

THE HISTORY OF VINTAGE MOTORSPORT

Like many enthusiast publications, *Vintage Motorsport* magazine began as little more than a glorified newsletter. Published by the president and founder of the Southeast Vintage Racing Association, Ford Heacock, the first issue of *Vintage Motorsport* was mailed to SVRA members in May 1982. Four standard-sized sheets of paper were folded in half to make a 16-page booklet that contained several black-and-white photos—the luxury of color would come later. On the cover, the inscription “Summer ’82” signified a modest quarterly publishing schedule.

Born as an outgrowth of SVRA’s newsletter, *Vintage Motorsport* soldiered on in its original format for the next two years, albeit adding pages and color along the way. In 1984 the magazine graduated to full size, the first issue in the new format boasting a whopping 52 pages! In the interest of increasing circulation, the editorial content was expanded to include non-SVRA events and profiles on significant cars and people in motorsport.

Captivated by the rapid growth in technology and frustrated by the piecemeal processes involved in producing VM, Heacock purchased an Apple Macintosh computer in 1986. This positioned the magazine on the leading edge of what would become known as “desktop publishing.” His foresight garnered *Vintage Motorsport* a mention in the June 30, 1986 issue of *Time* that contained a feature on the recent advances in electronic technology and its potential and revolutionary impact in the publishing industry.

The following year Heacock made a couple of major decisions that would dramatically affect the magazine. Sensitive to the needs of a growing family and his insurance business, he decided to sell his interest in SVRA. Since its inception, *Vintage Motorsport* had been an integral element of SVRA with its staff members also being responsible for the production of the magazine. When Heacock sold his share of SVRA he retained ownership of the magazine and, for the first time, VM became a separate entity.

Concurrent with the sale of SVRA, Heacock hired Art Eastman to become VM’s first full-time editor. A contributor to the magazine from the beginning, Eastman brought to the table his expertise in graphic design, photography and a genuine passion for historic race cars. In January 1988, Eastman

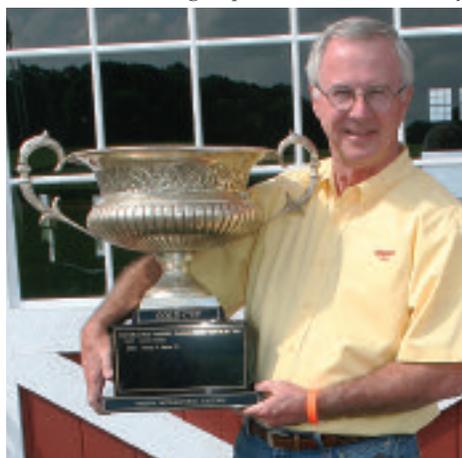
officially became the magazine’s editor.

Another milestone was reached in January 1988, when VM began publishing six issues a year. Now with a dedicated staff of four, the magazine set about establishing itself as an independent publication—no small task considering it was widely known as the “SVRA” magazine. Since a subscription to VM was still a perk of SVRA membership, a similar arrangement was made with Steve Earle for HMSA members to help diminish the SVRA connection.

Early in 1989, the magazine received a boost toward its goal of becoming a serious publication of record by persuading the principals of Aston Martin to co-partner in producing an issue featuring the marque’s racing history. Inspired by Aston Martin’s appearance as the

honored marque at the Monterey Historics, the comprehensive and authoritative issue showcased the magazine’s potential.

Never short of ideas to improve the magazine, without the necessary resources to implement those ideas, any real progress would be difficult to accomplish. The next major step in VM’s growth came in 1990 when Syd Silverman became the majority shareholder in the magazine. Although not unlimited, the resources Silverman’s involvement brought provided the necessary



Vintage Motorsport founder Ford Heacock with the VIR Gold Cup.

capital to add a full-time staff member and maintain forward momentum. Coming from a career in publishing, Silverman’s knowledge of the industry proved to be as valuable as his monetary investment in VM’s growth.

