

2023 Media Kit



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Sports Car Market Magazine

The Insider's Guide to Collecting, Investing, Values & Trends

Every Issue Features:

- **More Than 200 Cars** that have sold at auction analyzed by our experts—nobody covers more cars at more auctions
- **Crossing the Block** gives you the where, when and what of the collector car hobby—SCM has the most detailed previews and calendars available
- **Market Reports** give you the total sales, the top ten and the best buys of the month—our buy/sell/hold recommendations are a must for any informed collector
- **In-Depth Profiles** of the cars you need to be paying attention to—our experts tell you if they were well bought, well sold or both
- **Expert Opinions and Columns including:** Shifting Gears, Legal Files, Collecting Thoughts, Buy/Sell/Hold, Affordable Classics, Rising Sun, Next Gen Market Moment, eWatch, Speaking Volumes, Neat Stuff, Online Roundup and many more!



Publisher **Keith Martin** has been immersed in the collector car hobby for more than 30 years and is widely recognized as an expert in the field of collecting and values. He has served as Master of Ceremonies for numerous concours and events including Pebble Beach Concours, Concorso Italiano, Legends of the Autobahn and the Hilton Head Island Concours. Keith was host of “What’s My Car Worth” on Motor Trend, a former commentator on Speed Channel and his columns on collecting have appeared in Automobile, AutoWeek and in the New York Times.



Our Readers



35,000

Total readership per issue.

99% of our readers will attend a collector car event in the next 12 months.

75% of SCM subscribers own two or more collector cars.

41% of our readers have an income over \$250,000.

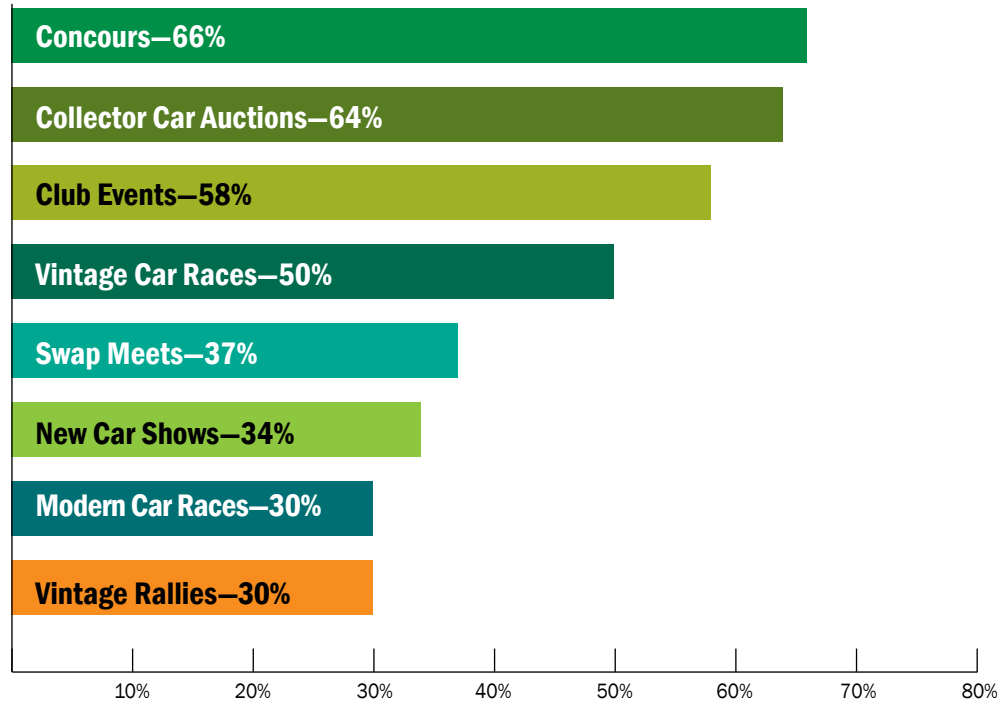
73% of our readers intend to purchase one or more collector cars in the next 12 months.

89% of subscribers have referred to past issues for information.

Our Readers Are Loyal

87% of our readers are subscribers who collect and refer to past issues. Our magazine has a pass-along rate of 1.4

SCMers plan to attend the following automotive events in the next 12 months:



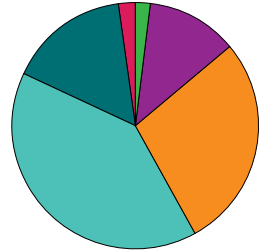
“This is the best magazine. It’s the only magazine I save. It’s fun to read again and again.”

