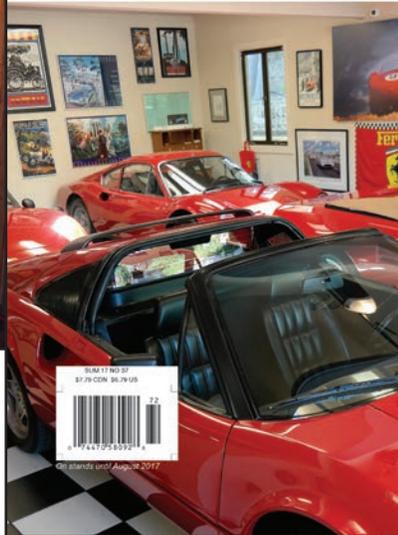
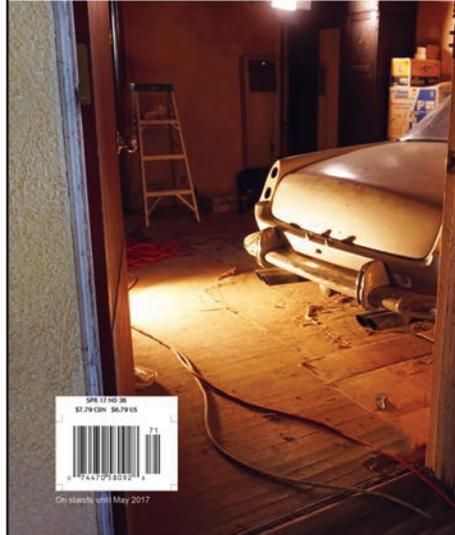


GARAGE STYLE

magazine



THE MEDIA KIT

2017-2018

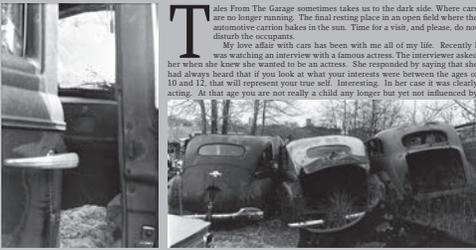
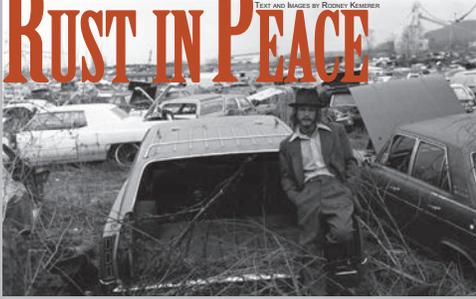
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GARAGE STYLE
magazine

RUST IN PEACE

TEXT AND IMAGES BY ROSEMARY KROEMER



Tales From The Garage sometimes takes us to the dark side. Where cars are no longer running. The final resting place in an open field where the automotive carrion bakes in the sun. Time for a visit, and please, do not disturb the occupants.

My love affair with cars has been with me all of my life. Recently I was watching an interview with a famous actress. The interviewer asked her when she knew she wanted to be an actress. She responded by saying that she had always heard that if you look at what your interests were between the ages of 10 and 12, that will represent your true self. Interesting. In her case it was clearly acting. At that age you are not really a child any longer but yet not influenced by



GARAGE features

Top: Klotzer's shop is simple outside, but exhilarating within; below, all garages need a custom sign. See Page 58 for an idea.

Our Shop

TEXT BY LARRY & LISA KLOTZER
IMAGES BY DAVE & TASHY CROSS

I have always been interested in cars. My uncle was a car salesman, so my cousin and I spent a bit of time at the dealership looking and dreaming about cars when we were young. My dad managed a grocery store in Montana and when I was 7 years old, his store gave away a 1959 Corvette gas-powered go cart at the end of a promotion. I wanted that go cart so badly, and now they are an expensive collector's item when they can be found.

