

# GARAGE STYLE

magazine

## 2012 MEDIA KIT



# GARAGE STYLE

## magazine

Welcome to Garage Style, and thank you for your consideration!

It's tough to express how proud I am of what this magazine has accomplished in such a short time, and on a shoestring budget. It's been a labor of love, and I'll never be able to express my gratitude to those who've helped me guide it along. It's been magic, and I hope you'll join us and become part of the GSM family.

I began this magazine with the idea in mind that we would be different – we would listen to those who support us, and in return, support them; we would do more than sell paper real estate, we would be an active marketing partner; we would educate and encourage readers to embark on enjoying, or continue enjoying, their garages. So far, we've accomplished those goals.

In the coming years, we'll maintain and improve on our successes, and embark on fulfilling new goals and attaining new successes in challenging arenas such as emerging-publishing technologies, and international events. We have a lot of electrifying plans, and it's going to be an exciting time indeed – a time where we will all grow.

Thank you for stopping by – keep in touch!

All the best,

Don Weberg

Editor-Publisher

Garage Style Magazine

*“A man who stops advertising to save money is like a man who stops a clock to save time.”*  
*-Henry Ford*

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## **Quick Facts**

- Garages are the fastest growing area of the remodeling business.
- Professionals in the industry have predicted that the average garage will grow 44 percent to 570 square feet by 2015.
- In 2006 homeowners spent roughly \$2.5 billion on remodeling garages, up from less than \$1 billion 10 years prior.
- Homebuilders are more frequently remodeling garages, supplanting efforts in the kitchen and bath.
- The average garage 10 years ago measured 21 feet long; however, with the length of the average minivan and SUV pressing 18 feet, builders are extending lengths closer to 24 feet and more to accommodate the additional garage storage and workspaces.
- Current home building trends dictate a minimum two-car garage, with roughly 70 percent dictating three-car spaces.
- Artwork and transportation literature sales are up 30 percent compared to 12 years ago.
- Expendable incomes are being achieved by more people at younger ages than just 10 years ago – people are retiring with more purchasing power than ever, and younger families are enjoying property acquisitions more frequently than even 5 years ago. It all adds up to why more people are enjoying their garages and the automotive lifestyle than ever before!



(Sources: National Association of Home Builders; National Association of the Remodeling Industry; Specialty Equipment Market Association)

# GARAGE STYLE magazine

## ***Thank you for your interest...***

Garage Style Magazine is the first magazine in the United States completely devoted to the garage. In May 2008, GSM launched to a very humble number of bookstores in the United States and Canada. Rave reviews helped to spread the word about GSM, increasing our retail presence and number of subscribers through 2009 and into 2010, and soon the magazine was being invited to Concours events nationwide. Over the course of 2010, GSM was expanding into automotive museum gift shops, restoration shops and even select specialty car dealerships, and is continuing the forward momentum.

*It adds up to tremendous reach for you and your company.*

Readers love our coverage of spectacular garages from around the globe, extensive Buyer's Guides and tips from industry leaders on building the garage of their dreams. Our concentrated focus on Automobilia, Petroliana and Garage Art mean readers are kept abreast of the latest trends and resources for collecting, investing and decorating. It's the ultimate one-stop-source for all things garage.

GSM gives your company an extremely unique advertising opportunity due to our core focus, "readers who are enthusiastic and very serious about their home, garage, and collections." Knowing that growth and name recognition is the key to success, we also maintain a presence at a variety of transportation, home improvement and industry events to increase public awareness and brand recognition. We are both proud and flattered that over the past three years, numerous high-profile events that attract discerning car collectors and affluent enthusiasts have selected GSM as a gift for their guests, placing your company in the hands of the collectors to be seen by.

You also will enjoy competitive advertising rates and special perks we extend to our advertising family such as distributing your company brochures and material from our GSM event booth. Please contact us with any questions you may have, or to reserve advertising space in Garage Style Magazine.

Again... thank you again for your interest.

Sincerely,

The Garage Style Magazine Staff

*"In good times, people want to advertise; in  
bad times, people have to."*

*-Bruce Barton*

## **About Our Subscribers...**

We've had the luxury of meeting many of our readers and subscribers at events, and discussed with them what they are looking for, and why GSM has been a great magazine for them.

Here's what we have learned...

- Male/Female 75%/25%
- Homeowners 95%
- Age 40-65 80%
- Age 20-40 20%
- Annual household income exceeding \$300,000.00 – 70%



Automobilia is featured as it is a popular hobby.

