



These Are Your Customers

These guys live and breathe cars!

They dream of the proper line through a corner and know what "Heel & Toe" means.

They went to college and have good jobs —
But also love to get their hands dirty on Saturday mornings

They belong to SCCA, NASA and their local car club hangs out at a buddy's warehouse to discuss apexes and spark plugs

The family's daily driven cars sit in the driveway while their weekend baby and all of its "stuff" fill the garage.

They think a fun weekend includes a car trailer, race gas and spare sets of race tires.



They Read...



Grassroots
Motorsports
THE HARDCORE SPORTS CAR MAGAZINE

These are your customers, and they read Grassroots Motorsports. Here are more reasons why Grassroots Motorsports should be YOUR Magazine Advertising choice...

- Grassroots Motorsports's reader population is almost entirely male. Most are college educated, and a full 60% of them make over \$75,000 per year. Median age is 44.

- 89% of Grassroots Motorsports readers have been enjoying the magazine for more than a year, while 48% have been reading us for more than five years.

- 59% of the readers pass along their magazines to other potential customers. That makes your advertisement extremely effective—more eyes per marketing dollar.

- Mazda, Ford and BMW are the top three car makes, but 94% of Grassroots Motorsports readers own more than one car. In fact, 47% own more than four cars.

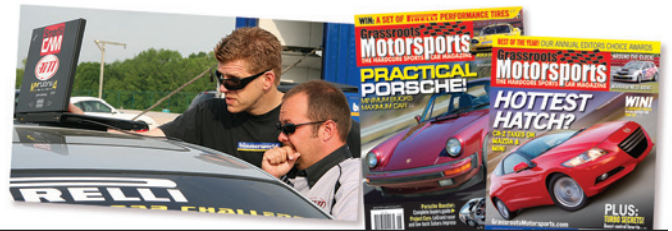
- 84% of Grassroots Motorsports readers compete or have an interest in some sort of motorsports activity. Road racing, autocross and time trials are their favorites. Nearly all of them belong to one sanctioning body or another—50% are members of the Sports Car Club of America.

- 62% spend more than \$1000 per year on their automotive hobbies, and 39% do all of their own maintenance.

Grassroots Motorsports readers are ready to buy! In the next year...

90% will be buying tools.
61% will be springing for new safety equipment.
52% will be installing video or data acquisition equipment.
46% will be stocking up on restoration supplies.
44% will be attending a driving school.
43% will be purchasing automotive books or videos.
36% will be shopping for welders.

Why should you advertise with Grassroots Motorsports? Grassroots Motorsports's readers are YOUR customers!



How long have you been reading Grassroots Motorsports?

Answer	Response	%
Less than a year	.184	11%
1-5 years	.692	41%
Over 5 years	.797	48%

How did you receive your most recent issue of Grassroots Motorsports?

Subscription	Response	%
Subscription	.1601	96%
Newsstand	.32	2%
Borrowed	.10	1%
Free samples	.30	1%

Not including you, how many other people usually read or look at your copy of Grassroots Motorsports?

0	Response	%
0	.690	41%
1	.519	31%
2	.317	19%
3	.90	5%
4 or more	.57	3%

What brand of race or project car do you own?

1	Response	%
1	Mazda	
2	Ford	
3	BMW	
4	Honda/Acura	
5	Subaru	
6	Chevrolet	
7	Porsche	
8	Nissan/Datsun	
9	Toyota	
10	VW	
11	Dodge	
12	Mini	

How many vehicles do you own?

1	Response	%
1	106	6%
2	355	21%
3	423	25%
4	321	19%
5 or more	468	28%

Your age?

17 or younger	Response	%
17 or younger	.1	0%
18-24	.65	4%
25-34	.323	19%
35-44	.380	23%
45-54	.417	25%
55-64	.349	21%
65 or older	.127	8%

Your sex?

Male	Response	%
Male	.1647	99%
Female	.8	1%

Marital status?

Single	Response	%
Single	.216	13%
Married	.1212	73%
Living with partner	.90	5%
Separated	.23	1%
Divorced	.81	5%
Widowed	.11	1%

Level of education?

Less than 9th grade	Response	%
Less than 9th grade	.1	0%
Some high school	.3	0%
High school graduate or equivalent	.86	5%
Some college	.309	19%
Associate degree	.180	11%
Bachelor's degree	.650	39%
Graduate or professional degree	.422	25%

Your total yearly household income before taxes?

up to \$49,999	Response	%
up to \$49,999	.209	13%
\$50,000 to \$99,999	.495	31%
\$100,000 to \$149,999	.406	25%
\$150,000 to \$199,999	.157	10%
\$200,000 and up	.137	9%

How many miles do you drive your project or race car per year?

