



Classic Motorsports

**2024 MEDIA KIT &
ADVERTISING GUIDE**

Print ■ Digital ■ Events

Our Audience

For more than three decades, the Classic Motorsports magazine staff has delivered thoughtful, useful content for both the collector and the hands-on enthusiast. Our relatable American voice resonates with the domestic market and beyond. Classic Motorsports isn't limited to print. We deliver content daily to our readers through a variety of means, including digital editions, e-newsletters, website articles, YouTube videos and social media.



70.1K

paid magazine
readership

22K

e-newsletter
subscribers

101K+

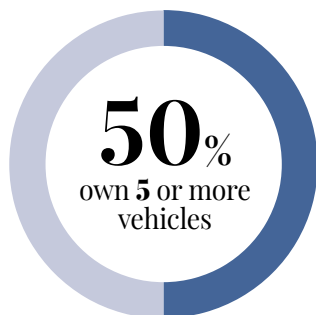
average monthly
site users

4K

business-to-business advertiser
e-newsletter subscribers

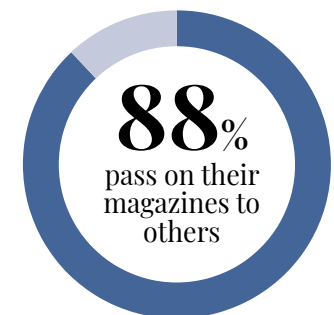
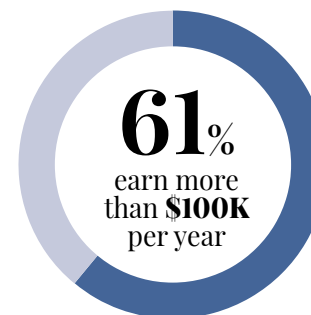
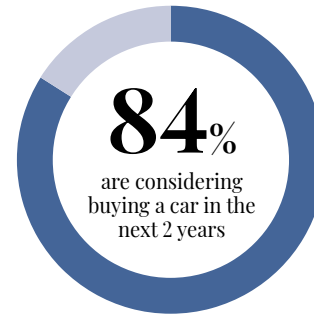
14K

Facebook
followers

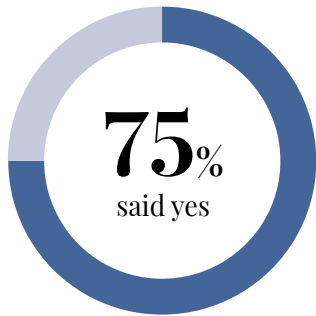


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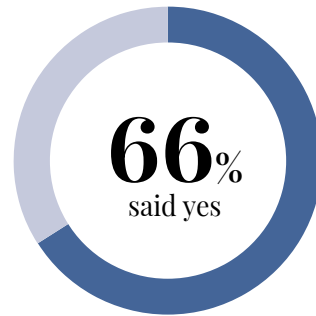
average number of cars
respondents would
like to own



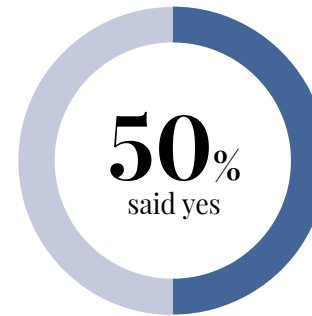
Have you purchased parts or services from a Classic Motorsports advertiser?



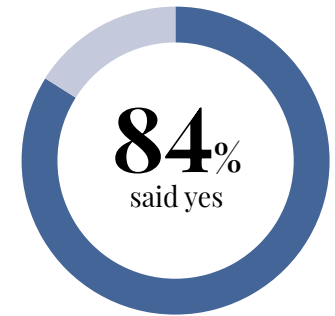
Does seeing a dealer featured on the Classic Motorsports website make it seem more trustworthy?