Now equipped with the resources to fortify enthusiasm and conviction, the magazine was

able to recruit the best and most respected writers and photographers in motorsport. Several in-depth articles were published, culminating in the ambitious 10-part series on Road Racing Specials beginning in 1992. This series was immediately followed by multi-part articles on the Chaparral, Can-Am and Trans-Am. The little magazine had grown up and was successfully tackling the subjects of books.

Although achieving critical acclaim is a major accomplishment, VM also needed to succeed as a viable business. Consequently, in a move to reduce costs, the editorial functions and production of the magazine were transferred from Lakeland, Florida, to a Novato, California publishing house in early 1996.

Jay Lamm became the editor effective with the May/June 1996 issue, and new art director Henry Rasmussen gave the magazine an entirely new look and logo. Lamm did seven issues before turning over the editor’s reins to automotive publishing veteran D. Randy Riggs, who became editor-in-chief of *Vintage Motorsport* in March of 1997, working from his office in Marin County just north of San Francisco.

Riggs believes that editors of enthusiast publications have to be enthusiasts themselves—that “sharing the passion” is an important part of the job, one of the reasons Riggs races vintage cars as often as his schedule permits. As editor, Riggs has expanded the reach of *Vintage Motorsport*, adding many new features to the magazine and website while capitalizing on the magazine’s core strengths as “The Journal of Motor Racing History.”

Art director Dave McGowan joined VM in September 2003 and immediately set to work to evolve the magazine’s design and “look,” as well as developing a new brand identity for the publication. His award-winning design and dedication to his craft keeps every issue of *Vintage Motorsport* fresh, alive and “pulsing” in the readers’ hands. Publisher/CEO Mike Silverman, also an active vintage racer, bought the magazine in 2011 and sets VM’s strategic direction while also serving many of its Western advertisers from its new Scottsdale, AZ offices.

At the midpoint of its fourth decade, *Vintage Motorsport* is at the forefront of the field, having added a digital edition on both tablet and mobile platforms around the world. VM continues to add readers, print and digital content, and advertising pages, mirroring vintage and historic racing’s amazing popularity and growth, with more cars, participants and spectators than ever before. Grow with us as *Vintage Motorsport* continues to excel as the premiere voice of vintage racing and motorsport history in the U.S. 🍃

RATE CARD

Effective November 1, 2016

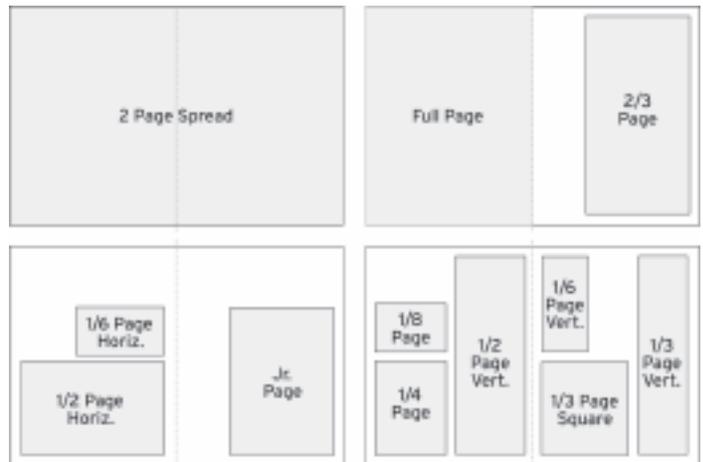
General Advertising Rates

COVERS	1x	2x	4x	6x	7x
Cover 2 (IFC)	3375	3000	2815	2650	2490
Cover 3 (IBC)	3120	2775	2605	2450	2295
Cover 4 (BC)	3640	3240	3040	2850	2680

Includes VM Annual!

