

Classic Motorsports

2017 MEDIA KIT & ADVERTISING GUIDE

MAGAZINE ■ WEB ■ EVENTS

REACH OUR READERS: Active, Affluent & Invested

PROJECT TR3
PRESENTED BY



YOUR
COMPANY

Classic Motorsports

Spends more than
\$2000
a year on maintenance
and equipment.



83%
have 3 or more people
who regularly ask
them for advice about
buying cars and car-
related items.

At 62,
*our average reader is preparing to retire from
his **six-figure** career. Finally, he'll have time to
work on one of his **5 cars!** And maybe pass on a
love of classics to the next generation...*

MEET OUR AUDIENCE

SHOPS OUR PAGES

74% have
purchased from
our advertisers.

"DAD CAN FIX IT"

34% do all
of their own
maintenance.

AND...SOLD!

64% expressed
interest in buying or
selling a car at auction.



MAGAZINE

Since 1984, the **Classic Motorsports** magazine staff has delivered thoughtful, useful content for the hands-on enthusiast. Our reliable American voice resonates with the domestic market and beyond. Classic Motorsports isn't limited to print. The Apple App Store sells a digital version of our magazine, Amazon sells the Kindle edition, and an Android version is available via Google Play.

42,000+ total rate base in 2016

1. MAGAZINE ADVERTISEMENTS

When you advertise in Classic Motorsports, you get the most balanced and targeted shot at your buyer for the lowest cost per thousand readers reached anywhere in this segment. Your message will be seen by a solid base of paid subscribers, newsstand buyers, Historic Sportscar Racing members, and attendees of many events across the country.



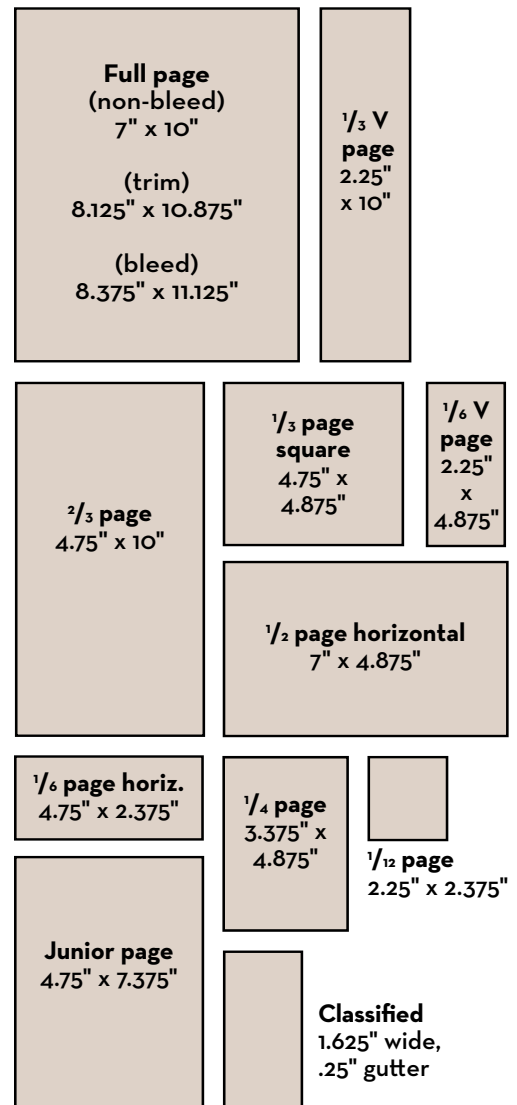
2017 Magazine Advertising Rates

All ads are printed in full color. Bundle up to save.

Full Color	1x	3x	6x
2-page spread	\$3360	\$3255	\$3071
Back cover	\$3207	\$3119	\$3024
Inside front cover	\$2791	\$2734	\$2678
Inside back cover	\$2400	\$2331	\$2255
Full page	\$1995	\$1943	\$1864
2/3 page	\$1638	\$1596	\$1523
Junior page	\$1523	\$1460	\$1397
1/2 page (horizontal)	\$1365	\$1155	\$1076
1/3 page (vertical or square)	\$945	\$895	\$838
1/4 page	\$761	\$709	\$656
1/6 page (horizontal or vertical)	\$620	\$562	\$525
1/12 page	\$399	\$378	\$357
Classified, per inch	\$61	\$53	\$49

Rate card No. 13, effective September 1, 2016

Magazine Ad Sizes





EXPERT OPINIONS

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

Hayes Harris, Owner/Founder,
Wire Wheel Classics

"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

"Classic Motorsports reaches both the driver and the spectator at vintage race events, making it a great publication to partner with when promoting our HSR events."

David Hinton, President, HSR

2. DEEPER READER ENGAGEMENT

These marketing opportunities are a simple way to make your company part of our magazine's content. Contact us to get in on the action.

■ Project Car Sponsorships

Support these 2017 project car series, which appear in story installments over multiple issues of the magazine. Your logo on each opening spread and mentions in our online updates will let everyone know you helped make that project possible.



▲ 1964 Lotus Elan

■ Contests

Classic Motorsports holds quarterly giveaway contests to promote our partners' products. Giveaways are promoted through our website, social media and the magazine itself.

■ Wall Calendars

Our January issue ships with a beautiful wall calendar, and each calendar month highlights one sponsor.

