

# Classic Motorsports

## 2018 MEDIA KIT & ADVERTISING GUIDE

MAGAZINE ■ WEB ■ EVENTS

**REACH OUR READERS:** Active, Affluent & Invested

**PROJECT ELAN**

presented by  
**YOUR COMPANY**

# Classic Motorsports

Has more than  
**\$100,000**  
invested in his  
car collection.



**At 62,**  
*our average reader is preparing to retire from his 6-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**



<b>SHOPS OUR PAGES</b> 74% have purchased from our advertisers.	<b>"DAD CAN FIX IT."</b> 34% do all of their own maintenance.	<b>AND...SOLD!</b> 64% expressed interest in buying or selling a car at auction.
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# MAGAZINE

For more than three decades, the **Classic Motorsports** magazine staff has delivered thoughtful, useful content for the hands-on enthusiast. Our relatable 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 2017

## I. 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.



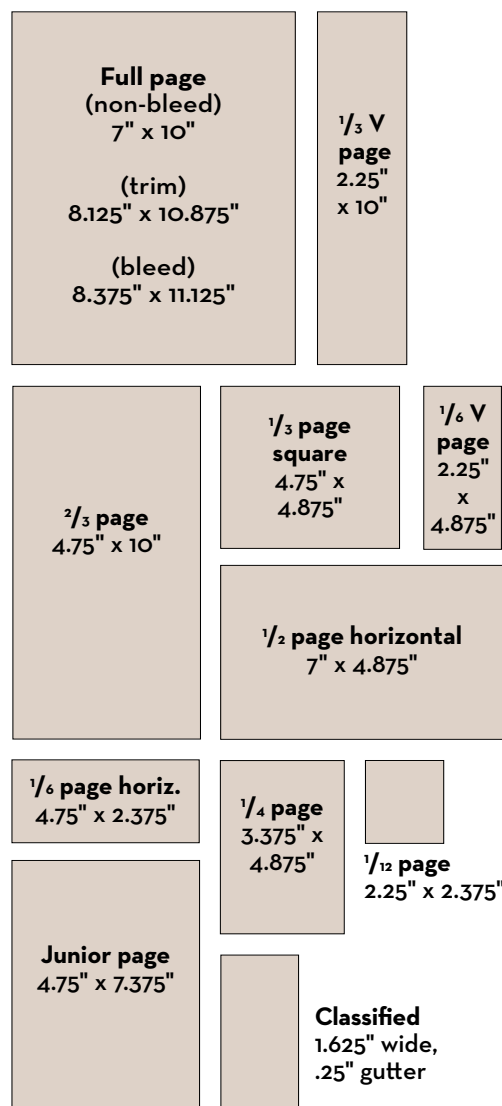
### ■ 2018 Magazine Advertising Rates

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

<i>Full Color</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>
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, 2017