4-COLOR	1x	2x	4x	6x	7x
Full Page	2595	2295	2180	2010	1915
2-pg Spread	4615	3925	3785	3650	3445
2/3 Page	1990	1870	1770	1615	1535
Jr. Page	1550	1395	1295	1145	1090
1/2 Page	1445	1295	1215	1100	1020
1/3 Page	1045	940	865	780	675
1/4 Page	865	770	720	660	600
1/6 Page	735	640	550	515	495
1/8 Page	630	545	475	440	415

B&W	1x	2x	4x	6x	7x
Full Page	1735	1595	1540	1420	1360
2-Pg Spread	3250	2950	2770	2490	2375
2/3 Page	1385	1275	1205	1110	1050
Jr. Page	1120	1010	920	850	790
1/2 Page	1000	910	830	740	690
1/3 Page	725	650	610	545	495
1/4 Page	550	515	470	440	420
1/6 Page	390	360	325	290	265
1/8 Page	310	285	260	235	215



Display Ad Sizes

Trim size	8 3/8" x 10 7/8"
Bleed size	8 5/8" x 11 1/8"
Spread, Trim	16 3/4" x 10 7/8"
Spread, Bleed	17" x 11 1/8"
Page	7 5/16" x 9 11/16"
2/3 Page (vertical only)	4 13/16" x 9 11/16"
Jr. Page	4 13/16" x 7 1/4"
1/2 Page (horizontal)	7 5/16" x 4 3/4"
1/2 Page (vertical)	3 9/16" x 9 11/16"
1/3 Page (square)	4 13/16" x 4 3/4"
1/3 Page (vertical)	2 1/4" x 9 11/16"
1/4 Page (vertical only)	3 9/16" x 4 3/4"
1/6 Page (horizontal)	4 13/16" x 2 1/4"
1/6 Page (vertical)	2 1/4" x 4 3/4"
1/8 Page (horizontal)	3 9/16" x 2 1/4"

RATE POLICY Advertiser has the option of committing to a frequency rate. If fewer insertions are run than originally committed to, the rate shall revert back to a 1x rate with no discounts. If the advertiser runs more insertions than originally committed to, they will earn a lower rate based on the actual number of insertions in the 12-month contract year. The publisher assumes no liability for copy received after closing date. **For franchise or premium position ad placement: add 15%.**

AGENCY COMMISSION 15% agency commission to recognized agencies. Agency commission is not allowed on production charges. No agency commission on bills not paid within 60 days of publication date. No agency commission allowed on classified advertising.

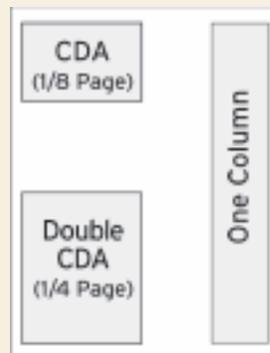
TERMS All invoices due and payable upon presentation of invoice. Publisher reserves the right to terminate any and all extensions of credit, at any time, and to demand payment in full of any existing balances. All accounts payable in U.S. Dollars, drawn on U.S. banks. **New advertisers must include full payment with two insertion orders to establish credit. Payment must be received before space closing date.**

CLASSIFIED ADVERTISING

Vertical Column Classified Display Ad

Rate is per column inch and includes photo, artwork and/or your logo.

	1x	3x	6x	Classified Display Ad Sizes (9" Max. Depth)
COLOR	80	75	70	1 Column 1 11/16"
B&W	60	55	50	2 Column 3 9/16"
				3 Column 5 7/16"
				4 Column 7 5/16"



Business Card Classified Ad (CDA) (1/8 Page)

Horizontal ad (3 9/16" x 2 1/4"). Rates: \$245/Color; \$210/B&W. Rate is per issue and includes all production charges. **Frequency discounts available for corporate contracts.** Ad is also posted on the *Vintage Motorsport* website for added exposure.

