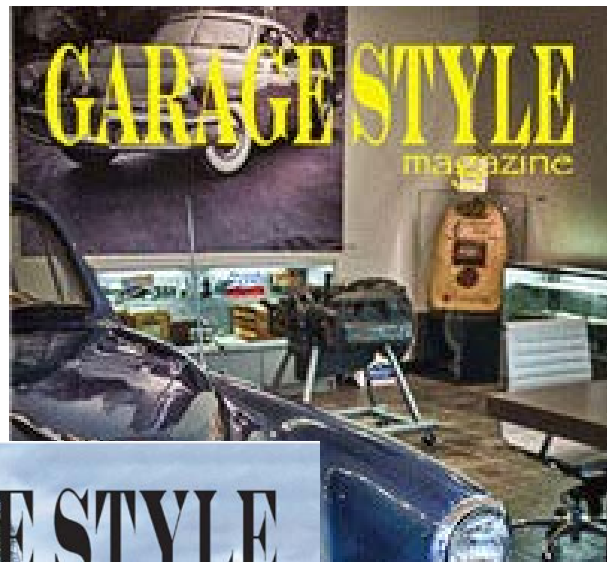


GARAGE STYLE

magazine

2013-2014 MEDIA KIT



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GARAGE STYLE

magazine

Welcome to Garage Style Magazine!

Thank you for your consideration. Closing in on 6 years of printing a high-quality, niche magazine, Garage Style is showing great signs of growth, strength, and momentum. It's been an absolute labor of love, and a continual joy, one that's shared by readers, the staff, and advertisers alike.

We've long stuck to our principles of listening to our readers and advertisers, working with them however possible to fulfill goals and realize successes, and that continues into 2013. We've also been working carefully on adding elements to the Garage Style package to give our advertisers additional exposure to their core marketplace by strengthening our online presence on Facebook, Issu, a newsletter, and our own website. We've also been working on motion picture for Internet television, components that give advertisers additional options and reach.

Thank you for stopping by. Please keep in touch, and enjoy this media kit.

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

Quick Facts

- Garages have long been 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 longer 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, transportation literature, and automobilia-petroliana sales have risen steadily for years.
- 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)

About Our Subscribers

We've had the luxury of meeting many of our readers and subscribers at events, and were able to discuss with them what they are looking for, and why GSM has been their magazine of choice.

Here's some of what we learned about our subscribers:

- 75% are male
- 95% are homeowners
- 80% are aged 40-65
- 20% are aged 20-40
- 70% have an annual household income that exceeds \$300,000
- 95% own a special interest vehicle
- 90% have purchased automobilia-petroliana

"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

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

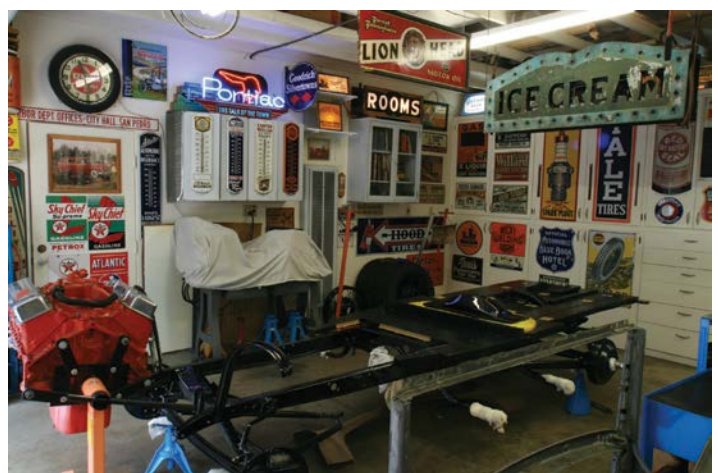
-Sandy Clausen, New Jersey



Besides garages, GSM features hobbies such as automobilia and collector interests.



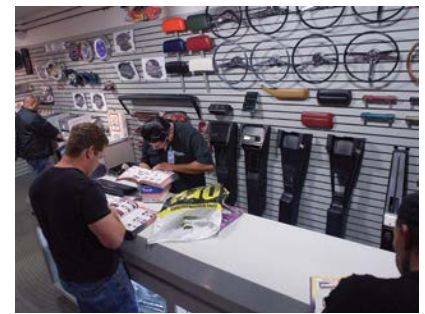
Garage Style Magazine features garage and owner profiles in each issue.



