

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.

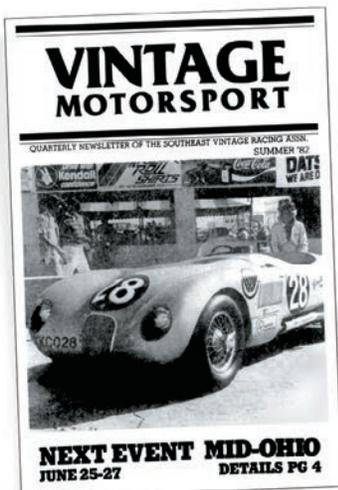
Another milestone was reached in January 1988, when *VM* began publishing six issues a year. Now with a dedicated staff of

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.

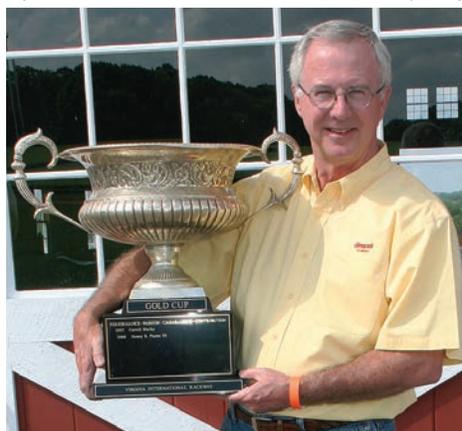
Early in 1989, the magazine received a boost toward its goal of becoming a serious publication of record by persuading the principals of Aston Martin to co-

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



The first issue of *Vintage Motorsport* debuted in May 1982.



Vintage Motorsport founder Ford Heacock with the VIR Gold Cup.

shareholder in the magazine. Although not unlimited, the resources Silverman’s involvement brought provided the necessary 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.

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 scope and 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 its devoted readers’ hands.

Publisher/CEO Mike Silverman, also an active vintage racer since 2000, bought the magazine in 2011 and sets *VM*’s strategic direction while also serving many of its Western advertisers from its new offices in Scottsdale, AZ, to where the publication relocated from Lakeland, FL in 2015.

At the midpoint of its fourth decade, *Vintage Motorsport* is at the forefront of the field, having added a weekly email newsletter plus 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 North America. 🏁

RATE CARD

Effective November 1, 2017

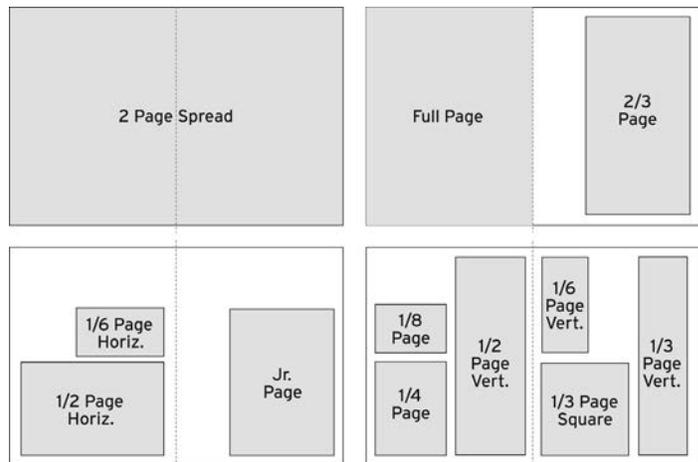
General Advertising Rates

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 materials 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.

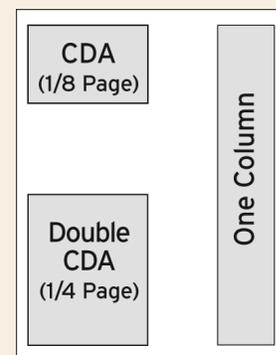
TERMS All invoices due and payable upon presentation of invoice. Publisher reserves the right to terminate any and all extensions of credit, at any time, and to demand payment in full of any existing balances. All accounts payable in U.S. Dollars, drawn on U.S. banks. **New advertisers must pre-pay via credit card (Visa, MasterCard or Discover) or 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.** "Cars For Sale" CDA ads are also posted on the *Vintage Motorsport* website for added exposure.