2017 ADVERTISING DEADLINES



Issue	Display Ad Space Due Date	Materials/Classified Due Date	On Sale
Jan/Feb 2017.1	November 30, 2016	December 7, 2016	December 23
2017 ANNUAL	January 13, 2017	January 20, 2017	February 21
Mar/Apr 2017.2	January 26, 2017	February 2, 2017	February 21
May/Jun 2017.3	March 30, 2017	April 6, 2017	April 24
Jul/Aug 2017.4	May 31, 2017	June 7, 2017	June 23
Sep/Oct 2017.5	July 27, 2017	August 1, 2017	August 17
Nov/Dec 2017.6	October 4, 2017	October 11, 2017	October 27
Jan/Feb 2018.1	November 29, 2017	December 6, 2017	December 22

DISPLAY AND CLASSIFIED ADVERTISING CONTACTS

MICHAEL SILVERMAN
Western Sales
480-765-2181 (AZ) • fax 480-765-2168
8712 E. Via De Commercio, Ste. 9
Scottsdale, AZ 85258
mike@vintagemotorsport.com

NORM SIPPEL
Eastern Sales
727-787-5929 (FL)
23482 Copperleaf Drive
Venice, FL 34293
nsippel@vintagemotorsport.com

MATERIAL SPECIFICATIONS

- **DIGITAL FILES ONLY:** High-res PDF, EPS, TIF, or JPEG files are accepted.
- All images should be at least 300 dpi and CMYK color.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point, or any PC-based word processing program CANNOT BE ACCEPTED.
- We will create or modify your ad at our ad production rate of \$80/hour.
- Ads may be submitted via e-mail or on CD-ROM (FTP site available for larger files).
- Add bleeds (1/8") on Full Page and Spreads only. All live material: 3/8" from trim edge.

INSERTS AND RIDE-ALONGS

A great way to grab your customers' attention is through an Insert or Ride-Along. Inserts are bound-in or tipped-in the magazine for easy removal. Ride-Alongs are inserted with *Vintage Motorsport* inside a polybag and are positioned "on top" of the magazine when mailed, so it's the first thing readers see when they open their new issue.

Call today to find out more!



DIGITAL VERSIONS

Historic racing enthusiast? We've got an App for that! Hit the road with a digital copy of your favorite racing magazine - *Vintage Motorsport*. You'll get access to everything in the print magazine, including editorial and advertiser content in an easy to use platform.

Vintage Motorsport has free apps that offer you digital access to the latest edition as well as an ever-expanding library of select back and archive issues. Apps are available for iPad, iPhone and Kindle Fire via the Apple Newsstand and Amazon Newsstand.

Additionally, VM offers online access from ANY device (Desktop, Tablet, Smartphone) via an internet browser. For more details, visit www.vintagemotorsport.com.

ELECTRONIC MARKETING

GET YOUR COMPANY NOTICED!

By branding with *Vintage Motorsport*, take advantage of additional media opportunities to get broadened exposure for your company. Align your marketing message with vintage racing news and information that is focused, practical, and concise. Advertising with *Vintage Motorsport* is a long-lasting and low-cost way to introduce your company to a targeted market and produces a regular source of inquiries.

SUBSCRIBER INTERNET ACTIVITY

- 96% of subscribers have Internet access.
- 54% visited an advertiser's website after reading VM.
- 52% purchased automotive products via the internet in the last 30 days.
- VM website visited more frequently by 35-44 year-old college-educated men.

WEBSITE ADVERTISING

Place your message in front of the 15,000+ monthly visitors who engage with *Vintage Motorsport's* content-rich website. The Vintage News section is updated daily to generate regular visits by our website fans who want to keep current on what's happening in the exciting vintage racing marketplace. With more than 30,000 page views per month, it offers enormous additional exposure for your marketing campaign.



Rates are per month

- Leaderboard Banner (728x90)..... \$300
- Static Banner (468x60) \$250
- Square (180x167) \$200
- Rectangle, Large (220x90) \$150
- Rectangle, Small (180x67) \$125

Print/Web Discount - 33% discount for print advertisers running at least three print ads per year in *Vintage Motorsport* magazine, minimum 1/3 page. Payment in advance is required. All banner advertising is agency commissionable.

