

Grassroots Motorsports

THE HARDCORE SPORTS CAR MAGAZINE



2024 MEDIA KIT & ADVERTISING GUIDE

Print • Digital • Events

Our Audience

“

Since 1984, Grassroots Motorsports has provided genuine expertise and entertainment for the automotive enthusiast community. Our promise to our readers: to be their personal guide to the sports car world.

Grassroots 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.

THE GRASSROOTS MOTORSPORTS AUDIENCE IS INVOLVED AND HANDS-ON—THE SAME TYPE OF PERSON THAT BUYS OUR TYPE OF PRODUCT. GRASSROOTS MOTORSPORTS IS A TREMENDOUS WAY TO REACH OUR CUSTOMERS AND MEET NEW ONES.”

James Clay, president, BimmerWorld

57.2K

paid magazine
readership

34K

e-newsletter
subscribers

324K+

average monthly users to
GrassrootsMotorsports.com

4K

business-to-business advertiser
e-newsletter subscribers

129K

Facebook
followers

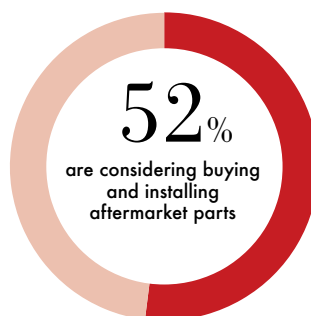
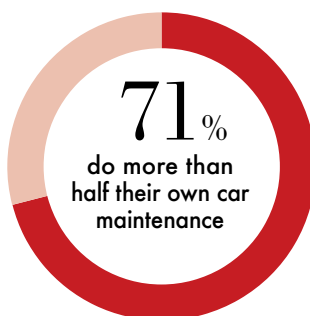
22.6K

YouTube channel
subscribers



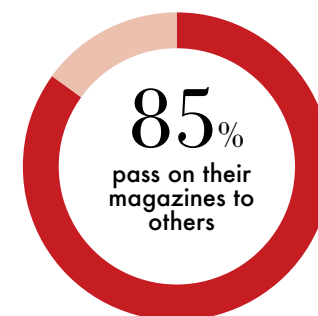
4.9

average number of cars
currently owned



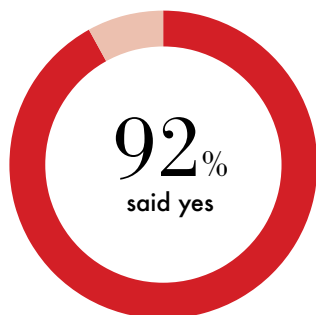
\$127K

average
household
income
annually



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

Have you purchased any parts or services from a Grassroots Motorsports advertiser?

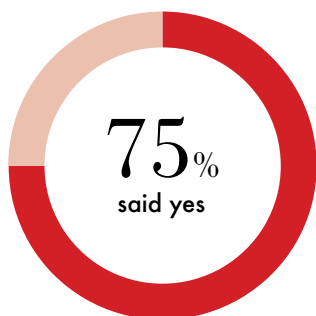


Our readers own the right cars. The top 10 brands owned:

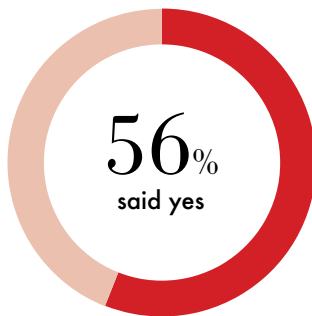
1. Mazda
2. Chevrolet
3. Ford
4. BMW
5. Porsche
6. Honda
7. Nissan/Datsun
8. Toyota
9. Subaru
10. MG



Interest in going racing?



Member of a sanctioning body?