—Michael Hurley, Subscriber since 2002

Reader Demographics

Age

- 21-35
- 36-45
- 46-55
- 56-65
- 66-75
- Over 75



Gender

Male	99%
Female	1%

Education

College+	91%
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Occupation:

Business Owner	38%
Professional/Management	31%
Retired	20%
Other	11%

Annual household income from all sources:

Up to \$100,000	13%
\$100,000 to \$250,000	35%
\$250,000 to \$500,000	21%
\$500,000 to \$1,000,000	11%
\$1,000,000 to \$5,000,000	8%
Over \$5,000,000	2%

The average net worth of our subscribers is \$2-\$5 million.

Circulation & Distribution

Annual Distribution



SCM Magazine



Insider's Guides



Concours Guide



Pocket Price Guide



Restoration Guide

Circulation	420,000	150,000	60,000	200,000	60,000
Frequency	12	3	1	1	1
Per Issue	35,000	50,000	60,000	50,000	60,000

Newsstand Distribution

- Barnes & Noble
- Hudson News
- Indigo and Chapters
- NW Krogers

Bonus Distribution

- Copies in entrant goodie bags at over 100 collector car events annually
- Copies at SCM booths in Amelia, Monterey, Scottsdale and more
- Concours Guide is handed out at over 30 events throughout the year
- 10,000+ Bonus copies of SCM and our Insider's Guides distributed around the "Big Three" collector car events in Monterey, Scottsdale, and Amelia



2023 Editorial Calendar and Schedule



Issue	Special Features	Ad Deadline	Digital Issue	In Home	Newsstand
January	Scottsdale Preview	October 27, 2022	November 14, 2022	December 2, 2022	December 6, 2022
Arizona Guide	*packaged with January	October 27, 2022	November 14, 2022	December 2, 2022	December 6, 2022
February	Huge Scottsdale Distribution	November 23, 2022	December 12, 2022	December 30, 2022	January 3, 2023
Price Guide	*packaged with February	November 17, 2022	December 12, 2022	December 30, 2023	
March	Amelia Island Preview	January 5, 2023	January 23, 2023	February 10, 2023	February 14, 2023
Amelia Guide	*packaged with March	January 6, 2023	January 23, 2023	February 10, 2023	February 14, 2023
Concours Guide	*packaged with March	December 1, 2022	January 23, 2023	February 10, 2023	February 14, 2023
April	Huge Amelia Distribution	February 2, 2023	February 20, 2023	March 9, 2023	March 14, 2023
May	Scottsdale Results	March 2, 2023	March 20, 2023	April 7, 2023	April 11, 2023
June	Amelia Island Results, Father's Day Gift Guide	March 30, 2023	April 17, 2023	May 5, 2023	May 9, 2023
Restoration Guide	*packaged with June	March 9, 2023	April 17, 2023	May 5, 2023	May 9, 2023
July	Spring Highlights	April 27, 2023	May 15, 2023	June 2, 2023	June 6, 2023
August	Monterey Preview	June 1, 2023	June 19, 2023	July 7, 2023	July 11, 2023
Monterey Guide	*packaged with August	June 1, 2023	June 19, 2023	July 7, 2023	July 11, 2023
September	Huge Monterey Distribution	June 29, 2023	July 17, 2023	August 3, 2023	August 7, 2023
October	Anniversary Issue	July 27, 2023	August 14, 2023	September 1, 2023	September 7, 2023
November	Monterey Results	August 31, 2023	September 18, 2023	October 6, 2023	October 10, 2023
December	Holiday Gift Guide	September 28, 2023	October 16, 2023	November 3, 2023	November 7, 2023

Rates

SCM Display Rates

	12x	9x	6x	1x
Full Page	\$3,200	\$3,300	\$3,500	\$3,700
2-Page Spread	\$6,200	\$6,400	\$6,800	\$7,400
Cover 2	\$5,300	\$6,000	\$6,350	\$6,700
RHP Facing Cover 2	\$4,750	\$5,300	\$5,700	\$5,950
Cover 3	\$5,200	\$5,800	\$6,200	\$6,500
Cover 4	\$7,400	\$8,400	\$8,900	\$9,300
1/2 Page	\$1,750	\$2,000	\$2,150	\$2,250
1/3 Page	\$1,250	\$1,400	\$1,550	\$1,650
1/4 Page	\$875	\$1,000	\$1,050	\$1,125
1/6 Page	\$475	\$500	\$525	\$625
Business card	\$375	\$400	\$425	\$525

There is a 25% surcharge for guaranteed placement, based on availability. Preference given to contract advertisers.