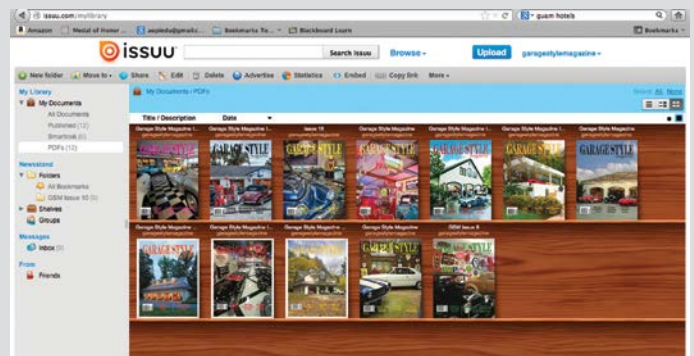
“Advertising says to people, ‘Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.’” -Leo Burnett

Circulation and Distribution

GSM currently prints around 13,000, 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. Through 2011 and 2012, we increased our newsstand distribution by approximately 2,000 copies and expanded our distribution at select automotive museums, restoration shops, specialty dealerships and many other locations. Our subscribers are largely automobile collectors and enthusiasts devoted to growing and enhancing their garages and collections, while aiming to increase the value of their home and simply enjoy their space more.



Garage Style Magazine features product reviews and business profiles.



Garage Style Magazine uses electronic media such as Facebook, Issuu, and our E-newsletter to help make keeping in touch with readers easy. Additionally, the *Find My Magazine* link on our website makes it easy for readers to pick up GSM locally.

By utilizing Social Media outlets such as our website (GarageStyleMagazine.com), we further reinforce our advertisers’ messaging with banners, links, product information, and a page-turning edition promoting all of our advertisers and features in print. It all connects us to a broader audience of potential readers, subscribers, and customers who seek valuable resources for all-things-garage.

2013-2014 Editorial Calendar

May - July, 2013, Summer, Issue 22

- The Monterey Issue.
- Automobilia - Bonhams sale of Gary Wales discovery.
- Personality Profile of Peter Mullin, Museum Founder/Collector
- Car - XK's Unlimited E-Type
- Guide to Monterey Events in August

Aug - October, 2013, Fall, Issue 22

- The Toy Issue.
- A look at Tim Phelps 1/64th flame job die cast cars.
- Automobilia - Talking with Master Builder Marshall Buck
- Personality Profile of Dean Jeffries, master pin striper
- Car - Dean Jeffries Mantaray
- Die Cast Buyer's Guide
- Holiday Gift Guide
- Holiday Catalogue Guide
- The Shed Guide - Why a shed is a garage's best friend

Nov - January, 2013/14, Winter, Issue 23

- The Business Issue.
- Automobilia - Talking with Dana Mecum about investing in classic cars.
- Company Profile - Better Life Technologies talks about their growth and new products.
- Personality Profile of Ford Heacock, founder of Heacock Classic.
- Car - Custom bodied 1953 XK-120
- Heacock Classic talks about making the most of your insurance.
- How to finance garage improvements.
- Last minute Holiday Buyer's Guide
- How the right cabinets and workbenches can enhance the overall value of your home.

Feb - April, 2014, Spring, Issue 24

- The Clean and Prep Issue, get ready for Summer.
- Automobilia - Talking with Leila Dunbar about the art of collecting.
- Personality Profile of Terry Karges, director of the Petersen Automotive Museum.
- Car - Orbitron by Roth.
- Security Check - a look at some security devices that'll help keep your garage safe.
- Car Guy Country Clubs - a look at VIR and NJMS car condos.
- Sir Lifts A Lot - a look at some lifts.

*Calendar is subject to change at any time without notice.

Additional Alignments + Specials + Opportunities

May - Heavy distribution throughout Monterey, California during August's Car Week.

August - Distributed at Amelia Island Concours d'Elegance.