Our readers modify their cars. Percentage of readers who have made these modifications:

Aftermarket brake pads: 85%
High-performance tires: 85%
Aftermarket shock absorbers: 78%
Aftermarket wheels: 70%
Aftermarket air filter or cold-air intake: 69%
Aftermarket exhaust system: 67%
Aftermarket suspension springs: 66%
Aftermarket suspension bushings: 62%
Roll cage or roll bar: 57%
Aftermarket seats: 46%
Data acquisition or video: 38%
Aftermarket ignition or engine management: 36%
Aftermarket brake calipers: 34%
Racing fuel: 18%

Our readers are involved. Their motorsports interests cover the full range:

Road racing: 74%
Car club events: 69%
HPDE/track days: 62%
Time trials/Time Attack: 61%
Autocross: 58%

Print

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

“

IN THIS SPACE, GRASSROOTS MOTORSPORTS IS THE PURVEYOR OF COOL. WHEN WE LAUNCHED TRACK NIGHT IN AMERICA, WE KNEW THE EXPOSURE GAINED WOULD BE IMPORTANT, BUT IT WAS THE ENDORSEMENT THAT ALLOWED US TO DIFFERENTIATE.”

Heyward Wagner, senior director of Rally/Solo and Experiential Programs, SCCA

2024 Magazine Production & Editorial Calendar (subject to change)

December 2023

CLOSING: Fri., Oct. 6, 2023

MATERIALS: Fri., Oct. 13, 2023

MAILING: Wed., Nov. 1, 2023

10 easy winter projects • Racing EVs
• The latest with IMSA • Building a dry-sump system • Tire test • Holiday gift guide • Mazda Miata

Special Section: Engine hardware

Bonus Distribution:
PRI Trade Show

August 2024

CLOSING: Fri., May 17, 2024

MATERIALS: Fri., May 24, 2024

MAILING: Wed., Jun. 12, 2024

Tightening the nut behind the wheel • Understanding data acquisition • Rejuvenating a modern classic • Aero • Home fab • Mini • Porsche

Special Section: Data acquisition

Bonus Distribution: WeatherTech
International Challenge w/Brian Redman

February 2024

CLOSING: Fri., Nov. 24, 2023

MATERIALS: Fri., Dec. 1, 2023

MAILING: Wed., Dec. 20, 2023

Tire Rack Ultimate Track Car Challenge: Meet today's fastest track stars • Resurrecting a dead Porsche • Latest in tires • 3D scanning • Mustang

Special Section: Tires

October 2024

CLOSING: Fri., Jul. 5, 2024

MATERIALS: Fri., Jul. 12, 2024

MAILING: Wed., Jul. 31, 2024

Cheap speed: Meet the stars of our Tire Rack \$2000 Challenge • The latest in helmets • LS heads • Honda S2000 • Volkswagen GTI

Special Section: Safety gear

April 2024

CLOSING: Fri., Jan. 19, 2024

MATERIALS: Fri., Jan. 26, 2024

MAILING: Wed., Feb. 14, 2024

Planning a successful project car • Proper track safety gear • Selling cars • Suspension work • Fabrication • Camaro • Subaru BRZ

Special Section: Safety gear

November 2024

CLOSING: Fri., Aug. 2, 2024

MATERIALS: Fri., Aug. 9, 2024

MAILING: Wed., Sep. 4, 2024

Sorting a project car • Common suspension mistakes • Drifting • Bending metal • Engine bottom ends • Mazda RX-7 • Supra

Special Section: Suspension hardware

Bonus Distribution:
SEMA Show, UTCC

May 2024

CLOSING: Fri., Mar. 1, 2024

MATERIALS: Fri., Mar. 8, 2024

MAILING: Wed., Mar. 27, 2024

Greatest hits from the '90s • Old race cars • Latest in wheels • Fun with lasers • Designing a rear suspension • Acura NSX • Corvette

Special Section: Wheels

December 2024

CLOSING: Fri., Sep. 27, 2024

MATERIALS: Fri., Oct. 4, 2024

MAILING: Wed., Oct. 23, 2024

Your first classic • Assembling an engine • Maximizing your shop space • Cardboard-aided design • Holiday gift guide • BMW M3 and M4

Special Section: Engine hardware

Bonus Distribution:
PRI Trade Show

June 2024

CLOSING: Fri., Mar. 29, 2024

MATERIALS: Fri., Apr. 5, 2024

MAILING: Wed., May 1, 2024

How we built our own mid-engine, V6-powered exotic • Designing a brake system • 3D printing • Nissan Skyline • Tesla Model 3

Special Section: Brake hardware

February 2025

CLOSING: Fri., Nov. 22, 2024

MATERIALS: Fri., Nov. 29, 2024

MAILING: Wed., Dec. 18, 2024

Go racing: How to get on track this year • Testing the latest track tires • Tire Rack Ultimate Track Car Challenge • Racing gearboxes • Honda Civic

Special Section: Tires

Print Sizes & Rates



Magazine Ad Sizes

Add .125" for bleed.