SCM Insider's Guides

Pocket Price Guide

1 year— \$1,500, Cover 2, 3 & 4—\$2,500

Insider's Guides (Arizona, Amelia, Monterey)

1x—\$3,500, 2x—\$3,150, 3x—\$2,625

Concours and Restoration Guides

1x—\$2,250, Cover 2, 3 & 4—\$3,000

SCM Resource Directory



1 year—\$1,000 *60 words or less and a logo

SCM Digital

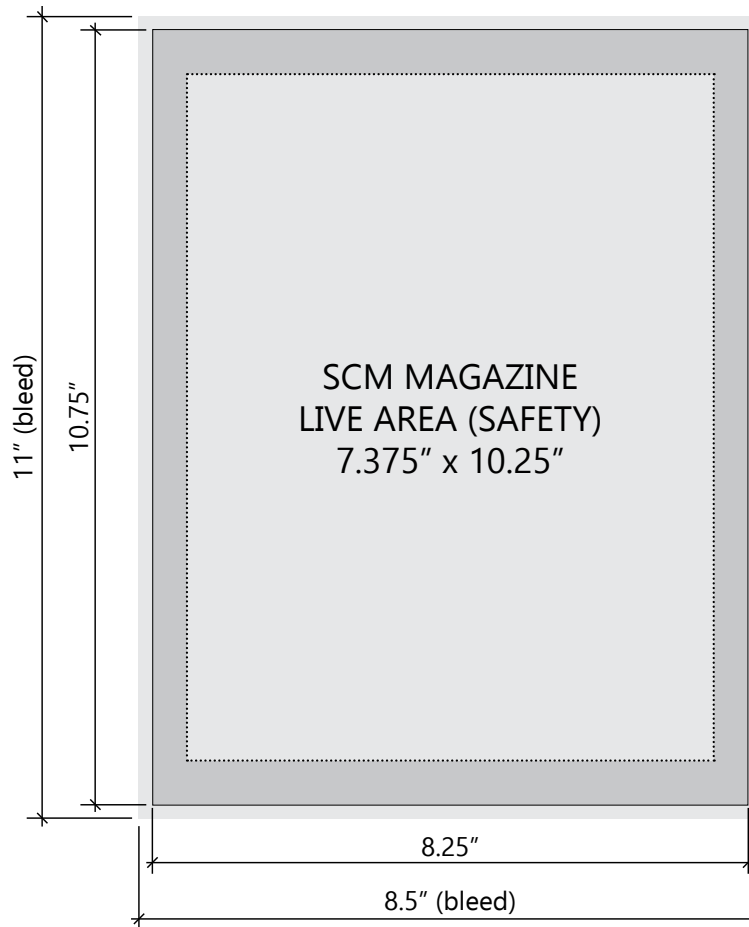
	1 Year (12x or 52 issues)	6 Months (6x or 26 issues)	3 Months (3x or 13 issues)	1 Month (1x or 4 issues)	Each
eNewsletter Banner	\$1,100	\$1,375	\$1,650	\$2,200	n/a
Web Site Banner	\$1,100	\$1,375	\$1,650	\$2,200	n/a
Digital Issue Sponsorship	\$6,000	n/a	n/a	n/a	n/a
eBlast	n/a	n/a	n/a	n/a	\$1,500

Ad Specs

Sports Car Market magazine

Ad Size	Width	Height
Gatefold Spread w/bleed*	16.125"	11"
Gatefold Spread Trim Size	15.875"	10.75"
<small>(Folds at 7.75" from left side of ad trim size. Detailed gatefold ad specs available.)</small>		
Two Page Spread w/bleed*	16.75"	11"
Two Page Spread Trim Size	16.5"	10.75"
Full Page w/bleed	8.5"	11"
Full Page Trim Size	8.25"	10.75"
Full Page Live Area	7.375"	10.25"
1/2 Page Horizontal	7.375"	4.75"
1/2 Page Vertical	3.625"	10"
1/3 Page Square	4.85"	4.75"
1/3 Page Vertical	2.325"	10"
1/4 Page Horizontal	4.85"	3.55"
1/4 Page Vertical	3.625"	4.75"
1/6 Page Horizontal	4.85"	2.25"
1/6 Page Vertical	2.325"	4.75"
Business Card	3.625"	2.25"

Resource Directory Limited to 60 words including contact information.
Logos must be 300 dpi, CMYK.



Bleeds: Bleeds may be added to full page ads at no extra charge. Ads smaller than full page do not bleed.

*Spread Live Area is same as full page safety specs. No gutter space for art is needed (artwork can carry to center, text should be in Live Area)

Ads must be 300dpi, CMYK. PDF, JPG, or TIFF accepted.

File Specifications

SCM is laid out in Adobe InDesign CS on a PC network. We ship pages to our printer as Adobe PDF files. To ensure the best and most consistent print quality for your ad, we have developed the following requirements for display ad files:

Preferred file types are PDF, TIFF and JPG.

