

Grassroots Motorsports

2017 Media Kit & Advertising Guide
MAGAZINE • WEB • EVENTS

REACH OUR READERS: **HANDS ON, EDUCATED & DEDICATED**

Grassroots Motorsports

THE HARDCORE SPORTS CAR MAGAZINE



HANDS ON

75% DO THEIR OWN FAB & RESTORATION WORK

40% DO THEIR OWN PAINT & BODYWORK

77% COMPETE IN MOTORSPORTS
(OR PLAN TO)

99%
MALE

56%
MAKE \$100,000+
PER YEAR

MOST
HAVE A
BACHELORS DEGREE

82%

buy products from our advertisers

79% will be upgrading their shops

77% will be buying tools

51% pass along their
magazines to their friends

57% are asked by 4 or more people per
year for advice on automotive purchases

95% own more
than one car



MAGAZINE

Since 1984, **Grassroots Motorsports** magazine has provided genuine expertise and entertainment for the automotive enthusiast community. Our promise to our readers: to be their personal guide to the sports car world.

Grassroots Motorsports isn't limited to print. The Apple App Store sells a digital version of our magazine, Amazon sells the Kindle edition, and an Android version is available via Google Play.

51,000+ rate base in 2016

I. Magazine Advertisements

When you advertise in Grassroots Motorsports, you get the most balanced and targeted shot at your buyer for the **lowest cost per thousand in this segment**. Your message will be seen by a solid base of paid subscribers, newsstand buyers, and attendees of many events across the country.



MAGAZINE AD SIZES

2017 MAGAZINE ADVERTISING RATES

All ads printed in full color. Bundle up to save.

Ad Type	1x	4x	8x
2-page spread	\$3990	\$3670	\$3360
back cover	\$3628	\$3670	\$3355
inside front cover	\$3150	\$3098	\$3019
inside back cover	\$2683	\$2636	\$2546
full page	\$2336	\$2284	\$2195
2/3 page	\$1890	\$1822	\$1785
junior page	\$1580	\$1523	\$1470
1/2 page (horizontal)	\$1391	\$1365	\$1286
1/3 page (vertical or square)	\$1076	\$1024	\$971
1/4 page	\$851	\$814	\$788
1/6 page (horizontal or vertical)	\$683	\$656	\$604
1/12 page	\$446	\$410	\$378
classified, per inch	\$61	\$53	\$49

Rate card No. 30, effective September 1, 2016

<p>full page (non-bleed) 7" x 10"</p> <p>(trim) 8.125" x 10.875"</p> <p>(bleed) 8.375" x 11.125"</p>	<p>1/3 V page 2.25" x 10"</p>	
<p>2/3 page 4.75" x 10"</p>	<p>1/3 page square 4.75" x 4.875"</p>	<p>1/6 V page 2.25" x 4.875"</p>
<p>1/6 page horiz. 4.75" x 2.375"</p>	<p>1/4 page 3.375" x 4.875"</p>	<p>1/12 page 2.25" x 2.375"</p>
<p>junior page 4.75" x 7.375"</p>	<p>classified 1.625" wide .25" gutter</p>	
	<p>1/2 page horizontal 7" x 4.875"</p>	

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EXPERT OPINIONS

“The Grassroots Motorsports audience is involved and hands-on—the same type of person that buys our type of product. GRM is a tremendous way to reach our customers and meet new ones.”

James Clay
President, BimmerWorld

“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

2. Deeper Engagement

These marketing opportunities are a simple way to make your company part of our magazine's content. Contact us to get in on the action.

Project Car Sponsorships

Support these 2017 project car series, which appear in story installments over multiple issues of the magazine. Your logo on each opening spread, along with mentions in our online updates, will let everyone know you helped make that project possible.

COUNTERCLOCKWISE FROM BOTTOM LEFT:

- 2003 Ford Focus
- 2016 Mazda MX-5
- 2012 Ford Mustang GT
- 1973 Ford F-350 Ramp Truck
- LS-powered 1997 BMW M3
- Rotary-powered 1996 Mazda Miata



Contests

Grassroots Motorsports holds quarterly giveaway contests to promote our partners' products. Giveaways are promoted through our website, social media and the magazine itself.

Wall Calendars

Our February issue ships with a beautiful wall calendar, and each calendar month highlights one sponsor.

2017 MAGAZINE PRODUCTION & EDITORIAL CALENDAR

February 2017

CLOSING: Friday, November 11, 2016
MATERIALS DUE: Friday, November 18, 2016
ON SALE: Tuesday, December 27, 2016

Low-buck performance • See how the pros do it • Wings and aero • How to do your own tire test • Learn more: Chevy Corvette, V12 Jaguars

BONUS DISTRIBUTION: Rolex 24 At Daytona, free wall calendar

April 2017

CLOSING: Friday, January 6, 2017
MATERIALS DUE: Friday, January 13, 2017
ON SALE: Tuesday, February 21, 2017

Is sim racing real racing? • 3D printing at home • What's new in the world of safety gear? • Learn more: Mazda MX-5, turbo Dodges

May 2017

CLOSING: Friday, February 24, 2017
MATERIALS DUE: Friday, March 3, 2017
ON SALE: Tuesday, April 11, 2017