▼ 1959 Edsel Villager



◀ 1957 Triumph TR3



■ 2017 Magazine Production & Editorial Calendar

January 2017

CLOSING: Friday, October 14, 2016
MATERIALS DUE: Friday, October 21, 2016
ON SALE: Tuesday, November 29, 2016
Budget exotics • Modernized Mustangs
• Editors' Choice • Distributor shootout
• Learn more: Fiat 124 Spider, early Saabs,
BMW M3
BONUS DISTRIBUTION: Scottsdale auctions,
PRI Show, free calendar, Sebring Classic 12
Hour race

March 2017

CLOSING: Friday, December 2, 2016
MATERIALS DUE: Friday, December 9, 2016
ON SALE: Tuesday, January 31, 2017
Restore the impossible • Karts • Allards
• Learn more: Jaguar XKE, Alfa Romeo GTV,
Cadillac XLR
BONUS DISTRIBUTION:
Amelia Island Concours

May 2017

CLOSING: Friday, February 3, 2017
MATERIALS DUE: Friday, February 10, 2017
ON SALE: Tuesday, March 28, 2017
Porsche motorsports: meet the legend •
Mini • Avanti • Learn more: Mazda Miata,
Porsche 911, Chevy Corvette
BONUS DISTRIBUTION: Speedfest at
the Classic Motorsports Mitty,
Grassroots Motorsports cross-promotion

July 2017

CLOSING: Friday, April 21, 2017
MATERIALS DUE: Friday, April 28, 2017
ON SALE: Tuesday, June 6, 2017
Making your car perfect • Porsche 356
• MG T-series • Small-bore Trans-Am
• Learn more: Triumph TR6, Mercedes-Benz
190SL, Ferraris
BONUS DISTRIBUTION: Club outreach

September 2017

CLOSING: Friday, June 9, 2017
MATERIALS DUE: Friday, June 16, 2017
ON SALE: Tuesday, August 1, 2017
Life with an oddball • Coolest race hauler ever?
• Monterey guide • Little British cars • Learn more:
Mini Cooper, Honda S600 & S800, Porsche Boxster
BONUS DISTRIBUTION: Monterey car week

November 2017

CLOSING: Friday, September 1, 2017
MATERIALS DUE: Friday, September 8, 2017
ON SALE: Tuesday, October 17, 2017
Tools your shop needs • MG special • Slot
cars • Learn more: Datsun 510, VW Kar-
mann Ghia, Mini Cooper S
BONUS DISTRIBUTION: SEMA Show, Hilton
Head Concours

January 2018

CLOSING: Friday, October 20, 2017
MATERIALS DUE: Friday, October 27, 2017
ON SALE: Tuesday, December 5, 2017
Modern roadsters compared • Small clas-
sics, big hearts • Learn more: Shelby GT350,
Volvo Amazon, BMW 335i
BONUS DISTRIBUTION: Scottsdale auctions, PRI Trade
Show, free calendars, Sebring Classic 12 Hour race

“ EXPERT OPINIONS

“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

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

Peter Krause
Owner, Krause & Associates

“We have partnered with Classic Motorsports since the magazine's inception. We are pleased to see how the publication has grown and serves our core audience.”

Robert Goldman
Chairman, Moss Motors

WEB

1. CLASSICMOTORSPORTS.COM

Thanks to our abundant online editorial content, our website boasts strong search engine and referral traffic, so you'll also reach people beyond the magazine readership.

515,705 average monthly impressions per ad

96,371 average monthly page views

34,764 average monthly unique visitors

500,000+ unique visitors per year

2. CLASSIC MOTORSPORTS E-NEWSLETTER

We send out our free Classic Motorsports e-newsletter each month. Promotional banner spots are available, and links to your website and videos can be included at no additional charge.

100,000+ qualified email addresses reached

3. E-NEWSLETTER FOR ADVERTISERS

Our free monthly e-newsletter for advertisers and commercial clients is an excellent channel for business-to-business promotion.

4000+ qualified commercial email addresses reached

4. FACEBOOK.COM/CLASSICMOTORSPORTS

Get your product on our readers' social feeds alongside our Facebook Live sessions, how-to videos, track visits and more. Contact us about product mentions and more.

11,000+ Facebook followers

Stats as of August 2016



Web Ad Sizes & Prices

1. CLASSICMOTORSPORTS.COM:
Contact us for pricing.

728 x 90

300x250

240x90

2. CLASSIC MOTORSPORTS E-NEWSLETTER:

600x120: \$595

180x180
\$295

3. E-NEWSLETTER FOR ADVERTISERS:

600x120: \$195

EVENTS

Connect with your customers in person—and on a personal level—at our annual events. Sponsorships and vendor spots are available at several price points, and we handle all promotion and marketing at no extra cost. Contact us for details.

Experience at the Rolex 24 At Daytona

Always sells out.

Speedfest at the Classic Motorsports Mitty

We transform Road Atlanta's infield into a massive car carnival as the track buzzes with one of the country's top historic races.

Skidpad Challenge

Auction Tours

Behind the scenes of the Monterey, Scottsdale and Amelia Island sales.

Road Tours ▶

Select groups of highly qualified enthusiasts join us on memorable journeys.

Monterey Kickoff and Cruise-In Welcome Party

Celebrate the start of Monterey's historic car week.

Pistons and Props