Less than 1000	Response	%
Less than 1000	.639	38%
1000-3000	.527	32%
Over 3000	.507	30%

How much do you spend per year on car events and car travel?

Less than \$1000	Response	%
Less than \$1000	.630	38%
\$1000-\$5000	.804	48%
\$5000-\$10,000	.175	10%
Over \$10,000	.64	4%

Do you tow your race or project car to events outside of your area?

Yes	Response	%
Yes	.511	31%
No	.1162	69%

What areas of motorsport are you most interested in?

Road racing	Response	%
Road racing	.1350	81%
Street Driving	.1144	69%
Autocross	.967	58%
Vintage racing	.677	41%
Race spectating	.520	31%
Stage rally	.495	30%
Local Club Events	.408	24%
Swap meets	.367	22%
Crewing/working	.321	19%
Multi-day rallies	.247	15%
Car Shows	.245	15%
Newcomer to Sport	.221	13%
TSD rally	.195	12%

Are you interested in any sort of racing or competition with your car?

Yes	Response	%
Yes	.1408	84%
No	.265	16%

Are you a member of any of the following sanctioning bodies?

SCCA	Response	%
SCCA	.666	62%
BMW CCA	.205	19%
NASA	.181	17%
PCA	.146	14%
Asst. Vintage	.80	6%
Chin Motorsports	.23	2%
EMRA	.9	1%
POC	.7	1%
SCDA	.7	1%

What percentage of your car maintenance do you do?

25%	Response	%
25%	.267	16%
50%	.239	14%
75%	.509	30%
100%	.658	39%

How much do you spend annually on maintenance and improvements?

Up to \$2000	Response	%
Up to \$2000	.966	58%
\$2000-\$4000	.509	30%
Over \$4000	.198	12%

Have you purchased any parts or services from an advertiser in Grassroots Motorsports?

Yes	Response	%
Yes	.1289	77%
No	.384	23%

2012 PRODUCTION SCHEDULE AND EDITORIAL CALENDAR

FEBRUARY 2012

AD CLOSING FRIDAY, NOVEMBER 11, 2011
 AD MATERIALS ... FRIDAY, NOVEMBER 18, 2011
 ON SALE DATE TUESDAY, JANUARY 3, 2012

APRIL 2012

AD CLOSING FRIDAY, JANUARY 6, 2012
 AD MATERIALS FRIDAY, JANUARY 13, 2012
 ON SALE DATE . TUESDAY, FEBRUARY 21, 2012

MAY 2012

AD CLOSING FRIDAY, FEBRUARY 23, 2012
 AD MATERIALS FRIDAY, MARCH 3, 2012
 ON SALE DATE TUESDAY, APRIL 10, 2012

JUNE 2012

AD CLOSING FRIDAY, MARCH 23, 2012
 AD MATERIALS FRIDAY, MARCH 30, 2012
 ON SALE DATE TUESDAY, MAY 22, 2012

AUGUST 2012

AD CLOSING FRIDAY, MAY 18, 2012
 AD MATERIALS FRIDAY, MAY 25, 2012
 ON SALE DATE TUESDAY, JULY 3, 2012

OCTOBER 2012

AD CLOSING FRIDAY, JUNE 29, 2012
 AD MATERIALS FRIDAY, JULY 6, 2012
 ON SALE DATE TUESDAY, AUGUST 14, 2011

NOVEMBER 2012

AD CLOSING FRIDAY, JULY 27, 2012
 AD MATERIALS FRIDAY, AUGUST 3, 2012
 ON SALE DATE TUESDAY, SEPT 25, 2012

DECEMBER 2012

AD CLOSING FRIDAY, SEPTEMBER 14, 2012
 AD MATERIALS .. FRIDAY, SEPTEMBER 21, 2012
 ON SALE DATE .. TUESDAY, NOVEMBER 6, 2012

FEBRUARY 2013

AD CLOSING FRIDAY, NOVEMBER 9, 2012
 AD MATERIALS ... FRIDAY, NOVEMBER 16, 2012
 ON SALE DATE . TUESDAY, DECEMBER 25, 2012

• Dodge Viper Cup • Driving schools • A beginner's guide to rally • MINI Cooper
 • Dodge Omni GLH • CAD design • Towing • Wiring
PROMOTIONS: Rolex At Daytona VIP contest, Dodge Viper, PRI Show, holiday guide, Porsche

