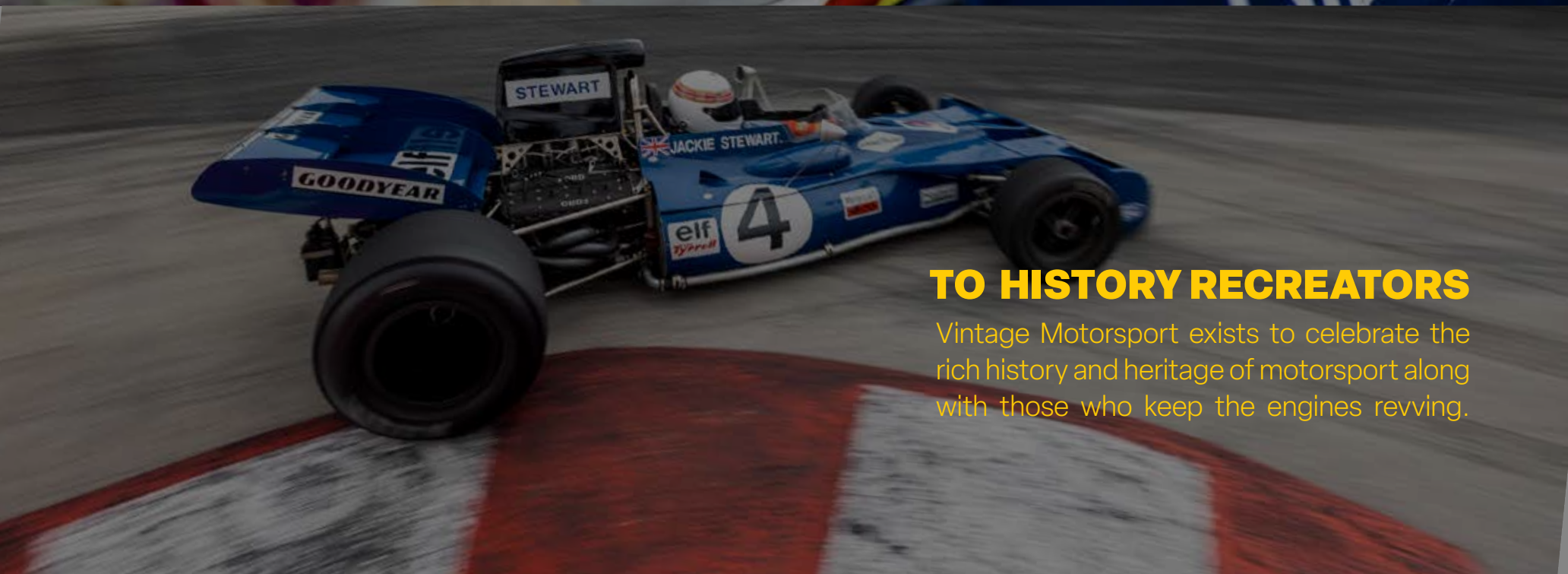




**VINTAGE**  
Motorsport.



**FROM HISTORY MAKERS**



**TO HISTORY RECREATORS**

Vintage Motorsport exists to celebrate the rich history and heritage of motorsport along with those who keep the engines revving.



## THE LEADING VOICE FOR VINTAGE RACING & MOTORSPORT HISTORY IN NORTH AMERICA

Vintage Motorsport reaches an audience of enthusiasts and collectors who live and breathe vintage racing. They are active within the culture at every level from competition to collecting, and often their leading source of information is Vintage Motorsport.



## VINTAGE MOTORSPORTS SPEAKS TO THOSE MOST ENGAGED WITHIN THE VINTAGE RACING SCENE

**18,644**

print + digital circulation<sup>1</sup>

**153,723**

users on vm.com<sup>2</sup>

**254,064/300,166**

pageviews  
vm.com/racer.com<sup>2</sup>

**330,906**

total social engagements<sup>3</sup>

A close-up, slightly blurred photograph of a vintage motorcycle's dashboard and mirror. The mirror is rectangular and mounted on a chrome stand, reflecting the rider's face wearing a white helmet and dark goggles. The dashboard below the mirror features several round gauges, including a prominent red-lit gauge. The overall scene is set against a soft-focus background of greenery, suggesting an outdoor riding environment.

# **VINTAGE MOTORSPORT READERS ARE AFFLUENT**

**44% REPORT AN ANNUAL  
HOUSEHOLD INCOME OVER \$100,000**

## THEIR INCOME AFFORDS THEM THE OPPORTUNITY TO SPEND ACCORDINGLY:

78% drive a premium segment car

74% say they will pay a premium price for the things they desire most

61% are likely to upgrade their OEM car components

47% collect vintage cars



## MORE IMPORTANTLY, THEY ARE ABLE TO INDULGE THEIR PASSION FOR ALL THINGS RELATED TO VINTAGE RACING

**29%**

own one or more vintage racecars

**55%**

participate in six or more racing and/or track days per year

**65%**

are likely to perform some, or all, of their car's maintenance themselves





**BEYOND THE RACE TRACK THEY ARE ENTHUSIASTIC  
AND INFLUENTIAL FOR ALL THINGS AUTOMOTIVE**

**95%** identify themselves as an automotive enthusiast

**94%** say they are the automotive expert among their peers

**93%** are routinely asked for automotive advice

**80%** prefer cars that are “sporty”



**VINTAGE MOTORSPORT  
PLAYS A VITAL  
ROLE IN SUSTAINING  
THEIR PASSION**

73%

spend more than one hour reading their copy of Vintage Motorsport

70%

say advertising content influences their purchase intent

70%

have visited an advertiser's website

65%

have purchased a product as a direct result of an ad

Vintage Motorsport is part of the RACER family of publications. Cross platform packages expand the reach of branded messaging and content across the gamut of motorsports audiences where the passion for all things racing lives.





# Creative\_Content\_Social

We work with automakers, participants and sanctioning bodies to produce authentic original creative and content that speaks to endemic and non-endemic audience alike.



..... Learn more at [RACERSTUDIO.com](https://www.RACERSTUDIO.com)



Vintage Motorsport and Vintage Motorsport.com  
are published by Racer Media & Marketing, Inc.

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Learn more about advertising and marketing opportunities with Vintage Motorsport by contacting one of the sales reps below or visit [advertise.racer.com](http://advertise.racer.com)

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