### ■ Magazine Ad Sizes



## 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 2018 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.



◀▲ Project Lotus Elan

▼ Project Alfa Romeo Spider

### ■ Contests

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



## ■ 2018 Magazine Production & Editorial Calendar

<i>Issue</i>	<i>Closing</i>	<i>Materials</i>	<i>On Sale</i>	<i>Editorial Content</i> (subject to change)	<i>Bonus Distribution</i>
<b>November 2017</b>	Friday, September 8, 2017	Friday, September 15, 2017	Tuesday, October 24, 2017	Jaguar vs. Jaguar: How does the brand's latest supercar compare against the icon? • Chevron sports racer • Hotrod Cortina • Rebuilding a suspension • Datsun 510 • BMW M Coupe • Mini	SEMA Show, Hilton Head Concours
<b>January 2018</b>	Friday, October 20, 2017	Friday, October 27, 2017	Tuesday, December 5, 2017	Let's go touring: What to drive, where to go, and how to plan an awesome adventure • Small packages, big thrills • Studebaker Avanti • Time capsule Mustang • Volvo sedans • BMW • Holiday gift guide	Scottsdale auctions, PRI Trade Show
<b>March 2018</b>	Friday, December 8, 2017	Friday, December 15, 2017	Tuesday, February 4, 2018	Why be normal? Life with oddball classics • Porsche shootout • Datsun 240Z • Detailing: an insider's guide • Road race Chevy Nova • Ferrari 308	Amelia Island Concours
<b>May 2018</b>	Friday, February 2, 2018	Friday, February 9, 2018	Tuesday, March 27, 2018	Triumph face-off: How did the two legendary teams prep their cars? • Jaguar special • Porsche 356 • Slot cars • More detail tips • Corvette ZR-1	Speedfest at the Classic Motorsports Mitty, Grassroots Motorsports cross-promotion
<b>July 2018</b>	Friday, April 20, 2018	Friday, April 27, 2018	Tuesday, June 5, 2018	Which classic roadster for you? • Reliving the '80s professional racing scene • Porsche 914-6 • Sprite special • Installing air conditioning in your vintage car • BMW M5	Club outreach
<b>September 2018</b>	Friday, June 8, 2018	Friday, June 15, 2018	Tuesday, July 31, 2018	Usable supercars: Is that an oxymoron? • Racing a classic Mini • Ever seen an MGF? • B movies • Understanding oil • Alfa Romeo engine tuning • Jaguar sedan	Monterey Car Week
<b>November 2018</b>	Friday, August 31, 2018	Friday, September 7, 2018	Tuesday, October 16, 2018	Low-cost vintage racing • MGB • Toyota 2000GT • Suspension upgrades for your classic • Organizing a restoration • Porsche 911	SEMA Show, Hilton Head Concours
<b>January 2019</b>	Friday, October 19, 2018	Friday, October 26, 2018	Tuesday, December 4, 2018	Editors' Choice: Celebrating our scene's standout accomplishments • TVR • Porsche 356 outlaw • '80s sedans • Suspension upgrades • Mercedes-Benz 500E • Fiat 500 • Holiday gift guide	Scottsdale auctions, PRI Trade Show

## WEB

Take your online advertising to the next level. Reach hundreds of thousands of influential automotive enthusiasts per month. Plans start as low as \$200.

### 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.

**115,762** average monthly impressions per ad

**57,881** average monthly page views

**37,250** average monthly unique visitors

**447,000** unique visitors per year

The typical ClassicMotorsports.com community member:

- Male, 55, possibly retired.
- Makes \$100,000+ per year, well educated, engineer by trade.
- Gets all of his automotive news online (when he's not browsing cars for sale).
- Owns more than 5 cars, from Chevys, Fords and Mazdas to MGs and Triumphs.
- Has everything from toys to tow vehicles parked in his garage.



### Website Ad Sizes

CLASSICMOTORSPORTS.COM:

Leaderboard: 728 x 90

Square:  
300x250  
(above the fold)

Small:

240x90

### 2018 Website Advertising Rates

Advertising on our website is priced by impression to ensure you always get what you pay for.

Ad Type	1,000 impressions	100,000 impressions	500,000 impressions	1,000,000 impressions	1,500,000 impressions	2,000,000 impressions
Leaderboard	\$3.00	\$300	\$1500	\$3000	\$4500	\$6000
Square (above the fold)	\$2.75	\$275	\$1375	\$2750	\$4125	\$5500
Small	\$2.00	\$200	\$1000	\$2000	\$3000	\$4000

### 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 extra 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 partnerships.

**11,000+** Facebook followers

### E-Newsletter Ad Sizes & Prices

CLASSIC MOTORSPORTS E-NEWSLETTER:

600x120: \$595

180x180  
\$295

E-NEWSLETTER FOR ADVERTISERS  
(BUSINESS TO BUSINESS):

600x120: \$195



## 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  
Racer, 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

“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

“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

## 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.



### ▼ Monterey Kickoff and Cruise-In Welcome Party

Join us to celebrate the start of Monterey's historic car week.

### ▼ Experience at the Rolex 24 At Daytona

Trackside hospitality at the famed race. Always sells out.



### Road Tours

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



### 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.

### + MORE EVENTS

- Skidpad Challenge
- Concours d'Lemons