During high school, my family lived in Wyoming. When I got my driver's license, I purchased my first car, a 1958 Chevrolet Biscayne for \$350, money saved from my grocery store carry-out job. Since its body was less than pristine, I and several friends offered our cars to be "hot-rodded" by a local entrepreneur. He was experimenting with a technique spraying 1/2" inch nylon fibers anything to keep the positive and negative charges necessary for successful product application. People in my hometown had velvet refrigerators, walls, and cars! I proudly drove it to monthly Naval Reserve meetings and it caused many a head to turn. Often, people liked to touch the surface. My biggest mistake was washing it with soap, after which, no matter how often I finished



it, studs would appear, even in a rain storm. When I went active duty in the Navy in 1971, I sold my cool car to my future brother-in-law.

After my naval discharge, I married my high school sweetheart, and we entered the "married with children" phase of life, buying practical family cars for the next 20 years. Becoming empty nesters, I checked out a local Corvette Club meeting and joined before I even owned a Corvette! My dreams of owning a Corvette became reality when I found a used (and abused) 1975 Red Coupe. It proved not all that reliable and had the lowest horsepower of any year Corvette manufactured due to federal regulations at that time. We sold it after a year and started planning for the next Corvette. For our 28th wedding anniversary, we took delivery of our special ordered, brand new, 2000 Torch Red Coupe at the National Corvette Museum in Bowling Green, Kentucky. What an experience that was! On a guided tour, the last car featured was ours, complete with flashing lights and a sign congratulating us.

Our home, at the time, had a second, luxury two-stall garage in the alley entrance. We used that oversized to invest in a 1978

Corvette Pace Car that had only 340 original miles. It still had the dealer sticker in the window, plastic on the seats, and the new car feel. This "trailer queen" necessitated the purchase of a car hauler to take it to car shows.

I had always liked the look of the 1958 Corvettes - lots of chrome and the year for the louvered hood and chrome spars on the trunk lid. In 2004 I found just what I wanted - a 1958 driver-quality Corvette, red with white covers at Greg Wyatt's Vintage Corvettes, in Summerville, Georgia. At this same time in our lives, we started thinking about downsizing our home and found the perfect smaller home, but it only had a two-car garage. So, let's build a separate shop for the sports cars," we agreed. And that is how the shop came to be.

We found two adjoining vacant lots within the city limits, zoned perfectly for the shop we wanted to build. We accomplished just what we set out to do - downsized our home, yard and maintenance responsibilities, and built a shop building - a perfect grayway man cave for me, a home for the sports cars and memorabilia we had begun collecting that my wife was eager to have decaying something other than our family room!

The shop, manufactured by Barter Manufacturing, was finished in 2006, the same year Corvette passed the half 500. Chevrolet designed that pace car to commemorate the 30th anniversary of the first Corvette Pace Car in 1978. Since we owned the 1978 Pace Car we thought it fitting to acquire a 2008 Corvette Pace Car. Soon after, we bought a friend's 1995 Corvette Pace Car and much of his coordinating memorabilia, lending the shop a momentary Corvette Pace Car theme.

Growing up, my dad's everyday driver was an ugly, 1950 Chevy 5-window pickup. Back then, I was almost embarrassed to claim it with its multi-colored fenders, hood, and valance. The New Year's Eve, it was totaled by a drunk driver who slammed into it while it was parked in front of my parents' house. My dad was devastated. As I reminisced about my dad and that old pickup, I started considering acquiring one to change up the collection. I mentioned it to a friend, who took our conversation to Fredericksburg, Texas, where he located a 1950 5-window Chevy truck, fully restored in my favorite color, red, at a shop called Steve Dreams. I fell in love with the pickup and sold the 1978 Corvette to acquire it. We decided we enjoyed driving our vehicles so our shows more than trailering them, so the 1978 Pace Car went to a collector who was excited to have it judged at NCCS (National Corvette Restorers Society) and Bloomington Gold.

I wanted more reliability for highway driving the 1958 Corvette, and while attending "Burn the Pitter" Car Show in Billings, Montana, I found Rick Moore with RR Frames of Betty, Montana. To justify the frame-of-work, we sold our 2000 Corvette. Now we can confidently drive the '58 to regional shows with the LS 1 engine and C4 suspension grafted onto the original frame. It's not much more enjoyable to drive.

Another favorite car of mine has always been the 1970 Chevy Chevelle SS. A friend had a frame-of-restoration example and when he retired to Florida, I convinced him the orange and black '70 Chevelle would have a great home here in our shop.

