

# Grassroots Motorsports

THE HARDCORE SPORTS CAR MAGAZINE

2009 rates and information

**OUR 25TH ANNIVERSARY 1984-2009**

**Grassroots Motorsports**  
THE HARDCORE SPORTS CAR MAGAZINE

**THE ULTIMATE TRACK CARS**

40 drivers battle the clock

**WORLD'S CHEAPEST ENDURO:**  
We take on the 24 Hours of LeMons

**HIGH REVVER:** Honda S2000 Buyers Guide

School Daze: Autocross training from the pros  
Project Cars: Track rat CRX built in a week  
Clean Up: Hand cleaners compared

[GrassrootsMotorsports.com](http://GrassrootsMotorsports.com)

volume 25 • number 7 • november 2008

\$4.99

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**In This GRM**  
Virtual Racing:  
Online Motorsports  
2009 Subaru WRX:  
Better Than Ever?

**Grassroots Motorsports**  
THE HARDCORE SPORTS CAR MAGAZINE

**BIRTH of a SERIES**

Ford Racing Mustang Challenge hits the track

**In This GRM**  
BMW's Compared: 130i vs. 335i vs. M3  
Arrive and Drive: Racing the Easy Way

**BUDGET TIRE TEST:** Guide to the best low-buck performance tires

Classic Camaro: 500 hp '68 Camaro built to handle  
Project Cars: Autocross Miata and Rally Saab  
Hot Mustangs: Modified ponies you can buy  
[www.GrassrootsMotorsports.com](http://www.GrassrootsMotorsports.com)

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**MARVELOUS BMWs**

Every generation of M3 compared

**In This GRM**  
Drivers to Watch: Who's Hot On Track  
Power Charge: Honda-Powered Colica

**EASY POWER:** Turbocharge your Miata in a weekend!

Project Cars: Bike-powered Berkeley and Rally Saab  
Engine Math: Calculate your compression ratio  
Zoom Zoom: Mazda's World Challenge effort  
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**RASH TREASURE**

Turn your beater into a beauty with just a few hours of hard work

**In This GRM**  
Buyer's Guide: Porsche 911 SC  
Project Cars: Volvo, Miata, Mustang

**build your own sports car:** secrets to finishing that Locost project  
Autocross Champ: Solo Nationals-winning Nissan 240SX  
Lean and Mean: How anti-roll bars affect handling  
Power Trades: Insider tricks of engine swapping  
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*"the hardcore how-to magazine for the new breed of racer and hot-rodder"*

# QUICK FACTS:



**OFFICIAL  
MAGAZINE**



**SCCA #1 MAGAZINE  
WITH MEMBERS**

- Every member of NASA (National Auto Sport Association) gets Grassroots Motorsports.
- A recent SCCA Membership Survey ranked GRM the No. 1 most read magazine by SCCA members!
- Over 80% of Grassroots Motorsports readers actively compete in sanctioned motorsports.



- Young, but not too young: Our readers are in their 30s (median age 34.9), established and spending money on their passion. In fact 87% have an annual income over \$75,000, and 31% have an annual income over \$125,000!



- Fully 89% of Grassroots Motorsports readers claim to have bought products advertised in the magazine in the past year!



- Over 80% of our readers own 3 or more cars.
- Over 80% are considering purchasing a new car in the next year.
- Over 95% do their own maintenance and repairs.

**Grassroots Motorsports covers the entire world of amateur motorsports, from autocrossing to rallying and racing.**

We also appeal to the new breed of hotrodder, one who is well-educated, with a large amount of disposable income. GRM covers the smaller, lightweight, great-handling cars these younger enthusiasts are interested in.

These readers purchase high-performance vehicles, tires and aftermarket parts at an incredible rate. They are hands-on and they read *Grassroots Motorsports* for its how-to, do-it-yourself, feature car and product test articles to learn about their cars and the new products available for them.