**Full page
(non-bleed)**
7 x 10"

(page trim size)
8.125 x 10.875"

(bleed) *
8.375 x 11.125"

*Please include crop and bleed marks on all full-page creative.

Keep live material .5" from trim.



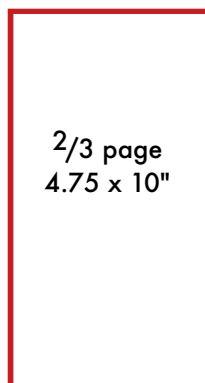
1/12 page
2.25 x 2.375"



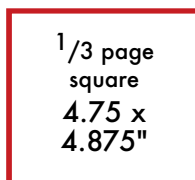
1/3 V
page
2.25
x 10"

1/6 page horiz.
4.75 x 2.375"

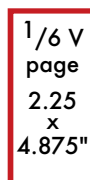
Junior page
4.75 x 7.375"



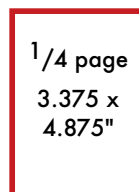
2/3 page
4.75 x 10"



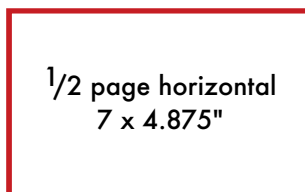
1/3 page
square
4.75 x
4.875"



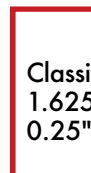
1/6 V
page
2.25
x
4.875"



1/4 page
3.375 x
4.875"



1/2 page horizontal
7 x 4.875"



Classified
1.625" wide,
0.25" gutter

2024 Magazine Advertising Rates

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

Size	1x	4x	8x
2-page spread	\$5,330	\$4,982	\$4,634
Back cover	\$4,634	\$4,286	\$3,938
Inside front cover	\$4,170	\$3,822	\$3,474
Inside back cover	\$3,474	\$3,242	\$3,010
Full page	\$3,010	\$2,778	\$2,546
2/3 page	\$2,430	\$2,256	\$2,082
Junior page	\$2,082	\$1,908	\$1,734
1/2 page (horizontal)	\$1,618	\$1,502	\$1,386
1/3 page (vertical or square)	\$1,386	\$1,270	\$1,154
1/4 page	\$1,038	\$980	\$922
1/6 page (horizontal or vertical)	\$864	\$806	\$748
1/12 page	\$551	\$504	\$458
Classified, per inch	\$75	\$63	\$58

Rate card No. 23, effective July 5, 2023

Online Features Calendar

Our quarterly calendar shows the online content that will appear on GrassrootsMotorsports.com. Topics are subject to change.