E-NEWSLETTER ADVERTISING

Every week, *Vintage Motorsport's* electronic newsletter filled with news, events and other information on the vintage racing and classic car scenes, is sent to 10,000+ engaged subscribers. Sponsor the E-Newsletter with your linked banner ad from just \$300 per month! Reach tens of thousands of auto enthusiasts with this exclusive, focused medium! Limited ad positions in each newsletter.

Banner Ad Rates / Issue

1x - \$85 6x - \$80 12x - \$75



SINGLE-SPONSOR E-BLAST ADVERTISING

Make your best presentation to our e-mail audience of 10,000 enthusiasts! Your linked message can be as long or short as needed, with room for photos, details, deals, etc. Limited to 1 per week.

\$300 per E-Blast



VMTV (WEB VIEWER) or VINTAGE MOTORSPORT YOUTUBE SPONSORSHIP

As a sponsor, put your company's name or logo in front of enthusiasts who can purchase your product/service or attend your events. Our VMTV and YouTube videos are gaining traction with viewers hungry for on-track action! Call for details.

AWARDS/TESTIMONIALS/SUBSCRIBER PROFILE

International Automotive Media Awards



- 2015** **GOLD** - Motorsports: *The Last Carrera Panamerica*
GOLD - Biography: *Terry "Piggy" Malone*
SILVER - Best Single Issue: *Jul/Aug 2015*
SILVER - History; Single Marque: *The Blue Crowns*
SILVER - Motorsports: *Tempest in a Teapot*
- 2014** **GOLD** - Column: *Brock Yates / A Vintage Farewell*
GOLD - Motorsports; History: *The 1st Five Laps*
SILVER - Best Single Issue: *Jul/Aug 2014*
- 2013** **GOLD** - Motorsports; History: *Hawaii Called*
GOLD - Series: *Always on an Oval*
SILVER - Best Single Issue: *Mar/Apr 2013*
- 2012** **GOLD** - Best Single Issue: *Jul/Aug 2012*
GOLD - Motorsports; Biography: *Tambay, the Phoenix*
GOLD - Motorsports; Biography: *Bob Herda: Quest for Speed*
GOLD - Motorsports; History: *50 Years of Endurance: Daytona 24 Hrs.*
GOLD - Motorsports; History: *Louisiana Hilltop Raceway*
GOLD - Motorsports; History: *Targa Florio*

American Auto Racing Writers & Broadcasters Assn. Award

- 2014** 1st Place - *Hitting The Bricks*
2013 1st Place - *Aging Innocents Attempt Autosport Everest*
2012 1st Place - *Don O'Reilly & Speed Age*

The Society of Automotive Historians - The Carl Benz Award

- 2012** Best Magazine Article of the Year: *Flying Low*
2006 Magazine of the Year - The Bingham Award
2006 Best Magazine Article of the Year: *Lucky Goes to Camp*

Motor Press Guild

- 2011** Dean Batchelor Award: *Questor Grand Prix*

Vintage Motorsport Testimonials

... I advertise in every issue of Vintage Motorsport because it works! VM is a cost-effective way to keep me in front of my current clients and reach new customers. My ad keeps me busy throughout the year with requests for custom-painted helmets.

- Tony Lechner,
Lechner Racing Design

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's quality content and photography makes every issue a sellout. Customers are always asking if the new issue is in yet.

- Tina Van Curen
Autobooks-Aerobooks

VM SUBSCRIBER PROFILE

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 \$286 million on their auto hobby annually; \$62 million on travel and event fees alone.

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

Average number of vintage cars owned: **2.6**
Average number of total vehicles 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 12 months

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

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

Source: Mediarmk Research Inc. / MRI Survey of Vintage Motorsport Subscribers.