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Motorsports**  
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## 2009 Production and Editorial Calendar

<b>February 2009</b>	Editors' Choice: The year's top achievements • Porsche 962 vs. Spec Miata • Driving tips from Porsche factory driver Patrick Long • RUF Porsche 968 • BMW 335i exhaust comparison test • SCCA Runoffs coverage
<b>Ad Closing Nov. 7</b>	
<b>Materials Due Nov. 14</b>	<b>Ad section:</b> Special Porsche section, SCCA Runoffs section
<b>Mails Dec. 10, On Sale Dec. 30</b>	<b>Circulation Bonus:</b> Porsche And BMW Club Members, Rolex 24 At Daytona
<b>April 2009</b>	\$2008 Challenge • Bargain luxury • Track-side fixes • Adhesives • SN95 Mustang • Desert Racing • Audi TT • Safety Gear • Engine Coatings • Projects: C5 Vette, Saab 99, Berzerkeley • NASA 25 Hours Of Thunderhill • Rallycross
<b>Ad Closing Dec. 19</b>	
<b>Materials Due Jan. 9</b>	<b>Ad section:</b> Safety Gear
<b>Mails Jan. 28, On Sale Feb. 17</b>	<b>Circulation Bonus:</b> Safety equipment purchasers, Lancer Evo owners
<b>May 2009</b>	Special handling issue • Pulling 1g in a street Subaru WRX • Alignment and chassis setup • Low cost engine swaps • Renting versus owning your race car • Shock valving • AE86 Corolla • Rolex 24 At Daytona
<b>Ad Closing Feb. 13</b>	
<b>Materials Due Feb. 20</b>	<b>Ad sections:</b> Handling, Data acquisition
<b>Mails Mar. 18, On Sale Apr. 7</b>	<b>Circulation Bonus:</b> Suspension purchasers, Toyota club members
<b>June 2009</b>	Do it yourself issue • Make your project as good as it can be • Miata supercharger • Setting up your home shop • Audi TT • BMW 335i Upgrades • Sebring 12 Hour
<b>Ad Closing Mar. 13</b>	
<b>Materials Due Mar. 20</b>	<b>Ad sections:</b> Miata Parts and Accessories, Catalog Collection
<b>Mails Apr. 22, On Sale May 12</b>	<b>Circulation Bonus:</b> Miata owners, Shop equipment purchasers
<b>August 2009</b>	Old school special issue • Peter Brock's Datsun 510 • Future of drifting • Latest Megasquirt technology • Mazda RX-7 • Project E30 BMW • NASA coverage
<b>Ad Closing May 1</b>	
<b>Materials Due May 8</b>	<b>Ad section:</b> Japanese cars
<b>Mails June 10, On Sale June 30</b>	<b>Circulation Bonus:</b> Nissan and Mazda club members
<b>October 2009</b>	Special horsepower issue • Dyno secrets for power • Bolt-on superchargers • Maximizing your engine rebuild • Porsche Boxster comparison • Project Mazdaspeed3
<b>Ad Closing June 26</b>	
<b>Materials Due July 10</b>	<b>Ad section:</b> Horsepower how-tos
<b>Mails July 29, On Sale Aug. 18</b>	<b>Circulation Bonus:</b> Track day participants, Porsche owners
<b>November 2009</b>	25th Anniversary issue • 25 best cars ever • Dyno Tuning • Engine Diagnostics • Low-buck Hop-ups • Acura Type R • Project Neon • Pikes Peak Hill Climb
<b>Ad Closing Aug. 21</b>	
<b>Materials Due Aug. 28</b>	<b>Ad section:</b> 25th Anniversary issue, SEMA issue
<b>Mails Sept. 16, On Sale Oct. 6</b>	<b>Circulation Bonus:</b> SEMA issue
<b>December 2009 (Calendar)</b>	Budget Supercars • Suspension tech • Making more power • Brake tips • Camaro and Firebird • 944 Guide • Tools/Fabrication • Solo2 Nationals • NASA Championships
<b>Ad Closing Oct. 2</b>	
<b>Materials Due Oct. 9</b>	<b>Ad section:</b> PRI issue, Catalog collection
<b>Mails Oct. 28, On Sale Nov. 17</b>	<b>Circulation Bonus:</b> PRI issue, 2010 Calendar bonus mailing
<b>February 2010</b>	Editor's Choice Awards • Must-own Cars • Sedan Racing History • GT Face-off • Porsche 914 6 • Diamond Stars • SCCA Runoffs
<b>Ad Closing Nov. 6</b>	
<b>Materials Due Nov. 13</b>	<b>Ad section:</b> Tire tech
<b>Mails Dec. 9, On Sale Dec. 29</b>	<b>Circulation Bonus:</b> Race tire purchasers