Quarter 1

Tire test • Shop tips • Driving schools • Latest track cars

Quarter 2

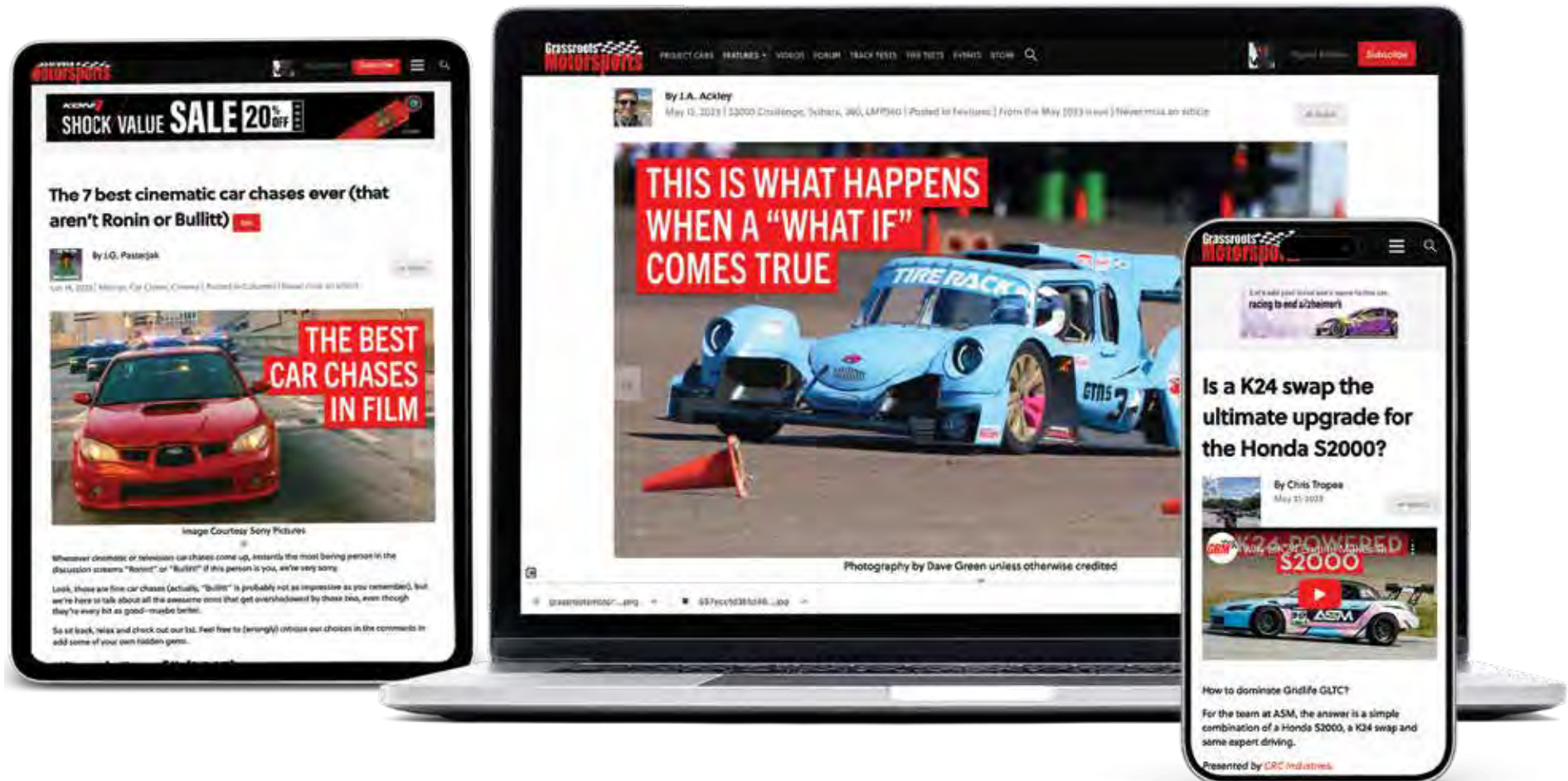
Suspension setups • LS engines • Low-buck tech • Fabrication work

Quarter 3

Pro racing today • Miata engine swaps • Tire guide • Digesting data

Quarter 4

Wheel tech • Low-buck endurance • Rad-era classics • Proper wiring



Project Cars

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.

**2014
Porsche Cayman**



Can we resurrect a broken Porsche?

**1992
Mazda Miata**



Autocross and fun street stuff.

**1965
Ford Mustang**



Endurance racing with style.

**2003
Nissan 350Z**



LS-powered track monster.

**ASA
stock car**



From oval track to road racing.

**2017
Volkswagen Golf GTI**



Do it all: A daily driver track car.

**1996
Mazda Miata**



V6-swapped for endurance racing.

**2004
BMW M3**



Street and track day prep.

**1991 Toyota
MR2 Turbo**



Rad-era TT racer and autocrosser.

**2007
Porsche 911**



Living with a modern classic.

Contact us to put a plan in motion! • (800) 520-8292 • Ads@GrassrootsMotorsports.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 of our daily and weekly e-newsletters. Archived permanently on our site to continue to provide visibility and referrals.