We thoroughly enjoy showing and sharing our cars with people, often allowing people to sit in them and take pictures at shows. At one show, a grandson was pushing his ailing grandfather in a wheelchair. This grandfather saw the flag on my 1958 Verde and had his grandson stop so he could enter the moment. I offered to help him in the driver's seat to get a picture and he was overcome with emotion. We got him positioned; he beamed a huge smile, and waved while cameras and cellphones captured the moment. We learned later that he had been severely dependent living his last weeks in the Veteran's Hospital and his grandson coaxed him



Custom floor, checkerboard garage door, tons of art, and great car make for a fun place.



The logo features a stylized 'G' on the left, composed of three diagonal stripes: a red stripe on top, a blue stripe in the middle, and a white stripe on the bottom. To the right of the 'G', the words 'GARAGE STYLE' are written in a large, bold, black, serif font. Below 'GARAGE STYLE', the word 'magazine' is written in a smaller, black, lowercase, serif font.

GARAGE STYLE magazine

Thank you for your consideration,

For the longest time, I've discussed how Garage Style Magazine is one of those rarified places where Ferrari guys and Lamborghini guys, Ford guys and Chevy guys, Nissan guys and Toyota guys, Bentley guys and Duesenberg guys can come together and enjoy camaraderie with one another. How these normally competitive souls can find common ground is simple, really, we all share one love, the garage. It's our sanctuary, our haven, the place we go to disconnect or connect; it's the spot where, even for a moment, we can enjoy our world unencumbered by stuff and junk. It's the place where we can regroup, refocus, recharge. Through that energy, differences are put aside, swords are laid down, and conversations, fun, and the company of others can be enjoyed. No matter what their preferential vehicle of choice may be.

Garage Style is more than a print publication - it's also a digital publication, thanks to outlets like Issuu, Apple Newsstand, and our own website. It's also a twice-monthly digital newsletter, and Garage Style Television is slowly coming of age. Yes, literally, we are putting together video footage of collections and garages we photograph to create a television show for our audience. But more than that, Garage Style is like a club. Our readership and advertising partners are more like old friends than customers and clients. That level of personalization is truly unique in a magazine today, but characteristics that are inherent with Garage Style.

Our philosophy of listening more to readers and advertisers over media pros has paid off very well. Our readers consistently comment on how much they enjoy receiving each and every issue, how it's a little gift for them when it arrives. Our advertisers appreciate the genuine coverage Garage Style provides, allowing them a voice to a truly fantastic audience comprised of property owners who are also automotive enthusiasts and collectors. Our advertising partners enjoy a number of benefits such as competitive prices, specialized offerings, editorial inclusions, and much more. All this and more is likely why roughly 80% of our advertisers have been with us for six years or more.

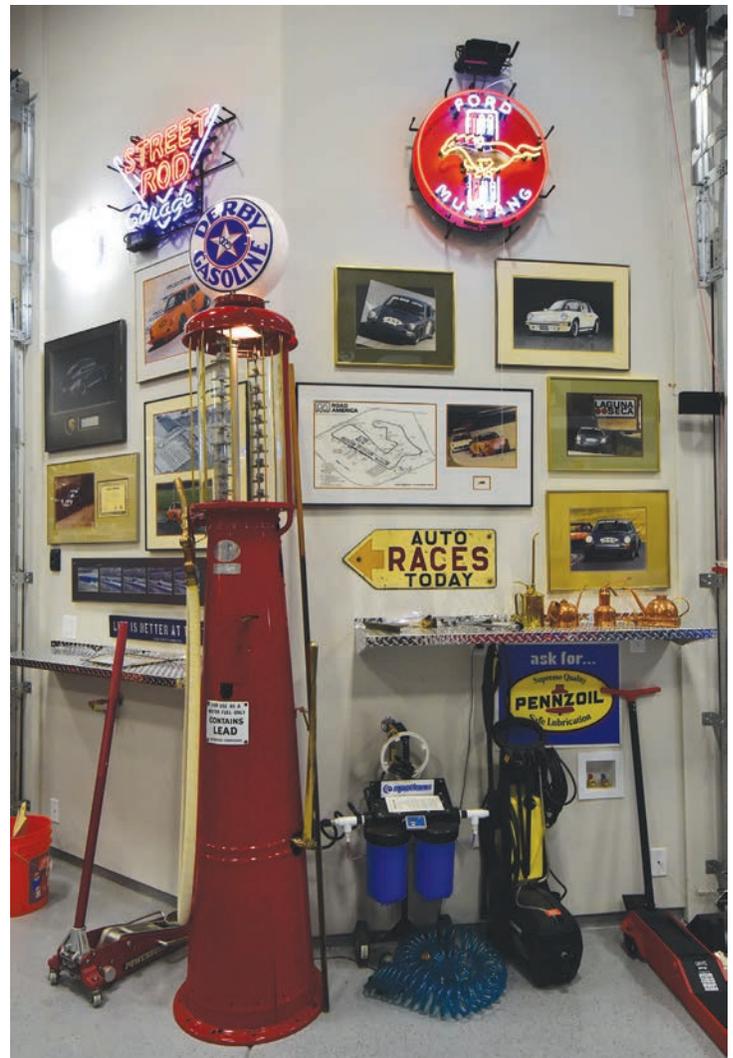
Thank you again for your interest. Please keep in touch, and enjoy this media kit.