• Mustang shootout • Factory Five Cobras • Editors' Choice • Honda Civic Si • BMW 3 Series
 • Powder coating • Fuel injectors • Pit stops
PROMOTIONS: Daytona Rolex, Factory Five, Ford, SEMA Show coverage

• \$2011 Challenge • Budget luxury • Low-buck tech tips • Cadillac CTS-V • Mazda RX-3
 • Using your video • Garage gear • Fueling safety
PROMOTIONS: PRI Show coverage, video section

• David vs. Goliath • Fiat 500 • Shelby • Future of drifting • Saab 900
 • Nissan Sentra SE-R • Tire test • BMW M3 tips • Safety gear needs
PROMOTIONS: Safety section

• Let's go 200 mph • Best track cars • Dodge SRT-4 • Fiat 124
 • Not your dad's detailing guide • Spec Miatas • Car-to-crew radios
PROMOTIONS: Detailing, radios, Spec Miata

• '80s greatest hits • Formula Ford • Your first classic • BMW M5
 • Toyota Corolla GT-S • Welding tips • Tire test • Cylinder heads
PROMOTIONS: Classic Motorsports readers

• The reality of engine swaps • Rent-a-racer • Toyota MR2 • Exhausts
 • Ford Mustang SVO • Suspension mapping • Turbocharger tips
PROMOTIONS: Turbochargers and exhaust

• Rounding up the best track cars • Cheap fun • Lotus Elise • Ford Fiesta
 • Improving your car's foundation • Plasma cutters • Shop tools
PROMOTIONS: Shop gear

• Must-do events • Cool tow vehicles • Pontiac GTO • Suzuki Swift GT
 • Nailing that engine rebuild • Racing fuels • Suspension basics
PROMOTIONS: Solo Nationals, Rolex 24 At Daytona, PRI Show, holiday guide

EXPERT OPINIONS...



PROJECT CARS FOR 2012:
PORSCHE 911: YOUR FIRST AIR-COOLED PORSCHE
HONDA CRX: ATTACKING THE ONE LAP OF AMERICA ON A BUDGET.
LINCOLN: BUILDING A CRAPCAN RACER.
FORD FIESTA: MEET B-SPEC, THE LATEST RACING FORMULA.
LEGRAND: BUILDING FROM SCRATCH.

"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

2012 ADVERTISING RATES

Rate Card #27, Effective September 1, 2011

Four Color	1x	4x	8x
Inside Cover 2	3000	2950	2875
Inside Cover 3	2555	2510	2425
Back Cover 4	3455	3495	3195
2 page spread	3800	3495	3200
Full page	2225	2175	2090
2/3 page	1800	1735	1700
1/2 vertical (Junior) page	1505	1450	1400
1/2 horizontal page	1325	1300	1225
1/3 page	1025	975	925
1/4 page	810	775	750
1/6 page	650	625	575
1/12 page	425	390	360
Marketplace, per inch	.60	.52	.48

WEBSITE AD RATES

The Grassroots Motorsports website 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. GRM has one of the largest online communities of any automotive enthusiast publication — these readers view the website as an integral part of the Grassroots Motorsports experience.

Thanks to GRM's great online editorial content, this site has strong search engine and referrer traffic, so you'll reach people beyond the magazine readership.

Sponsorships are available for a limited amount of editorial sections.

Large Banners\$595 Buttons\$295

ADDITIONAL OPPORTUNITIES

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 will be 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 November 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 website on every month; and includes 500 copies for your use costs \$1795.

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 upon inquiry.

CIRCULATION INFORMATION

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. Grassroots Motorsports has had a total rate base in excess of 55,000 in 2011—with strong gains expected for 2012—ask your sales

representative for our current figures. 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!

ADVERTISING TERMS AND CONDITIONS

- Commission to recognized agencies — 15% — if paid within 30 days of invoice.
- 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 1 unit for purposes of determining frequency. Unfilled contracts incur a short rate to the next-higher earned rate.
- Frequency Contract Rates must be contracted for prior to the first insertion with exact months and sizes of ads. NO cancellations.
- All new ads are to be prepaid; check or credit card information must accompany order.
- Contracts of 3 months or longer may be billed monthly with credit approval.
- Unfilled contracts will be short rated to next-higher general frequency rate.
- 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.
- 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.
- 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.
- 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.
- Unless Advertiser and/or Agency makes written objection within 10 days after billing, such invoice shall be binding.
- All copy subject to approval of Publisher.
- No contract accepted for more than 1 year.
- Publisher will add the word "advertisement" to any ad that creates the illusion that it is editorial material.
- Positioning of ads is at the discretion of Publisher except where specific positions are contracted for.
- No cancellation accepted on or after published closing date.
- Full bleed add 10% to all units. Bleed on fractional units subject to Publisher's approval.
- Special Positions (e.g., guaranteed page 3) may be purchased; add 10% to all units.
- If you cannot provide ad materials, we can make your ad. Contact your ad representative for details.