\$1,995

• Dedicated Email

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

\$1,495

• 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.

\$595

• Homepage Item

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

\$995

• 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 advertising e-newsletter sent to 4,000 advertisers and commercial clients. Great to leverage your B2B targeting!

\$195

• Contests

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

• Facebook Post

Get your product in front of our 129K audience next to our own latest news, how-to videos 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:

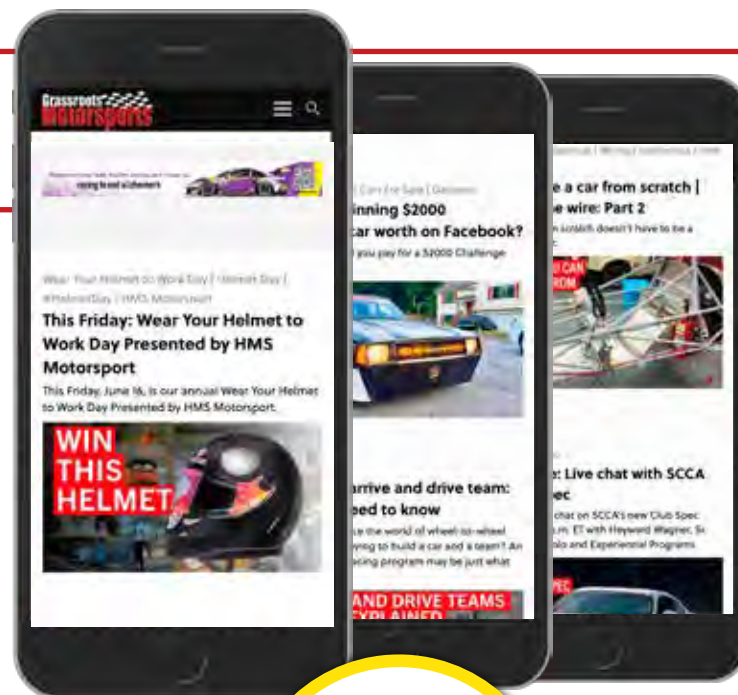
240x90

E-Newsletter Banner: 600x120

Digital Marketing Packages

Position your company as a thought leader with these exclusive partnership opportunities. Enjoy maximum visibility and prominent positioning within high-quality niche content. Our Digital Dominance Package is limited to 12 non-competing partners.

Digital Dominance Package	What's included?	Digital Performance Package
2.3M+	Average combined ad impressions delivered per month.	300K+
✓	Persuasive branding combined with high-impact ad placements on our website, social media and e-newsletters.	✓
20K	Ad impressions in our daily e-newsletters.	10K
✓	Your logo and link placed on every page of our website.	✗
✓	Your logo and link on every Grassroots Motorsports e-newsletter.	✗
✓	Complete page takeover: the most effective way to advertise on our website. Your web banners will dominate every time they appear.	✗
2	Number of times per month your message will be featured in Grassroots Motorsports social media outreach.	1
✓	Preferred Partner status positions you as the "go-to" company with the customers you really want to reach.	✗



BONUS
email blast

to our **20K+**
email promotion subscribers
when you sign up for
one year of Digital
Dominance.

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Video Content Calendar

Our quarterly calendar shows the online content that will appear on GrassrootsMotorsports.com and the Grassroots Motorsports YouTube page. Topics subject to change.

Quarter 1

Fabrication tips • Budget race cars •
New car track test • VIP race access

Quarter 2

Track safety • Autocross tips • Pro
team setups • Tire tech talk

Quarter 3

V8 engine work • Miata prep •
Data acquisition

Quarter 4

Dyno tuning • Fixing electronics • DIY
alignment • Porsche track car



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: \$1,495/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

“

AFTER STARTING TO ADVERTISE WITH GRASSROOTS MOTORSPORTS EARLIER THIS YEAR, I'VE ALREADY HAD MANY CALLS AND SEVERAL ORDERS THAT CAME FROM THEIR PUBLICATION.

KURTIS KRACKE, CO-FOUNDER/CEO, THERMAPPAREL

”

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\$2000 Challenge

The event that started the low-dollar racing craze.

