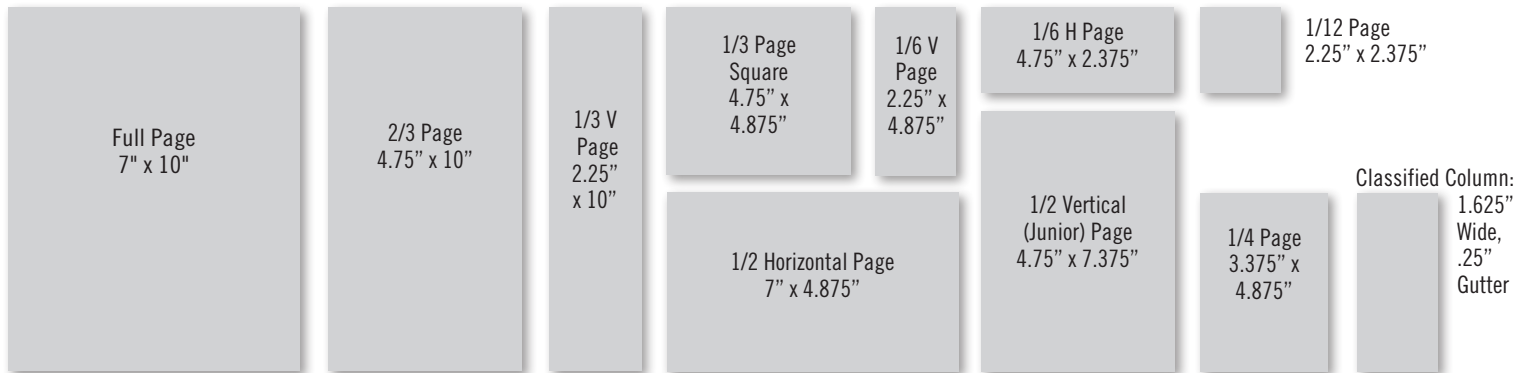
Classified display advertising is sold by the column inch, available in 1/2" increments.  
Classified Column..... 1.625" Wide, .25" Gutter

### SHIPPING INSTRUCTIONS

All advertising material should be addressed to:  
Motorsport Marketing, Inc., 915 Ridgewood Avenue, Holly Hill, FL 32117  
Emailed ads (10 MB max): Per@ClassicMotorsports.net  
FTP information is available on request, contact: Per@ClassicMotorsports.net

### QUESTIONS?

E-mail or call Per Schroeder: Per@ClassicMotorsports.net or (386) 239-0523



## INTERNET/WEBSITE AD SPECS

- All Web Advertising is measured in pixels per inch
- Maximum Web ad file size is 50 KB
- Preferred formats: static .jpg or animated .gif.

Large Banners..... 728 x 90  
Buttons..... 180 x 150  
Contact your ad representative for complete details