November - Special distribution plans with Vons supermarkets

February - Special distribution plans with Barnes & Nobles Booksellers

Some other events we work with:

Muckenthaler Motor Car Festival
San Marino Motor Car Festival
Dana Point Concours d'Elegance
La Jolla Concours d'Elegance
Fairfield Concours d'Elegance
Kirkland Concours d'Elegance
Milwaukee Masterpiece
Keels 'n Wheels Events
Mecum Auctions
Bonhams Auctions

Holiday Garagalogue

Show off your company's holiday spirit in the August issue. Each August we present Garagalogue. Send us a high resolution image of your catalog or a screen shot of your website plus a 100-word description with your contact details. For just \$200 we'll include it in the Holiday Garagalogue. Send two for \$250! Ask your sales executive for details.

Gallery G / Gallerage

Each May we offer special ad rates to automotive art professionals. Gallery G / Gallerage is a special section of 1/4 page ads for only \$250 per space.

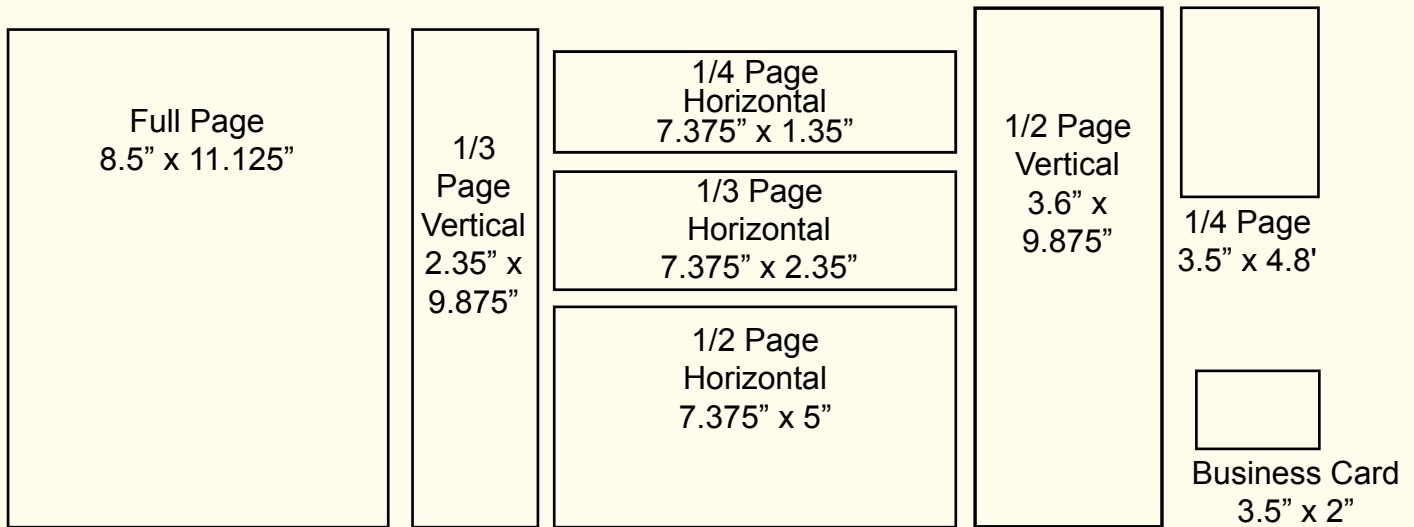
Speciality Blow-in Cards

Produce a Blow-in Card to our size specs, and we can present them to our subscribers or the entire print run of a given issue. Ask your sales executive for details.