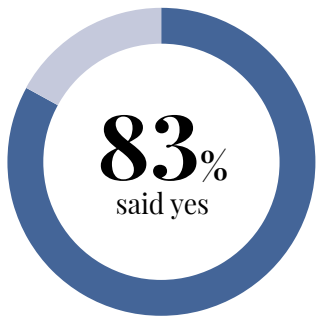
Do you own 5 or more vehicles?



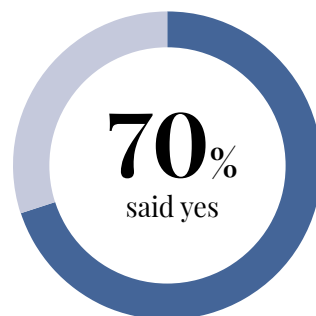
Considering buying a car in the next 2 years?



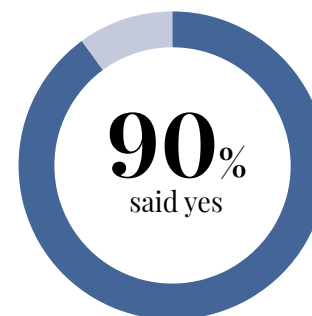
Do you watch today's values?



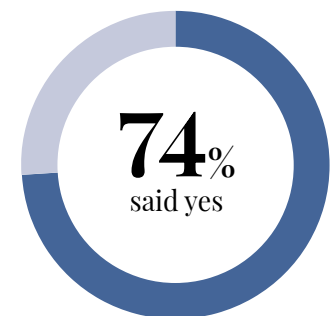
Do you regularly travel to events?



Do you expect to attend 2 or more car events in the next year?



Are you interested in specialty insurance for your classic vehicles?



Print

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

“

I advertise in Hemmings, Victory Lane and Autotrader, and nothing makes my phone ring like Classic Motorsports.”

Hayes Harris, owner & founder
WireWheel.com

2024 Magazine Production & Editorial Calendar

<i>Issue</i>	<i>Closing</i>	<i>Materials</i>	<i>Mailing</i>	<i>Editorial Content</i> <small>(subject to change)</small>	<i>Bonus Distribution</i>
January 2024	Friday, November 3, 2023	Friday, November 10, 2023	Wednesday, November 29, 2023	How the Corvette went from an afterthought to a successful race car • Future blue-chip collectibles • Driving the Nürburgring • Dodge Viper Special section: Porsches	PRI Trade Show
March 2024	Friday, December 15, 2023	Friday, December 22, 2023	Wednesday, January 24, 2024	Concours guide 2024: How the classic car hobby is changing • Cobras at Le Mans • Touring Italy • Racing through the night • Audi R8 Special section: Concours events	The Amelia
May 2024	Friday, February 9, 2024	Friday, February 16, 2024	Wednesday, March 13, 2024	Driving one of the most important Jaguars • Why not an air-cooled Volkswagen? • Classics and reliability • Porsche 911 GT3 Special section: Jaguar	
July 2024	Friday, April 19, 2024	Friday, April 26, 2024	Wednesday, May 15, 2024	Life with a Porsche 911 • Restoration help: How to get a stalled restoration project back on the rails • Going to Goodwood • Austin-Healey 3000 Special section: Porsche	
September 2024	Friday, June 14, 2024	Friday, June 21, 2024	Wednesday, July 10, 2024	Which collector cars to watch next? • Monterey guide 2024 • How to buy and sell • Racing a formula car • Nissan Skyline GT-R Special ad section: Monterey guide	Monterey Car Week, Pebble Beach Concours d'Elegance
November 2024	Friday, August 23, 2024	Friday, August 30, 2024	Wednesday, September 18, 2024	How to plan a fly-and-drive • Cool watches for the motorsports enthusiast • Winter projects • Low riders • Factory Five Roadsters Special section: Watches	SEMA Show, Hilton Head Concours
January 2025	Friday, October 25, 2024	Friday, November 1, 2024	Wednesday, November 20, 2024	Emerging trends in our classic car world • Tackling that restoration project • Traveling to Europe • Making your classic reliable • Lotus Elise Special section: Restoration equipment	PRI Trade Show