2018 ADVERTISING DEADLINES



Issue	Display Ad Space Due Date	Materials/Classified Due Date	On Sale
Jan/Feb 2018.1	November 29, 2017	December 6, 2017	December 22
2018 ANNUAL	January 16, 2018	January 23, 2018	February 23
Mar/Apr 2018.2	January 30, 2018	February 6, 2018	February 23
May/Jun 2018.3	March 30, 2018	April 6, 2018	April 24
Jul/Aug 2018.4	May 30, 2018	June 6, 2018	June 22
Sep/Oct 2018.5	July 31, 2018	August 7, 2018	August 23
Nov/Dec 2018.6	October 3, 2018	October 10, 2018	October 26
Jan/Feb 2019.1	November 28, 2018	December 5, 2018	December 21

DISPLAY AND CLASSIFIED ADVERTISING CONTACTS

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

RICK BISBEE, Associate Publisher
312-285-8720 (IL)
618 Ellington Court • Fox River Grove, IL 60021
rick@vintagemotorsport.com

DEBI BRAND, Classifieds/Eastern Sales Director
321.430.4890 • cell 225.335.9060
PO Box 3126 • DeLand, FL 32721-3126
debi@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 \$90/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. Available on any tablet or smartphone. To preview a digital issue on our branded webstand, call 800.626.9937 for login information.

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



DIGITAL 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.



Results: Barrett-Jackson Las Vegas

Las Vegas, NV – Barrett-Jackson posted seven world record sales for a public auction on the way to total vehicle sales of more than \$31.32 million and a 99.25% sell-through rate at its 18th Annual Las Vegas Auction Oct. 27 at the Mandalay Bay Resort and Casino. The company also tallied over \$640,000 in automobile sales.

The unique Martin-owned Porsche 918 was 9/25 top seller. Photo: David Jackson

At the heart of the auction was the enthusiasm from the sale of seven charity vehicles that generated \$1.64 million in total donations, with \$1.1 million supporting Las Vegas community organizations. Other funds were earmarked for the victims of hurricanes Harvey and Irma.

Charity vehicles and organizations:

- 2018 Jeep Wrangler Four Track Edition, \$100,000 Benefited the NASCAR Foundation, with 100% of the sale price going to the UNLV Emergency Medicine Residency Program Fund
- 2017 Chevrolet Cruze Custom Package and motorcycle, \$100,000 Benefited the LA Children's Hospital
- 1991 Acura NSX Custom Coupe, \$136,000 Benefited the American Red Cross
- "Cancer Car" by Steve Demell, owner of WelderUp, \$60,000 Benefited TCGA Foundation for Cancer Research Fund
- 2007 Ford Shelby GT500 Super Snake, \$1 million Benefited the American Cancer Society
- 1972 Ford Mustang Custom Coupe, \$56,000 Benefited the SEMA Museum's "Pony" Fund
- 1965 Shelby Cobra Re-Creation Restomod, \$120,000 Benefited Corby of Hope in support of ongoing relief from hurricanes Harvey and Irma

Top five among all car sales:

- 2015 Porsche 918 Spyder (Lot #730), \$1.16 million
- 1971 Plymouth Road Runner, \$386,000
- 1965 Porsche 356 Custom Convertible (Lot #756), \$315,700
- 2005 Ford GT (Lot #763), \$280,500
- 2005 Mercedes-Benz SLR McLaren (Lot #736), \$282,000

Next up is Barrett-Jackson's Scottsdale auction January 13-21. Visit www.barrett-jackson.com for the full schedule and to view lots.

LEGENDS

IN CONJUNCTION WITH THE 100TH ANNIVERSARY OF THE HRR SAVANNAH SPEED CLASSIC

New Additions to HRR Savannah Speed Classic Schedule

Clewiston, FL – David Donohue will serve as Grand Marshal for the HRR Savannah Speed Classic and is already on site today (Oct. 26), continuing through Sunday.

Donohue's return is a deep one. Year from at HRR's Savannah Speed Classic.

Participants can talk with Donohue at tonight's Plaza Lap Party about his 2009 coaching victory in the Rolex 24 at Daytona, his 2013 Rolex 24 Hour GT class win in Napoleon Bonaparte's Porsche Cayman and other parts of his racing resume that includes time spent in Touring Cars, Prototype, NASCAR Stock Car and Craftsman Truck Series.

He'll join the "100 Years of Auto Racing in Savannah" panel discussion, open to all event ticket holders, at 11:30 a.m. Saturday (Oct. 26) in the pit/paddock area.

Moderated by Larry Koch, retired BMW Motorsports Manager, the session will also feature Rick Tenen, president of Colonial Motorsport Group and manager of the Drive Crystal Grand Prix, and Dave Citz Jr., automotive collector/enthusiast and owner of Citz Auto Group – key figures who helped get Savannah's race heritage on the map. All attendees will share plenty of historical facts and personal stories.

Get the complete weekend schedule and the official entry list.