# 2009 GRM Ad Rates

RATE CARD 24, EFFECTIVE SEPT. 1, 2008

Frequency	1x	4x	8x
<b>Rates Listed Are For Black/White. Add \$300 Per Issue For 4 Color</b>			
<b>1 page</b>	\$1750	\$1700	\$1640
<b>2/3 page</b>	\$1350	\$1295	\$1265
<b>1/2 page</b>	\$1105	\$1085	\$1020
<b>1/3 page</b>	\$855	\$810	\$770
<b>1/4 page</b>	\$675	\$650	\$630
<b>1/6 page</b>	\$540	\$510	\$485
<b>1/12 page</b>	\$350	\$330	\$315

Covers	1x	4x	8x
<b>Inside Front - Cover 2</b>	\$2500	\$2460	\$2410
<b>Inside Back - Cover 3</b>	\$2130	\$2090	\$2025
<b>Back Cover - Cover 4</b>	\$2880	\$2830	\$2760

Classified rates	1x	4x	8x
<b>per inch</b>	\$52	\$48	\$45

## WEBSITE ADVERTISING

### WEB SITE

**Now you can reach more than 100,000 dedicated 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@grassrootsmotorsports.com. For more information, please contact Per Schroeder at (386) 239-0523 or at the aforementioned e-mail address.

### WEB SITE ADVERTISING Effective Sept. 1, 2008

<b>Rotating banner on home page or message board</b>	<b>\$300</b> per month
<b>Rotating banner on specialty pages</b>	<b>\$200</b> per month

### HOLIDAY CATALOG COLLECTIONS

Our four-color holiday (Dec. issue) and Father's Day (June 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.grassrootsmotorsports.com) for six full months.

### LIST RENTALS

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

### CALENDARS

Every year in our December issue (on sale Nov. 18) 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. Individual page sponsorship, which gets your message on one month, your logo, phone and website on every month, and includes 500 copies for your use, costs \$1495.

### REPRINTS

Reprints are an excellent, economical marketing tool. Nothing makes a better customer or dealer handout than a reprint of a magazine article. Prices generally run well under \$1000 and are available on inquiry.

## EXPERT OPINIONS:



"GRM is the best magazine on earth for real car guys like us. I can't put it down."

**Randy Pobst—World Challenge racer**

"We have had an excellent working relationship with Grassroots Motorsports. This publication has been a major factor in our success in marketing tires to sports car racers in the United States."

**Dan Davis—Public Relations Manager, Kumho Tire**

"A car like the Viper Competition Coupe is being sold to serious, up-scale motorsports minded enthusiasts. Grassroots Motorsports reaches exactly the type of hard-core enthusiasts we are looking for."

**Gary Johnson—Road Racing Manager, Dodge Motorsports**

"Our customer is the educated and discerning enthusiast. Grassroots Motorsports is the only magazine we advertise in every issue. It hits our target market perfectly, and at a very reasonable price."

**Lee Grimes—Koni Shocks**

# CIRCULATION

Grassroots Motorsports is published eight times a year and is distributed on newsstands and in bookstores by Curtis Circulation, America's largest newsstand distributor. Grassroots Motorsports is also sold through subscriptions. The guaranteed ratebase for September 1, 2008, is 60,000.

Circulation is audited annually by the U.S. Postal Service. Circulation grows at roughly 500 copies per issue. By the end of 2009, circulation will surpass 64,000. Based on these figures and an average pass-along rate of 2.3, readership for 2009 will average more than 147,000 per issue.

## 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; two-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 first 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 three 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 that creates the illusion that it is editorial material.
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 mailed 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. Grassroots 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 acceptable.

#### DIMENSIONS

Full Spread Trim Size .....	16 <sup>1</sup> / <sub>4</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
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 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Trim Size .....	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "

#### QUESTIONS?

Call or e-mail Per Schroeder at [per@grassrootsmotorsports.com](mailto:per@grassrootsmotorsports.com) 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@grassrootsmotorsports.com](mailto:per@grassrootsmotorsports.com)