*"I await each issue like a child eagerly anticipates Christmas morning."*

*-George Hamm, Texas*

*"I have every issue, and they just keep getting better – fantastic idea, good luck, and keep up the great work!"*

*-John Gould, Washington*



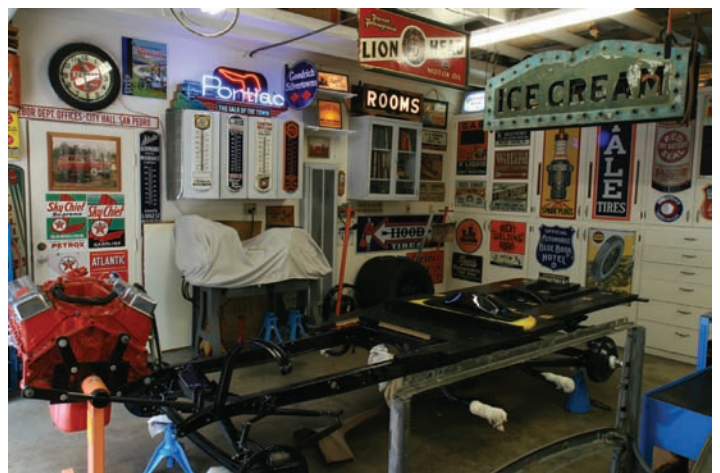
Garage Style Magazine features garage and owner profiles in each issue.

*"Your magazine has inspired us to tackle our garage, and make it our own."*

*-Sandy Clausen, New Jersey*

*"This magazine rocks! I've never seen anything like it and can't wait for each issue! Keep up the great work."*

*-Danny Bond, from the Internet*



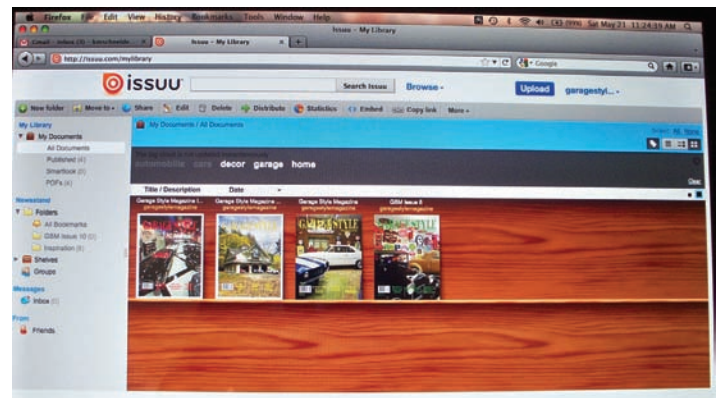
*“Advertising says to people, ‘Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.’ -Leo Burnett*

## **Circulation and Distribution**

GSM currently prints 11,500 magazines, distributing roughly 10,000 internationally through Barnes & Noble, Hastings, Books-a-Million, boutique retailers such as Autobooks-Aerobooks, various events, and an ever-growing list of subscribers. During 2011, we increased our newsstand distribution by about 2,000 copies, and expanded our distribution at select automotive museums, restoration shops, specialty dealerships and much more. Our subscribers are largely automobile collectors and enthusiasts devoted to growing and enhancing their garages and collections while increasing the value of their home, and simply enjoying the space more.



Garage Style Magazine features automobile reviews, artist profiles, and business profiles.



Garage Style Magazine utilizes electronic media like Facebook, Issuu, and others to keep in touch.

Through Social Media utilities including our website [GarageStyleMagazine.com](http://GarageStyleMagazine.com), we further reinforce our advertisers’ messaging with banners, links, product information, and an online page-turning edition exposing all of our advertisers and hinting at features in print. It all connects us to a broader audience of potential readers and subscribers who seek valuable resources for all-things garage.

## **2011/12 Editorial Calendar**

### **November – January, Winter 2011/2012, Issue 15**

- Business Profile – As the Holiday Issue expect to see a multi-company profile on retailers specializing in auto-centric collectibles.
- Personality Profile – Jay Leno: There isn't much that hasn't been written about this character, but we plan to shed some light onto the comedian's other passions aside from cars.
- Artist Profile – Andy King; bringing a studio design feel to all of his work, King's paintings lend an industry air to any room.
- Buyer's Guide – As winter begins to bite down, we'll have a look at some cool garage must haves to keep warm, protect your rides, and have a great time.
- Automobile Review – His-and-Hers pre-war Rolls-Royce Boat Tail Speedsters.
- Automobilia Outlook – Jacques Vaucher, owner of Arte-Auto, discusses collecting.

