

Grassroots Motorsports

THE HARDCORE SPORTS CAR MAGAZINE

2011 rates and information



WIN: KW suspension for your car! see page 14

INSIDE LOOK: TIME ATTACK • MUSTANG GT • MX-5 • MINI • VW GOLF

Grassroots Motorsports
THE HARDCORE SPORTS CAR MAGAZINE

RALLY RACING TIPS FROM AN X GAMES VET

POWER SECRETS

14 GUARANTEED TIPS TO HELP YOU OUTFRAN THE PACK

2005-2010 Mustang GT: Is NOW the time to buy one?

volume 27 • number 6 • October 2010



Project Cars: MINI, MX-5, VW Golf and LeGrand sports racer
Lighten Up: Increase performance by shedding weight
Time Attack: A new twist on an old format

GrassrootsMotorsports.com

“the hardcore how-to magazine for the new breed of racer and hotrodder”

QUICK FACTS:



**OFFICIAL
MAGAZINE**



- 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, with 49 percent of club members reading our magazine!

- Over 80% of Grassroots Motorsports readers actively compete in sanctioned motorsports.



Young but not too young: Our readers are in their mid-thirties (median age: 39), established and spending money on their passion. In fact, 60 percent have an annual income over \$75,000 and 44 percent have an income over \$100,000 per year.



Nearly 80 percent of Grassroots Motorsports readers claim to have bought products advertised in the magazine in the past year! A full 75-percent have purchased parts or cars from advertisers Web sites.



- Over 70% of our readers own 3 or more cars.
- Our readers work on their own cars—82% of them spend over \$1000 a year maintaining their vehicles. 42-percent spend over \$2000 a year.

Trust

Our readers and advertisers trust us. Why? We offer a great value. We are affordable, fair and effective. No other magazine offers more for their readers or advertisers.

No Fluff, No Buff

Our editorial is hard-wired to what our readers want to read about. They want real information and real budgets—no fluff, and no buff. By marketing your company with us, you'll be on the fast track to their no-nonsense buying decisions.

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

We appeal to the enthusiast who is well-educated with large amounts of disposable income. GRM covers the smaller, lightweight, great handling cars these readers 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.

**Grassroots
Motorsports**
THE HARDCORE SPORTS CAR MAGAZINE

2011 Production and Editorial Calendar

February 2011	Today's hot hatches • Editors' Choice: The people, places and things that defined the past year • Acura RSX buyer guide • Rotary rebuild • Brake pads • Subaru Impreza project kickoff • SCCA Runoffs coverage • BMW 325i
Ad Closing Nov. 12	
Materials Due Nov. 19	Bonus Circulation: 7500 Rolex 24 at Daytona participants
Mails Dec. 14, On Sale Jan. 4	Special Ad Section: Rolex 24 and SCCA Runoffs sections
April 2011	Low-Buck Issue: \$2010 Challenge: Building lots of power for low bucks • Towing tips • Mazda RX-8 buyer guide • Today's safety • In-car cameras • Low-buck tech tips • Let's go CrapCan racing • PRI Show coverage
Ad Closing Jan. 7	
Materials Due Jan. 14	Bonus Circulation: Safety equipment purchasers
Mails Feb 2, On Sale Feb. 22	Special Ad Section: Safety gear guide
May 2011	What's the best value in today's roadster market? • E46-chassis BMW M3 buyer guide • BMW M3 tech • Easy suspension alignment • Understanding data acquisition equipment • Project Subaru Impreza • Tire test
Ad Closing Feb. 25	
Materials Due March 4	Bonus Circulation: BMW owners and club members
Mails Mar. 23, On Sale April 12	Special Ad Section: BMW guides, handling and tire products
June 2011	Shop Issue: Practical Porsche 911 • Porsche Boxster buyer guide • DIY painting • Visiting a professional race shop • Tools that you need • Pit-to-car racing communications • Toyota MR2 Spyder buyer guide • Track prep
Ad Closing March 25	
Materials Due April 1	Bonus Circulation: Porsche owners and club members
Mails Apr. 27, On Sale May 17	Special Ad Section: Porsche parts and suppliers
August 2011	Sorting a car: Maximizing your latest find • Testing today's top tires • Rust repair made easy • Volkswagen Golf GTI buyer guide • Project cars: Porsche 911 and Subaru Impreza • Visual tips and tricks
Ad Closing May 13	
Materials Due May 20	Bonus Circulation: Mazda, Nissan and Toyota owners
Mails June 8, On Sale June 28	Special Ad Section: Mazda, Nissan and Toyota parts
October 2011	Kids and cars: How do we safely introduce the next generation to our world? • Used car shopping • Corvette Z06 buyer guide • Build an efficient, safe roll cage • DIY turbocharging and supercharging • Street Survival
Ad Closing July 1	
Materials Due July 8	Bonus Circulation: Youth driving schools
Mails July 27, On Sale Aug. 16	Special Ad Section: forced induction
November 2011	Competition Issue: Ultimate Track Car Challenge: How do today's best track cars compare? • Mazda Miatas • Honda Civic Si buyer guide • Making your daily driver even better • Using your laptop to build a better chassis
Ad Closing July 29	
Materials Due Aug. 5	Bonus Circulation: 10,000 SEMA Show attendees
Mails Sept. 6, On Sale Sept. 21	Special Ad Section: SEMA issue, race car graphics
December 2011 (Calendar)	How do today's top drivers compare? • Best street cars for your budget • MINI Cooper buyer guide • Maximizing brake systems for street and track • SCCA Solo Nationals coverage • Holiday buyer guide
Ad Closing Sept. 23	
Materials Due Sept 30	Bonus Circulation: PRI Show attendees, 2011 calendar bonus mailing
Mails Oct. 26, On Sale Nov. 15	Special Ad Section: PRI issue, catalog collection, holiday ideas