All the best,
Don Weberg
Editor-Publisher-Founder
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.
- Since 2015, American garages have grown 44% to 570 sq. ft.
- 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 18 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.
- Roughly 70% of new homes are built with a three car garage. Of that, 40% are built with finished interiors.
- 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 20 years ago – people are retiring with more purchasing power than ever, and younger families are enjoying property acquisitions more frequently than even 10 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:

- 95% 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

“Magazines are much more than content. Magazines are much more than information, words, pictures and colors all combined in a platform that serves nothing but as a delivery vehicle. Magazines, each and every one and each and every issue of every one, are a total experience that engages the customer's five senses. Nothing is left to chance. It is a total package. Without the ink, the paper, the touch, the smell, the look, the taste, it will not be called a magazine. Every issue is a complete new experience with a sense of ownership, showmanship and membership and is renewed with the arrival of the next issue.”

- Samir Husni, aka Mr. Magazine, journalism professor

“On paper, things can live forever. On paper, a butterfly never dies.”

- Jaqueline Woodson, author

“Go for it now. The future is promised to no one.”

- Wayne Dyer, philosopher, motivational coach

“Confidence is contagious; so is lack of confidence.”

- Vince Lombardi, sports figure, coach



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 between 13,000 and 20,000, depending on retail, subscriber, and event demands. 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. A large percentage of our readers are property owners, many owning multiple properties.



Garage Style Magazine features product reviews and business profiles.



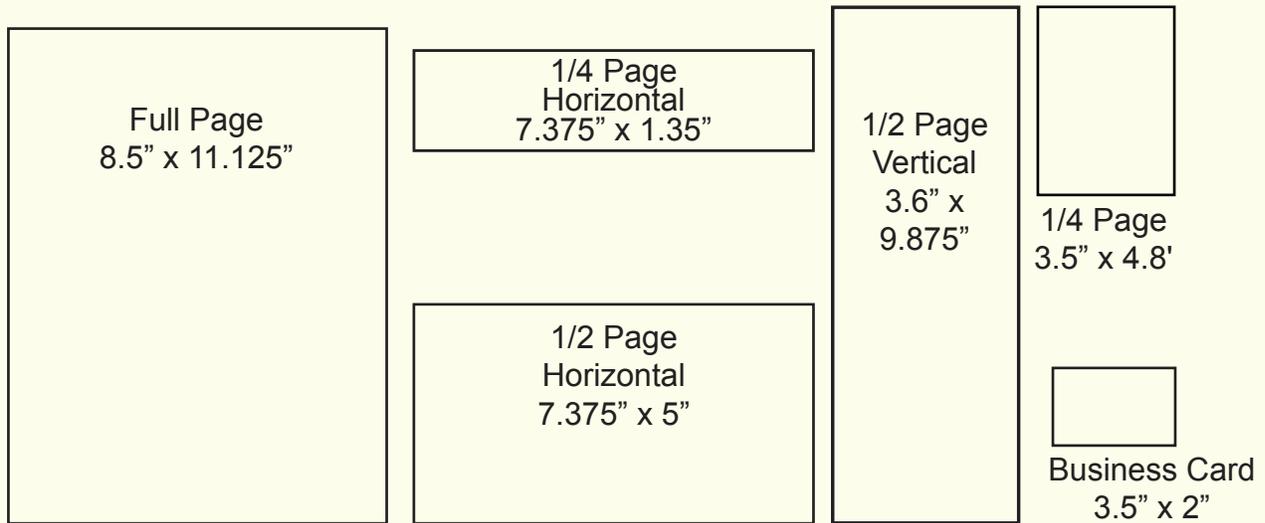
Garage Style Magazine uses electronic media such as Facebook, Issuu, and our E-newsletter to help make keeping in touch with readers easy.

