

Keith Martin's Sports Car Market

2011 Media Kit

Boost your sales with SCM's ADvantage—
It's everything you need for **the ultimate exposure**



Print

Online



eNewsletter

Sports Car Market



IN EVERY ISSUE

- **Over 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*



SUBSCRIBERS

- **73% will buy a collector car in the next 12 months**
- **61% have an average income of over \$250k**
- **Our subscribers own an average of 3 collector cars**
- **99% of our subscribers are men**
- **Average net worth of our subscribers is between \$2 million and \$5 million**



ABOUT KEITH

- **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.**
- **Keith's columns appear in Automobile, AutoWeek, and other automotive publications. He reviews new and classic cars for the New York Times.**
- He is the **host of "What's My Car Worth"** shown on Discovery HD Theater and is a former **commentator on Speed Channel.**
- He has served as **Master of Ceremonies** for numerous concours and car shows including—Pebble Beach Concours, Concorso Italiano, The Glenmoor Gathering, and Kirkland Concours.



ANNUAL DISTRIBUTION

	Circulation	Frequency	Per Issue
• SCM Magazine	300,000	12	25,000
• Supplements	110,000	3	36,667
• Car Profiles—Web	1,560,000	12	130,000
• eNewsletter	1,820,000	52	151,667
• CM Magazine	80,000	4	20,000
• Pocket Price Guide	40,000	2	20,000

Sports Car Market



- 4,000 newsstand copies in all Barnes & Nobles
- Over 28,000 readers and subscribers
- 89% of SCM subscribers have referred to past issues for information
- Subscribers' median net worth is \$2m–\$5m



- Over 130,000 unique visitors through our profiles and on our homepage
- Over 3,000 exclusive Platinum subscription members
- Top 5 ranking with Google and Yahoo for all car marques—try it yourself
- The same readers who subscribe log on to www.sportscarmarket.com
- Over 35,000 Weekly Newsletter subscribers
- Collector Car Price Tracker—Online Price Guide



- Arizona, Spring, Monterey—The big three
- 100% saturation in select local hotels, restaurants, and events
- 99% of our subscribers will be at an event this year

“Sports Car Market ads are a staple in the diet of our informed clientele base.” —**Spencer Trener**, *Fantasy Junction*

“SCM is the source for the classic and sports car aficionado. It's where people go to get the most current auction scene information.” —**Jennifer Eldon**, *Advertising and Sponsorship Coordinator, RM Auctions*

“We regard Sports Car Market as the most authoritative source for timely auction results and we refer to it often when checking market values.” —**Ford Heacock III**, *President, Heacock Insurance*

PRINT ADVERTISING

WEB ADVERTISING

SUPPLEMENTS

TESTIMONIALS



Sports Car Market



FULL-COLOR DISPLAY RATES

	12x	6x	3x	1x
Full Page	\$2,800	\$3,200	\$3,350	\$3,520
2-Page Spread	\$5,120	\$5,840	\$6,160	\$6,650
Cover 2	\$4,620	\$5,220	\$5,500	\$5,820
RHP Facing Cover 2	\$4,120	\$4,620	\$4,950	\$5,160
Cover 3	\$4,520	\$5,060	\$5,400	\$5,660
Cover 4	\$6,440	\$7,260	\$7,700	\$8,080
1/2 Page	\$1,540	\$1,760	\$1,860	\$1,980
1/3 Page	\$1,100	\$1,220	\$1,320	\$1,440
1/4 Page	\$760	\$880	\$920	\$980
1/6 Page	\$420	\$440	—	—
Business card	\$320	\$330	—	—
Price Guide-Printed twice per year	6 month —\$800, 1 year —4 issues \$1,400			
Event Supplements	1x —\$3,200, 2x —\$2,750, 3x —\$2,000 (all 3 supplements)			
Resource Directory	12x —\$875 w/ color logo, \$650 no logo			

WEB / NEWSLETTER / SPONSORSHIPS

	12x (52 issues)	6x (26 issues)	3x (13 issues)	1x (4 issues)
eNewsletter Banner	\$1,000	\$1,250	\$1,500	\$2,000
Web Site Button	\$1,000	\$1,250	\$1,500	\$2,000
Classified	\$44 per ad			

Seminar Sponsorships—Pebble Beach, Amelia Island, Scottsdale

Affiliate Sponsor	\$1,500
Presenting Sponsor	\$2,500
Platinum Sponsor	\$5,000

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