2013-2014 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	3587
Inside Front Cover	8.5" wide x 11.125" tall	N/A	N/A	N/A	3346
Inside Back Cover	8.5" wide x 11.125" tall	N/A	N/A	N/A	3108
Double Page Spread	17" wide x 11.125" tall	5020	4819	4433	3901
Full Page	8.5" wide x 11.125" tall	2953	2835	2608	2296
1/2 Page Horizontal	7.375" wide x 5" tall	1580	1517	1396	1229
1/2 Page Vertical	3.6" wide x 9.875" tall	1580	1517	1396	1229
1/3 Page Vertical	2.35" wide x 9.875" tall	1230	1180	965	740
1/3 Page Horizontal	7.375" wide x 2.35" tall	1230	1180	965	740
1/4 Page	3.5" wide x 4.8" tall	950	860	793	715
1/4 Page Horizontal	7.37" wide x 1.35" tall	950	860	793	715
Business Card	3.5" wide x 2" tall	N/A	N/A	360	320
Bazaar Listing	Contact information only	N/A	142	142	142

Advertising Sizes



AD DIMENSIONS

- Full Spread Trim Size.....17" wide x 11.25" tall
- Bleed (text and art should be kept .25" from each edge)..... .25"
- Full Page Bleed Size8.5" x 11.125"
- Full Page, Non-Bleed8.375" x 10.875"

DIGITAL FILES

- Garage Style Magazine is produced on Apple computers using Indesign CS6.
- Ads must be sent in a high resolution (minimum 300 dpi), CMYK format.
- Acceptable formats are .pdf, .tiff, .eps, .jpg.

“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

Production Schedule

Issue #	Advertising Art Due	Magazine On-Sale Date
21, SU	03-15-13	05-17-13
22, FA	06-15-13	08-16-13
23, WI	09-11-13	11-15-13
24, SP	12-14-13	02-14-14
25, SU	03-15-14	05-16-14
26, FA	06-14-14	08-15-14
27, WI	09-13-14	11-14-14
28, SP	12-13-14	02-13-15
29, SU	03-14-15	05-15-15
30, FA	06-13-15	08-14-15
31, WI	09-14-15	11-16-15
32, SP	12-14-15	02-19-16
33, SU	03-14-16	05-17-16

*Production Schedule and information in this kit is subject to change at any time without notice.

“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



11 Facts About Magazines

- 1 Magazine readership has grown over the past five years. (Source: MRI)
- 2 Average paid subscriptions reached nearly 300 million in 2009.
(Source: MPA estimates based on ABC first and second half 2009 data)
- 3 4 out of 5 adults read magazines. (Source: MRI)
- 4 Magazines deliver more ad impressions than TV or Web in half-hour period. (Source: McPheters & Company)
- 5 Magazine readership in the 18 to 34 segment is growing. (Source: MRI)
- 6 Since Facebook was founded, magazines gained more than one million young adult readers. (Source: MRI)
- 7 The average reader spends 43 minutes reading each issue. (Source: MRI)
- 8 Magazines are the No. 1 medium of engagement — across all dimensions measured. Simmons' Multi-Media Engagement Study find magazines continue to score significantly higher than TV or the Internet in ad receptivity and all of the other engagement dimensions, including “trustworthy” and “inspirational.”
(Source: Simmons Multi-Media Engagement Study)
- 9 Magazines and magazine ads garner the most attention: BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the Internet.
(Source: BIGresearch Simultaneous Media Usage Study)
- 10 Magazines outperform other media in driving positive shifts in purchase consideration/intent. (Source: Dynamic Logic)
- 11 Magazines rank No. 1 at influencing consumers to start a search online — higher than newer media options. (Source: BIGresearch Simultaneous Media Usage Study)

GARAGE STYLE

magazine

Thank you for your interest...

Garage Style Magazine is the first magazine in the United States completely devoted to the lifestyle of 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 2010, and soon the magazine was being invited to Concours events nationwide. Over the course of 2010, GSM expanded into automotive museum gift shops, restoration shops, and even select specialty car dealerships. We've continued the forward momentum, and in 2011, GSM forged new retail territories with its new national distributor.

This 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, Cabinets, Floors, and more means 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 serious and enthusiastic about their home, garage, and collections. Knowing that growth and name recognition are the keys 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 few years, numerous high-profile events that attract discerning car collectors and affluent enthusiasts have selected GSM as a gift for their guests, providing your company exposure to an exceptionally targeted demographic.

You will also enjoy competitive advertising rates and special perks we extend to our advertising family such as distributing your company brochures and material at 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 for your interest.

Sincerely,

The Garage Style Magazine Staff

“In good times, people want to advertise; in bad times, people have to.”

-Bruce Barton