We further reinforce our advertisers’ messaging with digitally by utilizing Social Media outlets such as our website (GarageStyleMagazine.com), and a page-turning edition. It all connects us to a broader audience of potential readers, subscribers, and customers who seek valuable resources for all-things-garage.

2017-2018 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
1/4 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 Adobe Indesign CC 2017.
- 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
40, SP	12-13-17	02-16-18
41, SU	03-16-18	05-20-18
42, FA	06-15-18	08-19-18
43, WI	09-14-18	11-18-18
44, SP	12-14-18	02-17-19
45, SU	3-16-19	5-21-19
46, FA	6-16-19	8-20-19

*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.”

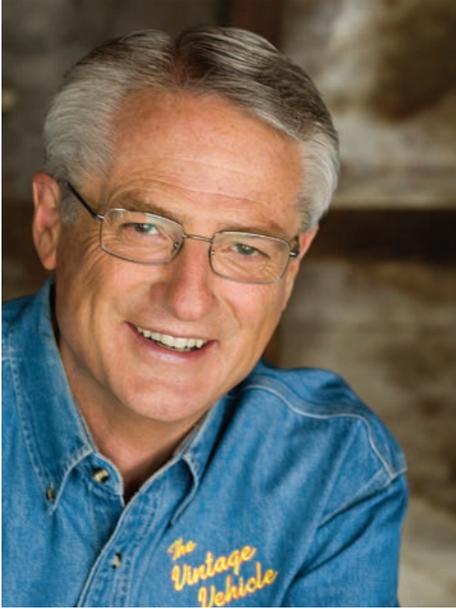
-Danny Bond, from the Internet



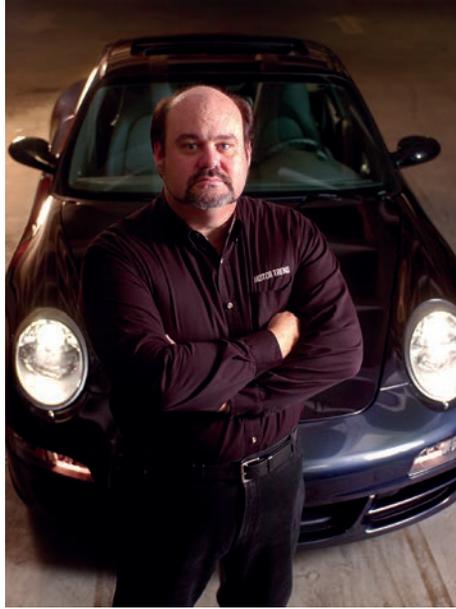
11 Facts About Magazines

- 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)