Print Rates & Sizes



2024 Magazine Advertising Rates

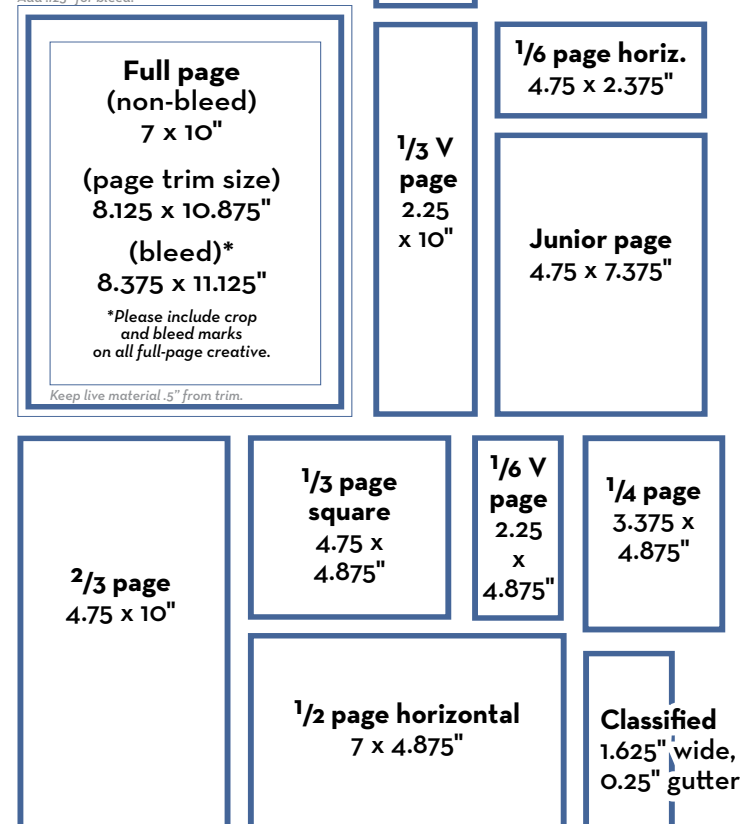
All ads are printed in full color. Prices are per insertion.

Size	1x	3x	6x
2-page spread	\$4,750	\$4,402	\$4,054
Back cover	\$3,938	\$3,706	\$3,474
Inside front cover	\$3,590	\$3,358	\$3,126
Inside back cover	\$3,126	\$2,894	\$2,662
Full page	\$2,546	\$2,372	\$2,195
2/3 page	\$2,082	\$1,966	\$1,850
Junior page	\$1,850	\$1,734	\$1,618
1/2 page (horizontal)	\$1,502	\$1,386	\$1,270
1/3 page (vertical or square)	\$1,154	\$1,049	\$980
1/4 page	\$864	\$806	\$748
1/6 page (horizontal or vertical)	\$725	\$667	\$609
1/12 page	\$493	\$458	\$423
Classified, per inch	\$75	\$63	\$58

Rate card No. 23, effective July 4, 2023

Magazine Ad Sizes

Add .125" for bleed.



Online Features

Our quarterly calendar shows the articles and video content scheduled for ClassicMotorsports.com and the Classic Motorsports YouTube page.

2024 Online Features Calendar

Quarter 1

Road trips • Porsche guide • Buying at auction • Tires for classic sports cars

Quarter 2

Summer roadsters • New wheels • Must-do events • Modern classics

Quarter 3

MG and Triumph • Upholstery work • Shop talk • Oils and fluids

Quarter 4

Cool accessories • Jaguar guide • Selling at auction • Getaway plans

Subject to change.

**1971
Alfa Romeo
Spider**



A DIY rolling restoration.

**1962
Elva MkVI**



Rebuilding the factory's Sebring entry.

**1984
VW Rabbit
Callaway**



A turbocharged, rad-era classic.