**Gainesville Raceway, Gainesville, Florida
April 6-7, 2024**

For more than 20 years, our \$2000 Challenge has invited readers to build a car for just \$2000 for a three-part faceoff: autocross, drag race and concours competition. We regularly see 9-second times in the quarter-mile along with winning innovation and teamwork. To accommodate demand, we now also offer classes for cars of all budgets.

Why partner on this event? Since 1999, our most impassioned readers, brand ambassadors and forum uber-users have formed the backbone of this amazing event. This event is a major source of fuel for our social media and public relations engines and an incredible way to introduce your brand and products to our most influential Grassroots Motorsports super fans in an extremely personal way.



dave green photos



david s. wallens photo



david s. wallens photo



\$2000 Challenge Partnership Benefits	Presenting	Associate	Trophy
Banners hung at event (minimum)	12	6	2
Mentions of company's involvement via social media	10	5	2
Event tickets	8	2	1
Editorial mentions before the event	4	2	1
PA mentions	12	6	✕
Press release inclusion	2	1	✕
E-newsletter inclusions with company mention/link	✓	✓	✓
Logo and link prominent on event website	✓	✓	✓
Literature and promotional materials in all entrant welcome bags	✓	✓	✓
Inclusion in magazine coverage after the event	✓	✓	✓
Prominent logo in multiple magazine ads	✓	✓	✕
Category exclusive	✓	✓	✕
Opportunity to address group during awards presentation	✓	✕	✕
"Presented by" status on all event mentions	✓	✕	✕
On-car signage	Windshield banners	Large decals	Small decals
Display space	10x30-foot display space	10x10-foot display space	✕
Partnerships available at this level	2	6	6
Cash or prize commitment (outside of investment level below)	\$1,000	\$500	\$250
Investment level	\$9,995	\$2,995	\$695



david s. wallens photo



dave green photos



Ultimate Track Car Challenge

Interact with the hardcore track crowd in a meaningful way.

NCM Motorsports Park, Bowling Green, Kentucky, fall 2024 (date TBA)

The Tire Rack Ultimate Track Car Challenge presented by Grassroots Motorsports is the ultimate test of driver and machine. No rules. Run what you bring. All track and race cars are eligible no matter the sanctioning body. Our goal: See who has the fastest track car in America via this time trial competition.

Why partner with us on this event? It offers partners the ultimate way to interact with the fast growing race car and track day market in a powerful way. The event regularly attracts cars from top shops plus professional drivers.



ken neher photo



UTCC Partnership Benefits	Presenting	Associate	Trophy
Banners hung in paddock (minimum)	12	6	2
Mentions of company's involvement via social media	10	5	2
Event tickets	8	2	1
Editorial mentions before the event	4	2	1
PA mentions	12	6	✕
Press release inclusion	2	1	✕
E-newsletter inclusions with company mention/link	✓	✓	✓
Logo and link prominent on event website	✓	✓	✓
Literature and promotional materials in all entrant welcome bags	✓	✓	✓
Inclusion in magazine coverage after the event	✓	✓	✓
Prominent logo in multiple magazine ads	✓	✓	✕
Category exclusive	✓	✓	✕
Opportunity to address group during awards presentation	✓	✕	✕
"Presented by" status on all event mentions	✓	✕	✕
Naming rights	✓	✕	✕
On-car signage	Windshield banners	Large decals	Small decals
Display space	10x30-foot display space	10x10-foot display space	✕
Partnerships available at this level	1	6	6
Cash or prize commitment (outside of investment level below)	\$1,000	\$500	\$250
Investment level	\$9,995	\$2,995	\$695



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Contact Us

Kevin Maffett, sales director:
(407) 461-9982
kevin@grassrootsmotorsports.com

General sales department:
(800) 520-8292
ads@grassrootsmotorsports.com



GRASSROOTS MOTORSPORTS IS THE BEST
MAGAZINE ON EARTH FOR REAL CAR GUYS
LIKE US. I CAN'T PUT IT DOWN."
Randy Pobst, longtime pro racer

Some of Our Partners:

