

Where to find your customers...



Grassroots Motorsports

THE HARDCORE SPORTS CAR MAGAZINE

MAGAZINE | WEBSITE | EVENTS | SOCIAL MARKETING



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



Not just print magazines...

Committed and Affluent:

Grassroots Motorsports's reader population is almost entirely male. Most are college educated, and a full 51% of them make over \$100,000 per year. Median age is 43.

89% of *Grassroots Motorsports* readers have been enjoying the magazine for more than a year, while 49% have been reading us for more than five years.

58% of the readers pass along their magazines to other potential customers. That makes your advertisement extremely effective—more eyes per marketing dollar.

Hands-On:

79% spend more than \$1000 per year on their automotive hobbies, and 40% do all of their own maintenance.

65% do their own project car fabrication and restoration work.

35% do their own paint and bodywork.

86% will be buying tools—and 77% use compressed air tools in their shops.

47% will be stocking up on restoration supplies.

44% own welding equipment, while another 33% will be shopping for welders.

Diverse:

Mazda, Ford and BMW are the top three car makes, but 95% of *Grassroots Motorsports* readers own more than one car. In fact, 53% own more than four cars. And they don't stay stock for long—less than 30% of our readers keep their cars in stock condition!

Active:

83% 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—

57% are members of the Sports Car Club of America.

60% belong to more than one racing sanctioning body—and 30% percent belong to three or more!

Knowledgeable:

63% will be installing video or data acquisition equipment.

43% will be purchasing automotive books or videos.

Safety Conscious:

60% will be springing for new safety equipment.

41% will be attending a driving school.

18% have purchased on-track or collector car insurance for their race cars.

Connect with customers via *Grassroots Motorsports*.

Contact us to put a plan in motion: 800-520-8292

or Ads@GrassrootsMotorsports.com

Digital Publications

Grassroots Motorsports isn't limited to print—or even the domestic market. The Apple Newsstand carries a digital version of our magazine, while Amazon sells our Kindle edition. An Android version will soon be available via Google Play.

E-Pubs

Every print subscriber receives free access to our browser-based e-pub, a digital version of the entire magazine—including all of the ads. You can also use this platform to extend your reach by adding links to connect your ad to your website. The cost to add your links is just \$99 per year, while additional full pages can be added to the digital version for just \$699 per insertion.

Website and Social Marketing

The *Grassroots Motorsports* website has more than 300,000 unique visitors per month—and growing to get over 2 million per year. Thanks to our great online editorial content, this site has strong search engine and referrer traffic, so you'll also reach people beyond the magazine readership. Guarantee: 60,000 impressions/month

Leaderboard banners	\$595/month
Buttons	\$295/month

E-Newsletters

Every month we mail a free e-newsletter to more than 80,000 qualified e-mail addresses. Promotional spots are available for \$595 per insertion, and links to your website or videos can be included at no additional charge.

Events

Use our events to interact with your customers one-on-one. Our Speedfest at the *Grassroots Motorsports* Mitty has given Road Atlanta one of the country's top historic races, while our Rolex 24 At Daytona Experience always sells out. Our Ultimate Track Car Challenge at VIR brings an unlimited time trial competition, allowing you to prove if your brand is the ultimate. \$2013 Challenge, The level of craftsmanship seen at the annual event is staggering. Yes, we're talking 10-second cars built for just two grand. Sponsorships are available for these events at various price levels that all include promotion and marketing; contact us for details.

Wall Calendars

Our February issue ships with a beautiful wall calendar, and each calendar month highlights one sponsor in this program. Additionally, all calendar sponsors get their logo, phone number and web address listed on every month. This sponsorship costs \$1795. It also includes 500 copies of the calendar you can use for your own customer incentives.

Reprints and Contract Publishing

As a full-service publishing company, we offer cost-effective reprints of our editorial features. We can also handle contract publishing, like programs or catalogs for your event or business. Prices are available upon inquiry.

Catalog and Website Marketing

Use our Catalog Collection features to put your catalog or website in front of interested consumers. This shopping feature runs in the December and June issues—perfectly timed for holiday and Father's Day promotions. Feature a single catalog or product for \$350 (net), or do more than one for \$300 (net) apiece. Additionally, your Catalog Collection and website will be featured on our web page for six full months.

2014 PRODUCTION AND EDITORIAL CALENDAR

FEBRUARY 2014

AD CLOSING FRIDAY, NOVEMBER 8, 2013
AD MATERIALS FRIDAY, NOVEMBER 15, 2013
ON SALE DATE .. TUESDAY, DECEMBER 24, 2013

- Professional racing in America • Audi GT • Track events
- Daytona Rolex guide • Mazdaspeed Miata • In-car cameras
- Detailing

Promotions: Rolex 24 At Daytona, free calendar

APRIL 2014

AD CLOSING FRIDAY, DECEMBER 20, 2013
AD MATERIALS FRIDAY, JANUARY 10, 2014
ON SALE DATE .. TUESDAY, FEBRUARY 18, 2014

- \$2014 Challenge: fast cars for low bucks • Pontiac G8 • Volvo 240
- The country's most fun race tracks • Low-buck tech tips
- Does good safety gear really matter?