**1984
Porsche 911**



Life with the air-cooled icon.

**1960
Austin-Healey
Sprite**



Building a little hotrod.

**1967
Shelby
GT350**



High-speed touring with style.

**1973
Triumph
Spitfire**



Classic open-air British motoring.

**1957
AC Ace**



Like a Cobra but even better?

■ Project Car Sponsorship

Support these 2024 project car series, which appear in story installments over multiple issues of the magazine. Includes your logo on each opening spread and mentions in our online updates.

■ Contests

Classic Motorsports holds giveaway contests to promote our partners' products. Giveaways are promoted through our digital assets.

Contact us to put a plan in motion! ■ (800) 520-8292 ■ Ads@ClassicMotorsports.com

Digital

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.

■ Sponsored Content

Sponsored content written by our staff and posted on our website. The article is featured on our home page for 24 hours and also featured in several e-newsletters. Archived permanently on our site to continue to provide visibility and referrals.

\$1,795

■ Dedicated Email

Email your content to our list, edited to fit our editorial standards. Limited to 3 images, 500 words and appropriate links.

\$1,195

■ E-Newsletter Banner

Promotional banner in our daily and weekly e-newsletters. Get 15K impressions, spread throughout the month or customized to fit your needs.

\$295

■ Homepage Item

Add your news item to our homepage and daily e-newsletter. The item is featured on our homepage for 12 hours and appears in one e-newsletter. Includes 1 image, 75 words and appropriate links to your site.

\$695

■ Advertiser E-Newsletter Item

Add your news item to our advertising e-newsletter. Includes 1 image, 75 words and appropriate links to your site.

\$225

■ Advertiser E-Newsletter Banner

Promotional banner on our per issue e-newsletter sent to 4,000 advertisers and commercial clients. Great to leverage your B2B targeting!

\$195

■ Cars for Sale E-Newsletter Banner

Promotional banner in our weekly Cars for Sale e-newsletter. Get 15K impressions, spread throughout the month or customized to fit your needs. Limited to 3 partners.

\$295

■ Cars for Sale E-Newsletter Listing

Add your listing to our weekly Cars for Sale e-newsletter. Includes 5 images, 300 words and appropriate links to your site.

\$495

■ Facebook Post

Get your product in front of our 14K audience next to our own latest news, how-to videos, auction results and more. Limit of 1 image and 25 words.

\$95

2024 Website Advertising Rates

Priced by impression to ensure you always get what you pay for.

Size	1,000 impressions	5,000 impressions	10,000 impressions	25,000 impressions	50,000 impressions
Leaderboard	\$5.00	\$25.00	\$50.00	\$125.00	\$250.00
Square (above the fold)	\$3.50	\$17.50	\$35.00	\$87.50	\$175.00
Small	\$2.75	\$13.75	\$27.50	\$68.75	\$137.50

Ask your representative about additional targeting options.

Digital Ad Sizes

Leaderboard: 728x90

Square:
300x250

Small:

240x90

E-Newsletter Banner: 600x120

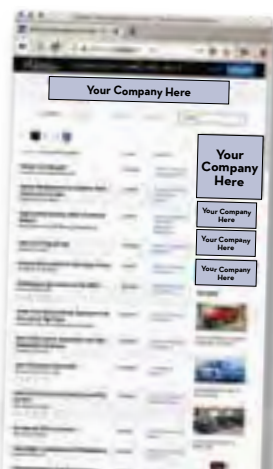
Digital Dominance Package

Take advantage of this powerful combination of all of our digital assets to persuasively touch our entire online audience. Limited to 6 non-competing partners.

300K total impressions monthly.

Website Placements

Your web banners will take over all web positions multiple times per week at ClassicMotorsports.com.



E-newsletter Banner

15K monthly impressions for your banner thanks to our **22K** e-newsletter subscribers.

Social Media Outreach

Your message featured exclusively twice monthly in Classic Motorsports social media feeds, powered by our **14K** Facebook followers.