2011 GRM Ad Rates

RATE CARD 25, EFFECTIVE SEPT. 1, 2009

Frequency	1x	4x	8x
Rates listed are for black & white. Add \$300 per issue for 4 color.			
1 page	\$1850	\$1800	\$1740
2/3 page	\$1500	\$1445	\$1415
junior page	\$1255	\$1235	\$1170
1/2 page	\$1105	\$1085	\$1020
1/3 page	\$855	\$810	\$770
1/4 page	\$675	\$650	\$630
1/6 page	\$540	\$510	\$485
1/12 page	\$350	\$330	\$315
Covers			
	1x	4x	8x
Inside Front - Cover 2	\$2500	\$2460	\$2410
Inside Back - Cover 3	\$2130	\$2090	\$2025
Back Cover - Cover 4	\$2880	\$2830	\$2760
Marketplace rates			
	1x	4x	8x
per inch	\$52	\$48	\$45

WEB SITE ADVERTISING

Now you can reach more than 100,000 dedicated sports car enthusiasts online:

Sponsor Online Editorial with Grassroots Motorsports

Our site 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. We have one of the largest online communities of any automotive enthusiast publication—our readers view the Web site as an integral part of the Grassroots Motorsports experience.

Want to expand awareness of your brand? Thanks to our great online editorial content, our sites have strong search engine and referrer traffic, so you'll reach people beyond the magazine readership.

We are selling sponsorship for a limited amount of editorial sections. You can be an integral part of our website for just \$395 per month.

Your sponsorship will include:

- Large linked banner at top of sponsored editorial section.
- Small logo denoting the section you sponsor on our main articles page.
- Hot links in editorial directing visitors to your website.
- Promotional paragraph in sponsored section about your company.



WEB SITE ADVERTISING Effective Sept. 1, 2010

Sponsored Editorial with logos and banner

\$395 per month

HOLIDAY CATALOG COLLECTIONS

Our 4-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 (grassrootsmotorsports.com) for 6 full months.

LIST RENTALS

Our subscriber list is available for a 1-time rental fee of \$100 per 1000 names. The list is updated regularly and is available digitally.

CALENDARS

Every year in our December issue (on sale Nov. 17) 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. Individual page sponsorship, which gets your message on 1 month; your logo, phone and Web site 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 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

"Grassroots Motorsports provides us with the best "value" proposition available in the automotive publishing industry. In other words, we get the best bang for our advertising dollar in GRM. It's an absolute no-brainer for us."

Charlie James—President, SafeRacer.com

"A car like the Viper Competition Coupe is being sold to serious, upscale, motorsports-minded enthusiasts. Grassroots Motorsports reaches exactly the type of hardcore 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

HOW AFFORDABLE?

Your cost per thousand (CPM) readers reached with a full-page B&W ad in *Grassroots Motorsports* is \$38.8, That's about 39 cents each, considerably less than mailing each one of them a letter. 59% of our readers pass along their magazines to other readers—bringing those CPM numbers down even lower.

By nature, *Grassroots Motorsports* readers are "hands on" builders, which means you are getting your message into an actual buyer's hands more cost effectively than any other publication—pure and simple!

CIRCULATION

Grassroots Motorsports is published 8 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. In addition, your message reaches our partner members at NASA and SCCA every issue. And there's another benefit: Bonus copies containing your message are distributed at events like The Rolex 24 at Daytona, SEMA, PRI and many more. When you advertise in *GRM*, you get the most balanced and targeted shot at your buyer at the lowest cost per thousand readers reached anywhere—bar none!

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 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 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-cancelable.
4. All new ads are to be prepaid; check or credit card information 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 1 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. Full bleed 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 CS4. 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 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 "

QUESTIONS?

E-mail or call Per Schroeder at 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