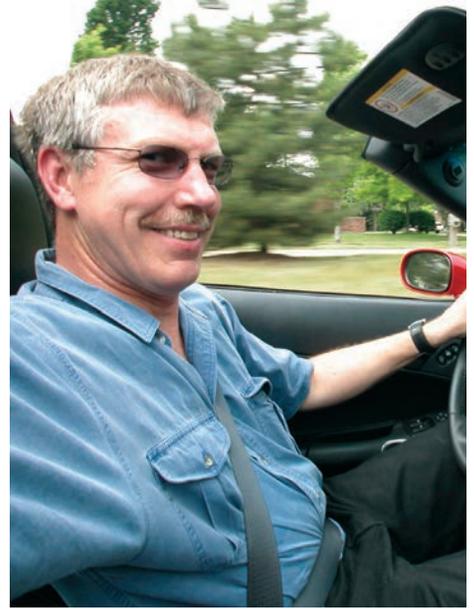
Our Contributors



Lance Lambert



Matt Stone



Phil Berg



Rodney Kemerer



Fireball Lawrence



Cindy Meitle

AUCTION HOUSE JOURNAL

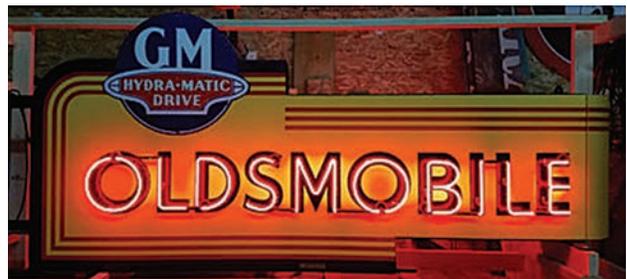


Ten Days of Automobilia at Kissimme

TEXT BY DON WEBERG | IMAGES BY MECUM AUCTION COMPANY

From January 6 to January 15, the Mecum Auction Company lit up Kissimmee, Florida with the carnival atmosphere of fun and excitement that only an auction can provide. With over 3,000 cars on offer several full collections crossed the block from well-known collectors. Bidders competed hard at this sale, driving prices up on a lot of very desirable cars – some of the top mentions were a 1969 Maserati Ghibli 4.9 Spider which traded hands for a cool \$920,000. At \$775,000, a 1967 Chevrolet Corvette convertible with a 435 horsepower 427 brought in a higher sales figure than a 2005 Porsche Carrera GT, which pulled in \$625,000. It helps that the Corvette was the only known black and blue example in existence.

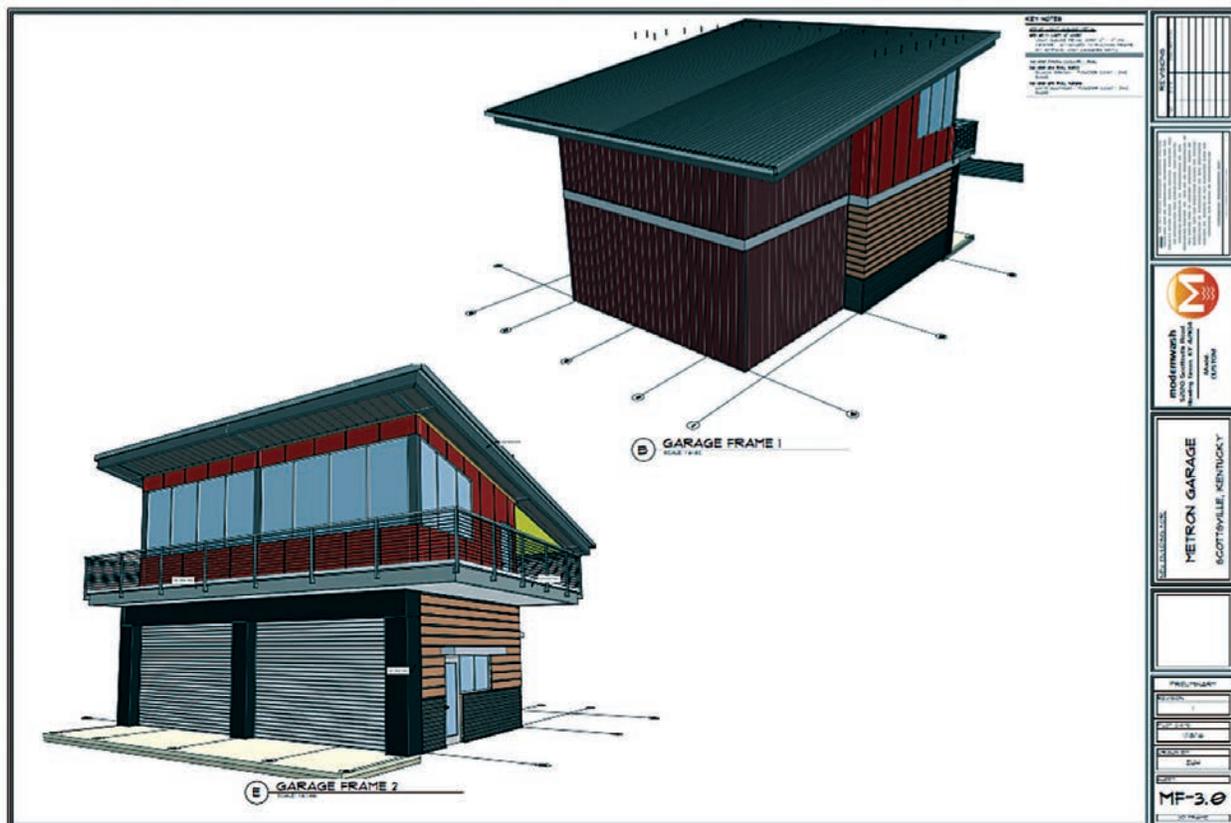
The automobilia and petroliana offerings were off the chart – but interestingly, some of the top selling items were not related to the automobile industry, but rather, the amusement business. A Flying Superman coin-op kiddie ride took \$30,000, an Esso Tiger coin-op kiddie ride commanded \$25,000, and a Rocket Patrol Spaceship coin-op kiddie ride also realized \$25,000. Granted, the Esso Tiger ride is related to the fuel company, but the other two were just – rides. Amazing. Interestingly too, a trend that's been burbling for the past couple of years, items from the food and beverage industry have been gaining value and the Kissimmee sale had plenty on hand. It seems the Coca-Cola brand continues