### **February – April, Spring 2012, Issue 16**

- Business Profile – Metal Crafters; Responsible for some of the world's most amazing prototype and custom vehicles, MC has an unreal shop and history.
- Personality Profile – Guy Fieri; As the top car-guy chef on television, Guy's passion in the kitchen is matched only by his passion for family and all-things-cars and garage.
- Artist Profile – Dennis Brown; Painter captures the essence of the curves.
- Buyer's Guide – It's warming up and it's time to think about sprucing up the garage with new floors, cabinets, work benches and more. Also – we'll have some fantastic Father's and Mother's Day gift ideas!
- Automobile Review – Dunkle Do-All.
- Automobilia Outlook – Automobilia expert Leila Dunbar talks about picking and choosing the right investments and not getting soaked.

This editorial calendar is subject to change at any time without notice.

2012 calendar being planned. Stay tuned.

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*“Since I began receiving Garage Style, I've been having fun in the garage, laying down a new BLT floor, hanging some new lights, and even investigating cabinets and workbenches. Thank you for the inspiration!”*

*-Grey Thompson, California*

## 2012-2013 Garage Style Magazine Rates and Specs

		1x	2x	3x	4x
Back Cover	8.5" wide x 11.125" tall	N/A	N/A	N/A	4817
Inside Front Cover	8.5" wide x 11.125" tall	N/A	N/A	N/A	3774
Inside Back Cover	8.5" wide x 11.125" tall	N/A	N/A	N/A	3635
Double Page Spread	17" wide x 11.125" tall	6581	5848	4995	3940
Full Page	8.5" wide x 11.125" tall	3474	3130	2636	2036
1/2 Page Horizontal	7" wide x 5" tall	1859	1737	1559	1320
1/2 Page Vertical	3.6" wide x 9.875" tall	1859	1737	1559	1320
1/4 Page	3.5" wide x 4.8" tall	N/A	N/A	721	650
1/4 Page Horizontal	7.37" wide x 2" tall	N/A	N/A	721	650
Business Card	3.5" wide x 2" tall	N/A	N/A	360	320
Bazaar Listing	Contact information only	N/A	142	142	142



Every issue is full of things people have done to their garages like the museum type garage above.

## WEBERG MEDIA GROUP, INC. ADVERTISING INVOICE AND AGREEMENT

GARAGE STYLE MAGAZINE P.O. Box 812, La Habra, CA 90633-8012

This Agreement is in reference to invoice #\_\_\_\_\_, assigned to:

(Advertising company/contact name, address, phone)

# SAMPLE COPY

### PAYMENT INFORMATION

Prepayment by credit card (Visa/MC/Discover) for the first two ads is required to initiate all advertising contracts. All payments thereafter must be made upon the schedule provided or risk collections and/or legal action. Should an account require these professional services, Advertiser will be responsible for any and all associated fees. DO NOT FAX OR EMAIL CREDIT CARD INFORMATION - PLEASE PHONE YOUR SALES REPRESENTATIVE. Rates listed upon invoice are net, per issue.

### EARLY AGREEMENT CANCELLATION

Early termination of an agreement will result in a cancellation charge of 50% of the entire remaining contract value, and must be made in writing (email is acceptable) at least 45-days prior to first business day of issue-release month (magazines are released Feb, May, Aug, Nov).

### ADVERTISING ART FORMAT

Send advertising art in PDF, Acrobat or JPEG to your representative. FTP upload is available upon email request.

### CHANGES TO ADVERTISING ART

Changes in advertising art (images, text, etc) must be received by your representative by the first business day in January, April, July and October for placement.

### ADVERTISING ART RESIZING AND/OR MODIFICATION

A production charge of \$60.00 will result from any ad file submitted that requires resizing. Please refer to your Garage Style Magazine Media Kit, or ask your representative for proper sizes.

### ADVERTISING ART SCHEDULE

Unless your ad is constant, never changing, please send new/updated ad files to your representative or upload to our FTP site per the following schedule. Issues your ad will appear in are listed upon your contract-invoice:

12/15/2010 for Feb issue	(Issue #12)
03/15/2011 for May issue	(Issue #13)
06/15/2011 for Aug issue	(Issue #14)
09/15/2011 for Nov issue	(Issue #15)
12/15/2011 for Feb issue	(Issue #16)