Any other file type must be approved before delivery by the Art Director. Quark files cannot be accepted. Mac files can generally be accepted if they are one of the approved types.

Color ads must be full process CMYK only. Ads with spot colors will not be accepted.

No spot, Pantone or related specific colors other than CMYK are accepted. Please convert all placed files to CMYK before sending your ad; failure to do so will mean we cannot ensure accurate color reproduction.

File Delivery

Email (Preferred Method)

Files up to 10MB in size may be delivered by e-mail. Please send to: jessi.kramer@sportscarmarket.com and darren.frank@sportscarmarket.com

File Hosting Services

We are happy to accept ad files via file sharing sites such as Dropbox, Hightail, WeTransfer, etc. Please grant access to your Account Executive and/or Ad Coordinator.

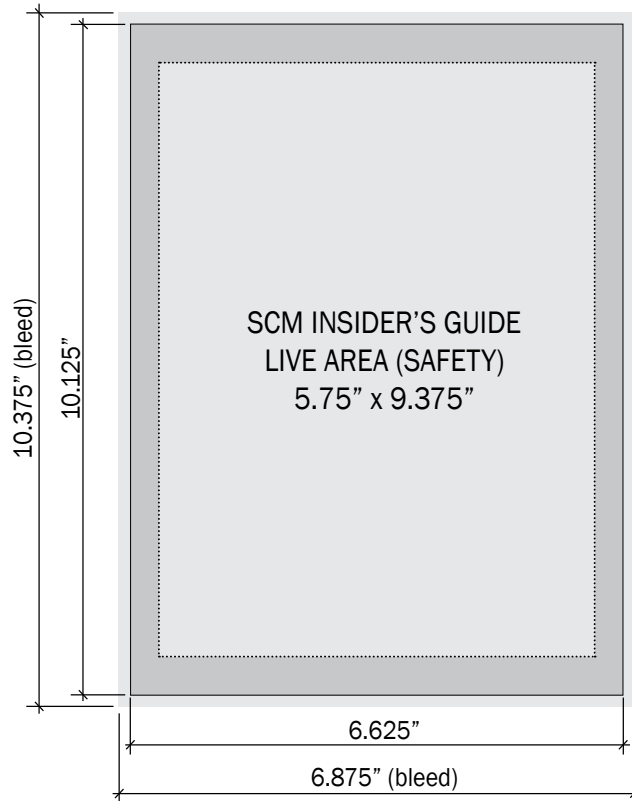
Not accepted

JAZ, Syquest or anything not mentioned above.

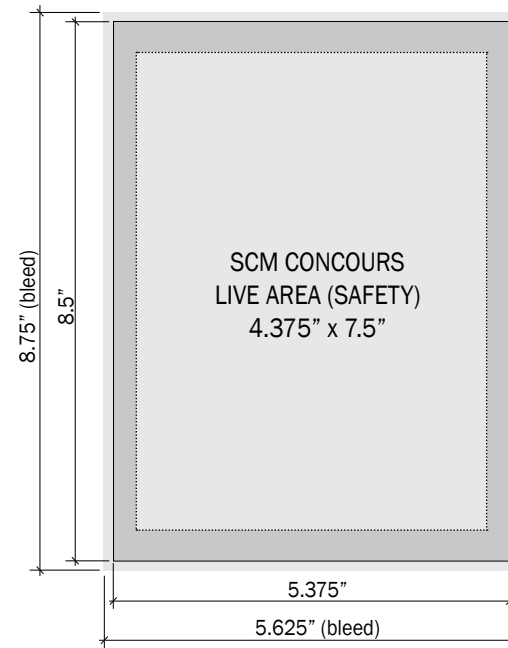


Insider's Event Guide Ad Specs

Ad Size	Width	Height
Full Page Trim Size	6.625"	10.125"
Full Page Live Area	5.75"	9.375"
Full Page w/bleed	6.875"	10.375"
2-Pg Spread Trim Size	13.25"	10.125"
2-Pg Spread Live Area	12.375"	9.375"
2-Pg Spread w/bleed	13.5"	10.375"



Concours and Restoration Guide Ad Specs



Ad Size	Width	Height
Spread Trim Size	10.75"	8.5"
Spread Live Area	9.75"	7.5"
Spread w/bleed	11"	8.75"
Full Page Trim Size	5.375"	8.5"
Full Page Live Area	4.375"	7.5"
Full Page w/bleed	5.625"	8.75"



Pocket Price Guide Specifications

Ad Size	Width	Height
Full Page Trim Size	4.5"	6.5"
Full Page w/bleed	4.75"	6.75"