METRONgarage

Turning the garage into an event

TEXT BY RICH PEPE | IMAGES COURTESY OF METRONGARAGE



Tim Houge, the owner of MetronGarage has a lifetime of skill sets that he brings together to give every car guy and every GSM reader their ultimate fantasy, the coolest garage around. Drawing on a background in architecture, owning a construction business, and having a keen eye to envision things “outside the box,” think George Jetson and his flying car, Tim has been able to design and build the absolute most visually stunning garages around.

From his base in Bowling Green, Kentucky (home of the Corvette, in case you didn’t know) Tim has built his empire around the designing and constructing of car washes. That’s

right, car washes. Over 650 and counting over the last 30 years. And each one gets more and more dramatic. As each one was built Tim said that there was always that moment as it began to take shape and the owner could see the finished product was getting close where it would more than likely lead to the question, “Could you build me a garage that looked like this?” So, one day a few years back he finally relented and said, “YES!”

Using 100 percent American made products, he developed a process for pre-fabricating sections using aluminum and tubular steel that are 30 to 40 percent stronger than regular construction products. The pieces are joined using hidden

CLEARING THE GLASS

TEXT AND IMAGES BY DON WEBERG

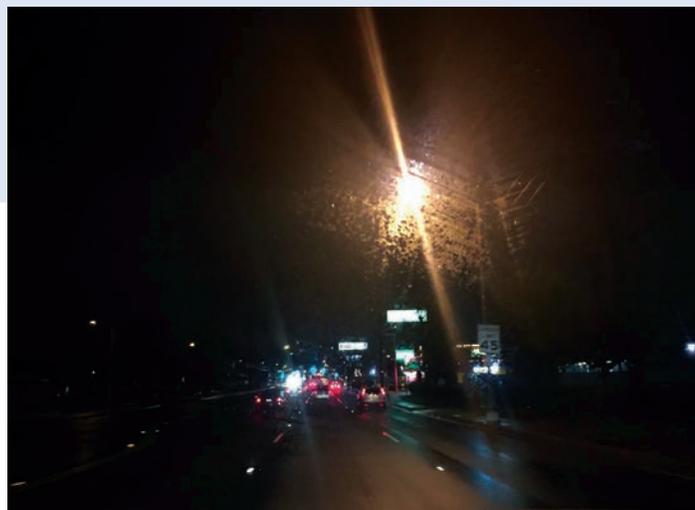
Some of you have heard about the new Ford Flex running around for Garage Style Magazine subsequently retiring the old Ford Flex. Bought pretty much right off the car carrier, the dealership never had a chance to detail it properly. No worries, we have all the talent we need right here. Most annoying was the glass – covered in a strange thin film of yuck, the huge rainstorm that has drenched most of Southern California for the past several weeks made visibility, especially at night, a real challenge. The windshield wipers just smeared the yuck and water around.