DIGITAL FILES

Motorsport Marketing welcomes your digital ad materials. Grassroots Motorsports is produced digitally on Macintosh computers using InDesign CS5. Any ad sent correctly in a high-resolution (minimum 300 dpi) .psd, .pdf, .jpg, .eps or .tiff format is acceptable.

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, email or fax reporting any problems or changes, we will automatically assume that the ad you sent is correct to run.

AD DIMENSIONS

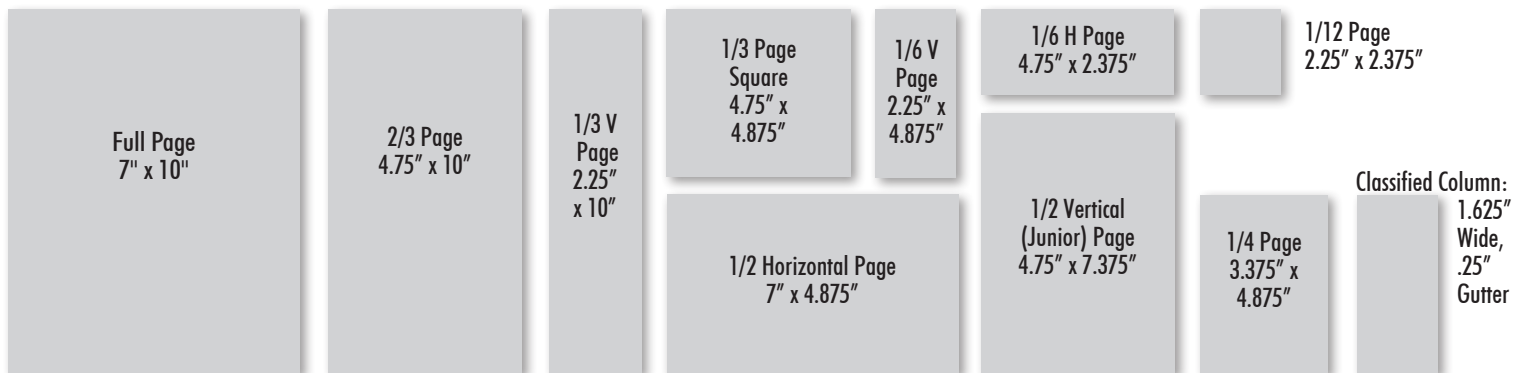
Full Spread Trim Size.....	16.25" x 10.875"
Bleed (live matter, should be kept .25" from each edge)25"
Safety Center375" from Center
Safety Outside25" from Trim
Bleed Page Size	8.375" x 11.125"
Trim Size	8.125" x 10.875"
Full Page, Non-Bleed.....	7" x 10"
2/3 Page.....	4.75" x 10"
1/2 Vertical (Junior) Page.....	4.75" x 7.375"
1/2 Horizontal Page.....	7" x 4.875"
1/3 Vertical Page.....	2.25" x 10"
1/3 Square Page.....	4.75" x 4.875"
1/4 Page.....	3.375" x 4.875"
1/6 Vertical Page.....	2.25" x 4.875"
1/6 Horizontal Page.....	4.75" x 2.375"
1/12 Page.....	2.25" x 2.375"
Classified display advertising is sold by the column inch, available in 1/2" increments.	
Classified Column	1.625" Wide, .25" Gutter

SHIPPING INSTRUCTIONS

All advertising material should be addressed to:
 Motorsport Marketing, Inc., 915 Ridgewood Avenue, Holly Hill, FL 32117
 Emailed ads (10 MB max): Per@GrassrootsMotorsports.com
 FTP information is available on request, contact: Per@GrassrootsMotorsports.com

QUESTIONS?

E-mail or call Per Schroeder: Per@GrassrootsMotorsports.com or (386) 239-0523



INTERNET/WEBSITE AD SPECS

- All Web Advertising is measured in pixels per inch
- Maximum Web ad file size is 50 KB
- Preferred formats: static .jpg or animated .gif.

Large Banners 728 x 90
 Buttons 180 x 150
 Contact your ad representative for complete details