

MClassic Motorsports magazine

2008 RATES AND INFORMATION

COBRA • BIG HEALEY • MGB • ALFA • SHOP TRUCK • BATTERIES FOR YOUR CLASSIC

SPECIAL!
Insider's guide
to what to see and do at
Monterey. See page 75

MClassic Motorsports

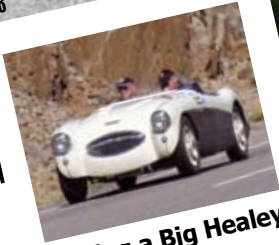
SNAKE CHARM

Real Cobras
Real Roads
Real Fun



www.ClassicMotorsports.net

September 2007 • Issue 128



Buying a Big Healey



Monterey Insider Guide



Powering Project Alfa



Your New Classic Five-Speed Conversions Vintage Race Action



V8 Powered TR3 MG Specials Fiat Abarth



Over Tuning Monterey Coverage Buying a Classic

"All The Best Of Europe's Car Magazines, With An American Voice"

QUICK FACTS:



OFFICIAL MAGAZINE



• CLASSIC MOTORSPORTS IS THE OFFICIAL MAGAZINE OF SVRA AND HSR: All members of America's largest vintage racing group receive every issue.



• OVER 50% OF OUR READERS PARTICIPATE ACTIVELY in organized driving, rally and show events.



- AVERAGE AGE: 55.2
- AVERAGE ANNUAL INCOME: \$148,500
- AVERAGE NUMBER OF CARS OWNED: 5
- Our readers are empty nesters who have the time, the means and the desire to enjoy the classic car hobby.



PURCHASE HABITS: Over 80% are considering a purchase from a Classic Motorsports ad. Over 50% plan on buying a new or classic car in the next year.

All the Best of Europe's Car Magazines With an American Voice

Classic Motorsports magazine is the original U.S.-based magazine geared exclusively to restoring, collecting, racing and enjoying classic sports cars new and old.

Trusted technical stories, how-tos, project cars, interviews, comparison tests and editorials help enthusiasts learn more about the classic American, European and Japanese cars from the '50s to today.



2008 Production and Editorial Calendar

January 2008	Go Vintage Racing • Ferrari 330 GTC • Porsche 911 vs. 914 • Driving Tail of the Dragon • Budget Benzes • Interview: Brian Redman • Safety Gear In Your Vintage Race Car • Engine Compartment Detailing • Project Alfa GTV • SVRA Watkins Glen Coverage • Free Calendar
Ad Closing: Oct. 5	
Materials Due: Oct. 12	
Mails Oct. 31	Promotional Mailing: Vintage Racers, 2008 Calendar
On Sale Nov. 20	Special Ad Section: Vintage Racing, Safety Gear
March 2008	Triumph TR8: Race Car vs. Street Car • Auction Season Preview • British Sedans • Morgan Factory Tour • BMC A Series Engines • Triumph TR6 Supercharger Install • Dream Vacation • Project Alfa GTV • Porsche Rennsport Reunion
Ad Closing: Nov. 30	
Materials Due: Dec. 7	
Mails Jan. 2	Circulation Bonus: British Car Owners
On Sale Jan. 22	Special Ad Section: Triumph And MG
May 2008	Ferrari vs. Fiat • 2 Stroke Saabs • Sorting An Alfa • Factory Racer MGB • BMW 2002 • Rolls Royce Silver Shadow • Updating To A Five-speed Transmission • Car Care For Four Types of Classics • Chrome Polish Comparison Test • Wiring How Tos
Ad Closing: Jan. 25	
Materials Due: Feb. 1	
Mails Feb. 27	Circulation Bonus: Italian Car Owners
On Sale March 18	Special Ad Section: Special Car Care Section
July 2008	Replica vs. real: What's really Best? • Family-friendly convertibles • Summer Event Guide • Abarth 850 • Triumph TR4 • Sorting A Restored Car • Tire Tech • Building An Engine • Project Sunbeam Tiger • Vintage Race Season Openers
Ad Closing: April 4	
Materials Due: April 11	
Mails April 30	Circulation Bonus: Kit And Replicar Owners
On Sale May 20	Special Ad Section: Kit & Replicar Owners, Improve Your Shop
September 2008	Best Classic For Under \$25,000 • England's Best GT • Chevy's Cobra • Get Ready For Monterey • Porsche Face-off • Auction Action • Triumph Buyers Guide • The Early Days Of Turbocharging • Curing Chassis Ills • Classic Wheel Buyers Guide
Ad Closing: May 30	
Materials Due: June 6	
Mails June 25	Circulation Bonus: Monterey Historics
On Sale July 15	Special Ad Section: Wheel Buyers Guide
November 2008	Early Supercars • Fun Sedans • Porsche 911 RS • Fiat 850 Buyers Guide • Vintage Trans-Am • Tips For The Ultimate Garage • Simple Electrical Upgrades For Your Classic • Project Tiger Starts • Vintage Ferrari Prep • Car Show Coverage
Ad Closing: July 25	
Materials Due: August 1	
Mails August 26	Circulation Bonus: SEMA Show, British Car shops
On Sale Sept. 16	Special Ad Section: Restorations Tools And Supplies
January 2009	Fun With Small Cars • Driving Southern California • Porsche 356 Buyers Guide • Classic Datsuns • Jaguar's XK150S • Building Better Brakes • Sending Our Vintage Racer Off To Battle • Restoration Tips • Monterey Historics Coverage
Ad Closing: Oct. 3	
Materials Due: Oct. 10	
Mails Oct. 29	Circulation Bonus: Porsche Owners
On Sale Nov. 18	Special Ad Section: Porsche Shops

