

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



2007

GOLD - Magazine writing/biography:
"Sam Hanks/The Alhambra Kid"

GOLD - Magazine writing/biography:
"What A Lovely Life He's Led"

GOLD - History/motorsport:
"Half a Century at Laguna Seca"

SILVER - Magazine Under 20K Circ. Nov/Dec 2007

2006

SILVER - History/motorsport:
"Sebring 1965: When Maranello Met Midland"

BRONZE - Magazine/interviews:
"Johnny Boyd/The Fresno Flash"

2005

GOLD - Magazine Under 20K Circ. Jan/Feb 2005

GOLD - Event/motorsport: "The Lore of the Mountain"

GOLD - History/motorsport: "1000 Miles in Half a Day"

SILVER - History/motorsport: "45 Seconds Flat"

BRONZE - History/motorsport: "Lucky Goes to Camp"



2006 Best Magazine Article of the Year
"Lucky Goes to Camp,"
by Willem Oosthoek

2005 Best Magazine Article of the Year
"1000 Miles in Half a Day," by Carl Goodwin

1998 Best Magazine Article of the Year
"Forget What You Have Seen," by Carl Goodwin



2006

Magazine of the Year

2005

American Advertising Federation Gold Addy Award Publication Design

Whitney Straight
Maserati
Nov/Dec 2004

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**