

TESTIMONIALS/AWARDS

Vintage Motorsport Testimonials

"There is more quality reading in this issue than in a dozen C&Ds, R&Ts, Motor Trends or any other mag and by far the best I have ever seen in the USA"

– Alan Wilson, Wilson Motorsport Inc.

"Vintage Motorsport is great reading for any fan of classic and historic motorsport and the photographs make it a visual treat."

– Bob Campbell, Pitstop Bookshop

"Just wanted to thank you for the great ad in your magazine... The response was unbelievable!"

– Lee Weise

Vintage Motorsport Awards

2009 DIVISION WINNER: Best Magazine Article -
Historic Stock Cars: Vintage Racing's Friend or Foe?
GOLD - Single Issue: Jul/Aug 2009
GOLD - Magazine/Under 20K Circ.
GOLD - Magazine Graphics: Jan/Feb 2009
GOLD - Motorsports; Biography: *Paul O'Shea and the Magic 300SL*
GOLD - Motorsports; Biography: *Ernie McAfee: A Racing Life*
GOLD - Magazine Column/Series: *My Favorite Race*
SILVER - Motorsports; History: *The Beast of Indianapolis*
SILVER - Print; Other: *Duke the Doberman*



2008 **GOLD** - Single Issue: Sept/Oct 2008
GOLD - Magazine/Under 20K Circ.
GOLD - Motorsports; History: *Legendary Link*
GOLD - Motorsports; History: *When Sports Cars Flew At Akron Airport*
GOLD - Motorsports; History: *Lola Goes Golden*

2007 **GOLD** - Motorsports; Biography: *Sam Hanks/The Alhambra Kid*
GOLD - Motorsports; Biography: *What A Lovely Life He's Led*
GOLD - Motorsports; History: *Half a Century at Laguna Seca*
SILVER - Magazine/Under 20K Circ.

2005 **GOLD** - Magazine/Under 20K Circ.
GOLD - Motorsports; Event: *The Lore of the Mountain*
GOLD - Motorsports; History: *1000 Miles in Half a Day*
SILVER - Motorsports; History: *45 Seconds Flat*

The Richard S. Gease
BRIGHAM AWARD
2006
Magazine of the Year



2006 • 2005 • 1998
Best Magazine Article
of the Year

VM Subscriber Profile

Source: MRI Survey of Vintage Motorsport Subscribers.

Average annual household income: **\$212,600**

Average net worth: **\$2.336 million**

99% are male; **69%** are ages 30-59; **78%** are married.

62% are college graduates; **63%** are professional/managerial

VM readers spend a combined **\$237 million** on vintage racing annually. **\$13.2 million** on entry fees alone.

Average Annual Expenditure for Racing: **\$42,800**

Average number of vintage cars owned: **2.6**

Average number of total cars owned: **4.6**

Average value of vintage vehicles owned: **\$102,100**

Average number of auto auctions attended: **2 per year**

57% of auction-goers attend as a bidder, buyer or seller

61% plan to purchase a vehicle in the next 24 months

59% save their VM issues indefinitely

83% perform their own maintenance or detailing

92% collect literature, art, models or other automobilia

80% attend or participate in vintage racing

95% attended a vintage auto event in the past year

80% spent an average of 9.3 nights away from home for auto hobby-related reasons in the past year

96% of subscribers have Internet access

54% visited an advertiser's website after reading VM

52% purchase automotive products via the internet

75% refer to VM for auto and hobby-related purchases

98% have purchased auto parts in the past year

69% bought performance/racing tires in the last 12 months

35% bought performance engine equipment in the past year

24% bought custom or racing wheels in the past year

95% have read four of the last four issues of VM

Average number of times a reader referred back to an issue: **3**