Preferred Partner Status

Positions you as the “go-to” company with the customers you really want to reach.

Your logo and link placed on **every page** of our website and **every e-newsletter** we send.

2024 Digital Dominance Rates

3-month contract

\$995 monthly

Annual contract

\$695 monthly

BONUS
email blast
*when you sign up
for one year of
Digital
Dominance*

Contact us to put a plan in motion! ■ (800) 520-8292 ■ Ads@ClassicMotorsports.com

Video Content Partnerships

■ Presenting Partner (1 available)

- Logo in opening title card.
- Logo in lower-right corner of the entire video.
- Company call to action on a dedicated out card.
- Logo on end screen.
- 1 10-second video spot about your company and/or product placed within 1 video per quarter.
- As applicable, organic product banner and product placement.
- Link in video description.
- Promotion through magazine's homepage, daily e-newsletter and social media platforms.

Partnership fee: \$1495/month (3-month minimum)

■ Associate Partner (4 available)

- Logo on bottom of screen for first 30 seconds.
- Logo on bottom of screen for last 30 seconds.
- Logo on end card.
- 1 10-second video spot about your company and/or product placed in 2 videos per year.
- As applicable, organic product banner and product placement.
- Link in video description.
- Promotion through magazine's homepage, daily e-newsletter and social media platforms.

Partnership fee: \$995/month (3-month minimum)



■ Episode Spotlight

- An episode dedicated to you and your company's latest products or events.
- As applicable, organic product banner and product placement.
- Link in video description.
- Promotion through magazine's homepage, daily e-newsletter and social media platforms.

\$995/episode

■ Hosted Video

- Subject to editorial department review, we host your own produced content and include a short commentary and call to action by one of our editors.
- Link in video description.
- Promotion through magazine's homepage, daily e-newsletter and social media platforms.

\$495/episode

2024 Video Content Calendar

Quarter 1

Restoration help • Tires for classics • Jaguar buyer guide • Favorite roadsters

Quarter 2

Road trip recap • Modern classics • Suspension redo • Tips for buying and selling at auction

Quarter 3

Porsche buyer guide • Vintage racing • Wheel safety • Primer: a quick, effective detailing plan

Quarter 4

Ferrari dreams • Restoration fabrication • BMW tips • Proper fuel for classics

Subject to change.

Amelia Island Kickoff

Main Beach Park in Fernandina Beach,
just north of The Ritz-Carlton Amelia Island

March 1, 2024 ■ ameliakickoff.com



Make a major splash at Amelia Island Car Week.

Classic Motorsports is expanding its hugely successful Monterey Kickoff event to the largest car week gathering in the East.

Why partner with us on this event? This is the most effective and inexpensive way to make a big impression on the passionate, upscale classic car enthusiasts who flood Amelia Island weekend in early March.

With an expected turnout of 150-200 cars and thousands of spectators, this all-inclusive show will start the weekend off right!

Partnership Opportunities

<i>Partners Receive</i>	<i>Presenting</i>	<i>Block Partner</i>	<i>Associate</i>	<i>Corporate Award</i>	<i>Booth</i>
Mentions of company's involvement via social media	10	7	5	1	—
Editorial mentions before the event	2	1	1	1	—
Press release inclusions	2	1	—	—	—
Parking passes	4	2	1	—	1
E-newsletter inclusions with company mention/link	✓	✓	✓	✓	—
Association with Classic Motorsports staff in an intimate setting with high-net-worth enthusiasts	✓	✓	✓	✓	—
Logo and link prominent on event website	✓	✓	✓	✓	—
Literature and promotional materials in 200 welcome bags	✓	✓	✓	✓	—
Inclusion in magazine coverage after the event	✓	✓	✓	✓	—
Prominent logo in multiple magazine ads	✓	✓	✓	—	—
Category exclusive	✓	✓	✓	—	—
"Presented by" status on all event mentions	✓	—	—	—	—
Logo on event trophies	✓	—	—	—	—
Exclusive branding provided on your block of the show	—	✓	—	—	—
Display space	10x20-foot display space at the center of the event	10x20-foot display space on your block	10x10-foot display space on vendor row	—	10x10-foot display space
Partnerships available at this level	1	1 for each of 6 blocks	4	6	—
Investment level	\$14,995	\$2,995	\$1,995	\$695	\$695