Promotion: Special safety section

MAY 2014

AD CLOSING FRIDAY, FEBRUARY 21, 2014
AD MATERIALS FRIDAY, FEBRUARY 28, 2014
ON SALE DATE TUESDAY, APRIL 8, 2014

- 10 must-buy classics for the next generation • Is drifting dead?
- Wheels: Does what you run really matter? • Home fab tips
- Honda Insight • Porsche 911SC

Promotion: Wheel special section

JUNE 2014

AD CLOSING FRIDAY, MARCH 28, 2014
AD MATERIALS FRIDAY, APRIL 4, 2014
ON SALE DATE TUESDAY, MAY 20, 2014

- Living the dream: a hot date with an Italian exotic • Scooters
- Cars of "Miami Vice" • Porsche Cayman • Triumph TR8
- Best tire for crapcan racing • Tools you gotta buy

Promotion: World Challenge Guide, Tool and shop special section

AUGUST 2014

AD CLOSING FRIDAY, MAY 16, 2014
AD MATERIALS FRIDAY, MAY 23, 2014
ON SALE DATE TUESDAY, JULY 1, 2014

- When towing goes wrong • Kit cars: build your dream machine
- Corvette C6 • Mazda 323 GTX • Fixing rust at home
- Carburetors for dummies

Promotions: Towing special section, kit cars & purpose-built specials

OCTOBER 2014

AD CLOSING FRIDAY, JUNE 27, 2014
AD MATERIALS THURSDAY, JULY 3, 2014
ON SALE DATE TUESDAY, AUGUST 12, 2014

- Race like the pros: how to buy, tune and drive like the best
- Budget luxury • BMW 335i • Mazda RX-3 SP
- Common suspension mistakes and how to avoid them

Promotions: SCCA Runoffs and Solo Nationals

NOVEMBER 2014

AD CLOSING FRIDAY, AUGUST 1, 2014
AD MATERIALS FRIDAY, AUGUST 8, 2014
ON SALE DATE .. TUESDAY, SEPTEMBER 23, 2014

- Ultimate Track Car Challenge: meet the country's top track stars
- Volkswagen GTI • Mercedes-Benz 190E 2.3-16 • Brake pads
- Do cheap, easy brake upgrades exist?

Promotion: SEMA Show distribution, Special German car issue

DECEMBER 2014

AD CLOSING FRIDAY, SEPTEMBER 19, 2014
AD MATERIALS FRIDAY, SEPTEMBER 26, 2014
ON SALE DATE ... TUESDAY, NOVEMBER 4, 2014

- DIY aero: easy aero upgrades rooted in real science
- Honda Civic Si • BMW M5 • Alternative coatings • Pit trailers
- Editors' Choice: celebrating the year's best

Promotion: PRI Show distribution, Holiday gift guide

FEBRUARY 2015

AD CLOSING FRIDAY, NOVEMBER 7, 2014
AD MATERIALS FRIDAY, NOVEMBER 14, 2014
ON SALE DATE .. TUESDAY, DECEMBER 23, 2014

- Back to basics: tech that everyone should know • Brakes • Safety
- Suspension • Mitsubishi Evo 8 and 9 • Volkswagen Scirocco

Promotions: Rolex 24 At Daytona, free wall calendar

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, Racing Manager, SRT 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, Automotive Product Manager, Koni Shocks

2014 PROJECT CARS

- Mazda Miata: Going endurance racing on a budget.
- Nissan 350Z: Can a track car still remain civil?
- Factory Five 818: Turning an old Subaru WRX into a mid-engined monster.



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Grassroots Motorsports

CIRCULATION INFORMATION

Grassroots Motorsports is published eight times per year and supports multilevel paid circulation and distribution. Your message is seen by a solid base of paid subscribers every issue, complemented by a highly targeted newsstand distribution with an above-average sell-through rate. Grassroots Motorsports saw a total rate base in excess of 50,000 in 2013, with strong gains expected for 2014. Ask your sales representative for our current figures. We also support a bonus circulation program that distributes free issues at major events like the Speedfest at the Grassroots Motorsports Mitty, the Rolex 24 At Daytona, PRI Show, SEMA Show and more. When you advertise in Grassroots Motorsports, you get the most balanced and targeted shot at your buyer for the lowest cost per thousand readers reached anywhere—bar none!



2014 ADVERTISING RATES

Rate card no. 29, effective September 1, 2013

Full-color	1x	4x	8x
Inside cover 2	\$3150	\$3098	\$3019
Inside cover 3	\$2683	\$2636	\$2546
Back cover 4	\$3628	\$3670	\$3355
2-page spread	\$3990	\$3670	\$3360
Full page	\$2336	\$2284	\$2195
2/3 page	\$1890	\$1822	\$1785
1/2 vertical (junior) page	\$1580	\$1523	\$1470
1/2 horizontal page	\$1391	\$1365	\$1286
1/3 page	\$1076	\$1024	\$971
1/4 page	\$851	\$814	\$788
1/6 page	\$683	\$656	\$604
1/12 page	\$446	\$410	\$378
Marketplace, per inch	\$60	\$52	\$48

ONLINE AD SPECS

- All web advertising is measured in pixels per inch at 72 dpi.
- Maximum web ad file size is 50 kb.
- Preferred formats are static .jpg or animated .gif.

728x90-pixel leaderboard banners \$595/month
240x90-pixel buttons..... \$295/month

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AD SIZES

Full Page
7" x 10"

1/3 V
Page
2.25" x 10"

2/3 Page
4.75" x 10"

1/3 Page
Square
4.75" x 4.875"

1/6 V
Page
2.25" x 4.875"

1/2 Horizontal Page
7" x 4.875"

1/6 H Page
4.75" x 2.375"

1/12 Page
2.25" x 2.375"

1/2 Vertical
(Junior) Page
4.75" x 7.375"

1/4 Page
3.375" x 4.875"

Classified
Column:

1.625"
Wide,
.25"
Gutter