In our first issue, Richard Griot, founder of Griot's Garage, was the subject of our Personality Profile and he discussed a Mustang he had bought with similar glass challenges. His solution was their glass care line, comprised of a polish, clay, special cloths, cleaners, waxes, and more. Telling our problem to the Griot company, they stocked us up with everything we needed.

In the Box: Griot supplied us with their proprietary Foaming Glass Cleaner, Speed Shine, Glass Cleaning Clay, Fine and Regular Glass Polish, Glass Sealant, Premium Micro Fiber Dual Weave Glass Towels, and 3-inch Griot's buffer already here in house. On our own we brought microfiber towels to the project and the small orbital Griot buffer.

With this, your glass should be immaculate. In the rain, the Flex's wipers were much more effective at moving water off the window and didn't leave the spots and lines. Instead the glass was literally crystal clear. The Griot products were easy to use, the directions were very clear and understandable and finding helpful videos online was a snap. This process took a little over an hour, and keep in mind we were also setting up products for photography, taking pictures, and writing down notes.

So, really, a windshield, even one as big as the Flex's, would likely take about an hour. GSM



Above, Griot's Garage glass polishing is completed with just a few products; left, in the light, in the rain, the spots and grime were apparent.

Last Minute Guide for Holiday Shopping



RaceRamps

Race Ramps Pro-Stop makes parking safe and easy by cradling your vehicle tire to the floor of your garage, driveway, or trailer, ensuring you park exactly where your vehicle needs to be time after time. Made of recycled semi-truck tires, they are designed to hold their place even on smooth floors or plastic modular-tile flooring. Pro-Stops come pre-drilled so they can be better secured to the floor as well. For garage owners looking to accommodate wider tires, or wanting a longer strip, Pro-Stops are designed to interlock side-by-side. Sold individually, as a set of two, or a set of four. 906.786.0585 | www.RaceRamps.com



Meguiar's

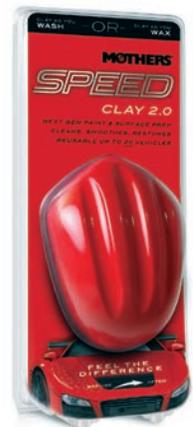
Meguiar's Clean & Shine Car Cleaning Kit, sold exclusively at Kmart and Sears, includes Deep Car Wash, Gold Class Quik Wax, Quik Interior Detailer and Perfect Clarity Glass Cleaner. A very affordable present available at two very popular stores, this is sure to be a winner for any car enthusiast during the Holiday Season! www.Meguiars.com



Mother's

Clay is a great invention – it makes polishing up a car surface easier than ever and when used prior to a polish, the finish usually comes out with spectacular results. The Speed Clay 2.0 from Mothers is their fastest, most durable and versatile paint prep tool yet. Great for removing water spots, fresh tree sap, rail dust, bird droppings and much more, it's easy to use and will help restore brilliance to paint, chrome, glass and smooth plastics.

www.Mothers.com



Zymol

The Zymöl Complete Kit contains everything you or that special someone everything needed to give every car its ultimate shine and protection, all carefully contained in a sturdy Zymöl carrying case. The Ideal Holiday Gift for the 'Concours' enthusiast. Every kit comes with full application instructions. You know what's right around the corner . . .so start now & get 30% off use Discount code: GSM2016 www.zymol.com

The logo for Garage Style Magazine features a stylized 'G' on the left, composed of three diagonal stripes in red, blue, and white. To the right of the 'G', the words 'GARAGE STYLE' are written in a large, bold, black serif font. Below 'GARAGE STYLE', the word 'magazine' is written in a smaller, black, lowercase serif font.

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, and soon the magazine was being invited to Concours events nationwide. In 2010, GSM expanded into automotive museum gift shops, restoration shops, and even select specialty car dealerships. We've continued the forward momentum, and have constantly forged new avenues of exposure annually.

This adds up to tremendous reach for you and your company.

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.

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.

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**