Preview: Bonhams Bothwell Collection, Los Angeles

Los Angeles, CA – Bonhams will auction the collection of significant cars that had belonged to America's preeminent collectors and conservators of vintage automobiles, the late Lindsey and Ann Bothwell, at a Nov. 11 sale at the Bonhams' Ranch in Woodland Hills, Calif.

After Lindsey Bothwell died in 1986, Ann kept her late husband's collection of race cars in the original barn barn on the grounds of Bonhams Ranch, the couple's San Fernando

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.

- E-Blast Rates**
- 1x - \$350
 - 6x - \$325
 - 12x - \$300

E-NEWSLETTER ADVERTISING

Every week, *Vintage Motorsport's* electronic newsletter is filled with news, events and other information on the vintage racing and classic car scenes. It is sent to 10,000+ engaged subscribers. Engage new customers with your linked banner ad from just \$80 per issue! Reach tens of thousands of auto enthusiasts with this exclusive, focused medium! Limited ad positions in each newsletter.

- Banner Ad Rates / Issue**
- 1x - \$100
 - 6x - \$90
 - 12x - \$80

WEBSITE ADVERTISING

Place your message in front of the 10,000+ 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 20,000 page views per month, it offers enormous additional exposure for your marketing campaign.

Rates are per month; limited ad positions.

- IAB "Billboard" Banner (970x250px). . . . \$300

Rotating position amongst Home, News, Classifieds and Events pages.

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.

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.



RUSSELL AND STEELE SCOTTSDALE 18
JANUARY 17-21, 2018

CONSIGNMENT BIDDING SCOTTSDALE AUCTION RESULTS

6% SALES COMMISSION ON RESERVES OF \$50K+
LOWEST COMMISSION IN SCOTTSDALE

CONSIGN NOW

SOLD FOR \$423,500
1930 FORD ROADSTER

IT'S ABOUT RESULTS! THE CLEAR CHOICE IN SCOTTSDALE!

SOLD FOR \$24,900 1970 FERRARI 365 GT 2-2

SOLD FOR \$37,500 1959 PORSCHE 356 SUNROOF

Consigning with Russo and Steele is EASY!
1. Fill out our Pre-Consignment Form and upload pictures, title, or email your images from the backside, photos and engine shots to info@russoandsteele.com. We'll contact you within one business day to discuss your entry.
2. As always, you can contact us direct at info@russoandsteele.com or at 602.252.2697

ONLINE OFFLINE

PLAN YOUR TRIP TO SCOTTSDALE TODAY
MAKE YOUR TRAVEL PLANS BEFORE IT IS TOO LATE!

BOOK NOW

HOTELS DEALS EXCLUSIVELY FOR RUSSELL AND STEELE CUSTOMERS

COURTYARD BY MARRIOTT
Scottsdale Salt River
5201 North Pinal Ave. | Scottsdale, AZ 85266
480-745-8200
Group Code #238268 • \$179.00 + tax

TALKING STICK RESORT
1900 Talking Stick Way • Scottsdale, AZ 85266
866-877-9997
Phone Code Resort Steele 10814529
\$239 + tax + \$25.00 Resort Fee

602.252.2697 WWW.RUSSELLANDSTEELE.COM



Vintage Motorsport

ABOUT NEWS EVENTS CLASSIFIEDS DIGITAL MAGAZINE SHOP SUBSCRIBE

THE JOURNAL OF MOTOR RACING HISTORY

RECENTEST HIT ISSUE NOW AVAILABLE!

THE HISTORY OF THE 24 HOUR RACE AT DAYTONA

CONSIGN NOW!

RUSSELL AND STEELE SCOTTSDALE 18
JANUARY 17-21, 2018

WWW.RUSSELLANDSTEELE.COM



AWARDS/TESTIMONIALS/SUBSCRIBER PROFILE

International Automotive Media Awards



- 2016 GOLD** - Motorsports; Biography: *Jerry Hansen: The SCCA's Enigma*
GOLD - Motorsports; History: *Funny Cars: Celebrating 50 Years*
GOLD - Motorsports; History: *Sebring 1966 - Enzo Bails ... Ford Prevails*
- 2015 GOLD** - Motorsports; Biography: *Terry "Piggy" Malone*
GOLD - Motorsports; History: *The Last Carrera Panamerica*
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; History: *50 Years of Endurance: Daytona 24 Hrs.*
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

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.

My Morris race truck sold within one week of the magazine's release. I can't imagine any other magazine that reaches the right buyer like VM does. Thanks!

- Stephen Newby
Lake Tapps, WA

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 racing events

48% are members of a vintage racing club

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

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

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

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