2008 CMS Ad Rates

RATE CARD 5, EFFECTIVE SEPT. 1, 2007

Frequency	1x	3x	6x
Rates Listed Are For Black/White. Add \$300 Per Issue For 4 Color			
1 page	\$1485	\$1440	\$1385
2/3 page	\$1180	\$1140	\$1090
1/2 page	\$1085	\$920	\$870
1/3 page	\$750	\$710	\$665
1/4 page	\$605	\$555	\$530
1/6 page	\$490	\$445	\$420
1/12 page	\$315	\$300	\$285
Covers	1x	3x	6x
Inside Front - Cover 2	\$2215	\$2170	\$2125
Inside Back - Cover 3	\$1905	\$1850	\$1790
Back Cover - Cover 4	\$2545	\$2475	\$2400
Classified rates	1x	3x	6x
per inch	\$52	\$48	\$45

WEBSITE ADVERTISING

Now you can reach thousands of dedicated classic sports car enthusiasts online:

Banner ads are available on our home page, message board and specialty pages.

Banner ads are 120 x 90 pixels.

Materials should be shipped digitally to Motorsport Marketing Inc., 915 Ridgewood Ave., Holly Hill, FL 32117 or can be e-mailed in .jpg or .gif format to per@classicmotorsports.net. For more information, please contact Per Schroeder at (386) 239-0523 or at the aforementioned e-mail address.

WEB SITE ADVERTISING Effective Sept. 1, 2007

Rotating banner on home page or message board	\$300 per month
Rotating banner on specialty page	\$200 per month

HOLIDAY CATALOG COLLECTIONS

Our four 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 Web page (www.classicmotorsports.net) for six full months.

LIST RENTALS

Our subscriber list is available at a per use rental fee of \$70 per 1000 names. The list is updated regularly and is available digitally.

CALENDARS

Every year in our January issue (on sale Nov. 20) we publish a beautiful four-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 and individual page sponsorship, which gets your message on one month, as well as your logo, phone and website on every page and 500 copies for your use, costs \$1495.

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 on 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 proven 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 HSR/SVRA

"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 six times a year and is distributed on newsstands and in bookstores by Curtis Circulation Company, one of North America's largest newsstand distributors. Classic Motorsports is also sold through subscriptions. The subscription price is \$19.95 per year. The guaranteed ratebase for September

1, 2007, is 42,000. Circulation is audited annually by the U.S. Postal Service. Circulation grows at roughly 800 copies per issue. By the end of 2008, circulation will surpass 45,000. Based on these figures and an average pass along rate of 2.3, readership for 2008 will average more than 103,000 per issue.

CMS Mechanical Requirements

ADVERTISING TERMS AND CONDITIONS

1. Commission to recognized agencies—15%—if paid within 30 days of invoice.
2. Advertising must be inserted within one 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 one issue may be used to earn frequency discounts; 2-page spreads are counted as one unit for purposes of determining frequency. Unfilled contracts incur a short rate to the next higher earned rate.
3. Frequency Contract Rates must be contracted for prior to the 1st insertion with exact months and sizes of ads. NON-Cancellable.
4. All new ads are to be prepaid; check or credit card must accompany order.
5. Contracts of 3 months or longer may be billed monthly with credit approval.
6. Unfilled contracts will be short rated to next higher general frequency rate.
7. 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.
8. 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.
9. 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.
10. 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.
11. Unless Advertiser and/or Agency makes written objection within 10 days after billing, such invoice shall be binding.
12. All copy subject to approval of Publisher.
13. No contract accepted for more than one year.
14. Publisher will add the word "advertisement" to any ad which creates the illusion that it is editorial matter.
15. Positioning of ads is at the discretion of Publisher except where specific positions are contracted for.
16. No cancellation accepted on or after published closing date.
17. Add 10% to all units. Bleed on fractional units is subject to Publisher's approval.
18. Special Positions (example: guaranteed pg. 3) may be purchased; add 10% to all units.
19. If you cannot provide ad materials, we can make your ad. This service is billed at \$50 per hour.

ADVERTISING SPECS AND SIZES

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 emailed or faxed, if we do not receive a call, e-mail or fax reporting any problems or changes, we will automatically assume that the ad you sent is correct to run.

DIGITAL FILES

Motorsport Marketing welcomes your digital ad materials. Classic Motorsports is produced digitally on Macintosh computers using InDesign CS3. Any ad sent correctly in a high-resolution (minimum 300 dpi) .psd, .pdf, .jpg, .eps or .tiff format is

QUESTIONS?

Call or e-mail Per Schroeder at per@classicmotorsports.net or (386) 239-0523.

SHIPPING INSTRUCTIONS

All advertising material should be addressed to:
Motorsport Marketing, Inc.
 915 Ridgewood Avenue
 Holly Hill, FL 32117
 E-mailed ads (10MB max): per@classicmotorsports.net

acceptable.

DIMENSIONS

Full Spread Trim Size	16 ¹ / ₄ " x 10 ⁷ / ₈ "
Bleed (live matter, like text, should be kept 1/4" from each edge)	1/4"
Safety Center	3/8" from Center
Safety Outside	1/4" from Trim
Bleed Page Size	8 ³ / ₈ " x 11 ¹ / ₈ "
Trim Size	8 ¹ / ₈ " x 10 ⁷ / ₈ "