How to tackle your first project car • Basic fab you can do • Not your dad's detailing guide • Learn more: Ford Focus ST, cool Benz sedans

June 2017

CLOSING: Friday, March 24, 2017
MATERIALS DUE: Friday, March 31, 2017
ON SALE: Tuesday, May 23, 2017

Plan your dream shop • Sort your next project • Are you running the correct brake pads? • Learn more: Mini Cooper S, vintage Japanese pony cars

August 2017

CLOSING: Friday, May 19, 2017
MATERIALS DUE: Friday, May 26, 2017
ON SALE: Tuesday, July 4, 2017

What's the reality of buying and owning your first classic? • Building your dream shop • Fighting rust the modern way • Learn more: Honda S2000, classic Minis
BONUS DISTRIBUTION: Classic Motorsports crossover

October 2017

CLOSING: Friday, July 7, 2017
MATERIALS DUE: Thursday, July 13, 2017
ON SALE: Tuesday, August 22, 2017

Meet today's ultimate track cars • Towing the right way • Outfitting your dream shop • Learn more: Nissan GT-R, Toyota Supra
BONUS DISTRIBUTION: SCCA Runoffs and Solo Nationals

November 2017

CLOSING: Friday, August 11, 2017
MATERIALS DUE: Friday, August 18, 2017
ON SALE: Tuesday, October 3, 2017

Optima Search for the Ultimate Street Car • Shop tools, gear and supplies • Trailer setup • Learn more: Lotus Elise, turbo V6 Buicks
BONUS DISTRIBUTION: SEMA Show

December 2017

CLOSING: Friday, September 29, 2017
MATERIALS DUE: Friday, October 6, 2017
ON SALE: Tuesday, November 14, 2017

Low-buck fun: dirt track racing • Holiday gift guide • Easy fabrication tips for any project • Learn more: Chevy Camaro, Fiat 124 Spyder
BONUS DISTRIBUTION: PRI Trade Show

February 2018

CLOSING: Friday, November 17, 2017
MATERIALS DUE: Friday, November 24, 2017
ON SALE: Tuesday, January 2, 2018

\$2017 Challenge: fast cars for low bucks • How to build a junkyard turbo setup • Learn more: Mazda RX-7, BMW 325i
BONUS DISTRIBUTION: Rolex 24 At Daytona, free wall calendar



EXPERT OPINIONS

"In this space, Grassroots Motorsports is the purveyor of cool. When we launched Track Night in America, we knew the exposure gained would be important, but it was the endorsement that allowed us to differentiate."

Heyward Wagner,
Director of Experiential Programs, Sports Car Club of America

"I became a Viper racer in 2006 as a result of a driver education weekend Christmas present from my wife. As a result of racing a Viper, my Dodge dealership also became the number-one-volume Viper dealer in the world in 2009—and has held that position for the past seven years. Our involvement with Grassroots Motorsports has been key. We competed (and won) in their Ultimate Track Car Challenge. We've advertised in their magazine. We have given garage tours to their fans during race weekends. Racing is a great marketing tool that has turned into results for my business, and the people at GRM are winners."

Ben Keating
Viper Exchange

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

Randy Pobst
Longtime pro racer

WEB

1. GrassrootsMotorsports.com

Thanks to our abundant online editorial content, our website boasts strong search engine and referral traffic, so you'll also reach people beyond the magazine readership.

1,652,724 average monthly impressions per ad
1,413,507 average monthly page views
302,077 average monthly unique visitors

2. Grassroots Motorsports E-Newsletter

We send out our free Grassroots Motorsports e-newsletter each month. Promotional banner spots are available, and links to your website and videos can be included at no additional charge.

100,000+ qualified email addresses reached

3. E-Newsletter for Advertisers

Our free monthly e-newsletter for advertisers and commercial clients is an excellent channel for business-to-business promotion.

4000+ qualified email addresses reached

4. Facebook.com/GrassrootsMotorsports

Get your product on our readers' social feeds alongside our Facebook Live sessions, how-to videos, track visits and more. Contact us about product mentions and more.

125,000 Facebook followers

Stats as of August 2016



WEB AD SIZES & PRICES

1. GrassrootsMotorsports.com:
Contact us for very competitive pricing.

728x90

300x250

240x90

2. Grassroots Motorsports E-Newsletter:

180x180
\$295

600x120: \$595

3. E-Newsletter for Advertisers:

600x120: \$195

EVENTS

Connect with your customers in person—and on a personal level—at our annual events. Sponsorships and vendor spots are available at several price points, and we handle all promotion and marketing at no extra cost. Contact us for details.

GRM Experience at the Rolex 24 At Daytona

Our big-top hospitality tent stands at the center of the action in the Daytona infield. Tickets for this one always sell out.

GRM Speedfest at the Classic Motorsports Mitty

We transform Road Atlanta's infield into a massive car carnival as the track buzzes with one of the country's top historic races.

Skidpad Challenge

Got grip? Competitors attack Road Atlanta's skidpad with all manner of machines to find out who can pull the most g's.

\$2017 Challenge

Ten-second cars built for just over two grand? Yes, this event attracts some staggeringly innovative budget builds.

Ultimate Track Car Challenge ▶

Track cars of all levels and budgets take over Virginia International Raceway for an unlimited time trial competition.