Monterey Kickoff

Downtown Pacific Grove, next to Monterey, California

August 13, 2024 ■ montereykickoff.com



KRISTIN CILIA PHOTOS

Make a major splash at Monterey Car Week.

Each year we kick off the Monterey festivities with our own welcome party, filling neighboring downtown Pacific Grove with hundreds of cars and thousands of people.

Why partner with us on this event? This is the most effective and inexpensive way to make a big impression at Monterey Car Week. Our event puts your company front and center at one of Monterey Car Week's anchor events.

Partnership Opportunities

<i>Partners Receive</i>	<i>Presenting</i>	<i>Block Partner</i>	<i>Associate</i>	<i>Corporate Award</i>
Mentions of company's involvement via social media	10	7	5	1
Editorial mentions before the event	2	1	1	1
Press release inclusions	2	1	—	—
Parking passes	4	2	1	—
E-newsletter inclusions with company mention/link	✓	✓	✓	✓
Association with Classic Motorsports staff in an intimate setting with high-net-worth enthusiasts	✓	✓	✓	✓
Logo and link prominent on event website	✓	✓	✓	✓
Literature and promotional materials in 200 welcome bags	✓	✓	✓	✓
Inclusion in magazine coverage after the event	✓	✓	✓	✓
Prominent logo in multiple magazine ads	✓	✓	✓	—
Category exclusive	✓	✓	✓	—
"Presented by" status on all event mentions	✓	—	—	—
Logo on event trophies	✓	—	—	—
Exclusive branding provided on your block of the show	—	✓	—	—
Display space	10x20-foot display space at the center of the event	10x20-foot display space on your block	10x10-foot display space on vendor row	—
Partnerships available at this level	1	1 for each of 6 blocks	4	6
Investment level	\$14,995	\$2,995	\$1,995	\$695

Road Tours

Our all-inclusive, five-day classic sports car tours provide the ultimate way to connect with high-net-worth enthusiasts who enjoy this lifestyle. These luxury getaways provide invaluable one-on-one time with our wealthiest and most involved readers.

classicmotorsportsroadtours.com



Orange Blossom Tour

Explore Old Florida and
The Amelia concours

February 25 - March 1, 2024



Partnership Opportunities

<i>Partners Receive</i>	<i>Presenting</i>	<i>Associate</i>
Mentions of company's involvement via social media	10	5
Editorial mentions before the event	2	1
Press release inclusions	2	—
Invitations to address the group	2	—
E-newsletter inclusions with company mention/link	✓	✓
Association with Classic Motorsports staff in an intimate setting with high-net-worth enthusiasts	✓	✓
Prominent logo in multiple magazine ads	✓	✓
Logo and link prominent on event website	✓	✓
Literature and promotional materials in all entrant welcome bags	✓	✓
Inclusion in magazine coverage after the event	✓	✓
Category exclusive	✓	✓
Logo on participant cars	✓	—
"Presented by" status on all event mentions	✓	—
Naming rights	✓	—
Advertisement in the route book	Full page	Half page
Partnerships available at this level	1	4
Investment level	\$15,000	\$5,000



Empire State Tour

Escape to the Finger Lakes
region of New York

July 14-19, 2024



Bluegrass Tour

Tackle the verdant back
roads of Kentucky

October 6-11, 2024

Contact Us

Kevin Maffett, sales director:
(407) 461-9982 ■ Kevin@ClassicMotorsports.com

General sales department:
(800) 520-8292 ■ Ads@ClassicMotorsports.com



CHUCK ANDERSEN PHOTO

Some of Our Partners:

