



**IN THE GARAGE MEDIA**

**All Chevy**  
PERFORMANCE

**Classic**  
**TRUCK**  
PERFORMANCE

**MODERN**  
**RODDING**

»»» WHAT'S IN YOUR GARAGE? «««

# IN THE GARAGE MEDIA

## MISSION STATEMENT

In The Garage Media (ITGM) represents the enthusiasm for our hobby on behalf of several rodders who have spent both a lifetime working and participating within our industry. Several of us started our own media company, which includes a cadre of experienced and talented freelancers.

Currently, ITGM is anchored by three major automotive brands (print and digital). The three brands are **Modern Rodding**, **Classic Truck Performance**, and **All Chevy Performance**. All are accompanied by a full-service website coupled with social media outlets. The websites for all three are currently up and running.

The content of these magazines will be what you've come to expect: Information for the enthusiast that's gathered by journalists who participate and report while educating and entertaining. These brands will follow along the lines of what hot rodders have come to cherish within our hobby for the past 70-plus years.

**NOW FOR THE DIFFERENCE:** While all three brands will be featured in a traditional print format (on quality paper stock and excellent color reproduction), they will also be offered electronically. The print version will be subscription, with limited newsstand availability. The electronic version is just that—a digital-format magazine—and it is available via subscription or through Zinio. The digital versions of **Modern Rodding**, **Classic Truck Performance**, and **All Chevy Performance** are “live” and we can say with certainty deliver all the content enthusiasts want and more, presented in a manner all are sure to enjoy.

We pledge that each of these magazines will give the enthusiast the experience that's desired and hoped for—the same all of us came to expect from decades of once-great magazines.

**BRIAN BRENNAN**  
EDITORIAL DIRECTOR

**All Chevy**  
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## **MODERN RODDING**

**Modern Rodding** is a high-quality print and digital format magazine dedicated to hot rods and muscle cars—from Model Ts to GTOs and everything in-between. **Modern Rodding** features include the latest in custom builds, technical articles, new products, and special features.

Under the editorial direction of Editor Brian Brennan and Senior Editors Rob Fortier and Nick Licata, **Modern Rodding's** large network of freelance writers and photographers are some of the best known in the street rod/hot rod and muscle car publishing world.

The technical skills and articles generated by this group puts **Modern Rodding** into the number one and most-respected position in the hot rod industry.

With our sponsorship approach and distribution method, we are the largest circulated magazine in the street rod and muscle car market, period.

## **MODERN RODDING**



## ***ALL CHEVY PERFORMANCE***

**All Chevy Performance** is dedicated to the enthusiast who is into all things Chevrolet—vintage and late-model Chevys, race and street performance Chevys, and all Chevys in between. **All Chevy Performance** invites Bowtie fans to immerse themselves into the technical aspects of vintage and modern Chevrolets, whether it be a full-on Pro Street, Pro Touring muscle car, or mild restomod.

Under the editorial direction of Brian Brennan, Editor Nick Licata, and Senior Editor Rob Fortier, **All Chevy Performance's** large network of freelance writers and photographers are some of the best known in the hot rod and muscle car publishing world

**All Chevy Performance** shows the latest car features from Tri-Fives to bubbletops, Chevelles to Camaros, and Novas to Corvettes. It covers all that rests beneath and within the chassis, including engine, transmission, brakes, and suspension.

**All Chevy Performance** provides Chevy enthusiasts the latest technical information and how-to articles for the new Chevy fans, weekend do-it-yourselfers, and seasoned veterans. Engine builds and performance upgrades include small-block, big-block, and modern LS and LT engines.

**All Chevy Performance** provides Chevy fans the information they need to help get that project off the ground or across the finish line and keep it running and looking better than ever.

**All Chevy**  
PERFORMANCE





## ***CLASSIC TRUCK PERFORMANCE***

**Classic Truck Performance** is a high-quality print and digital format magazine dedicated to '40s-'90s American-made haulers. **Classic Truck Performance** features include the latest in custom builds, technical articles, new products, and special features.

Under the editorial direction of Brian Brennan, Editor Rob Fortier, and Senior Editor Nick Licata, **Classic Truck Performance's** large network of freelance writers and photographers are some of the best known in the classic truck and street rod publishing world. The technical skills and articles generated by this group put **Classic Truck Performance** into the number one and most-respected position in the classic truck market. With our sponsorship approach and distribution method, we are the largest circulated magazine in the truck market, period.

**Classic**  
**TRUCK**  
PERFORMANCE



# IN THE GARAGE MEDIA

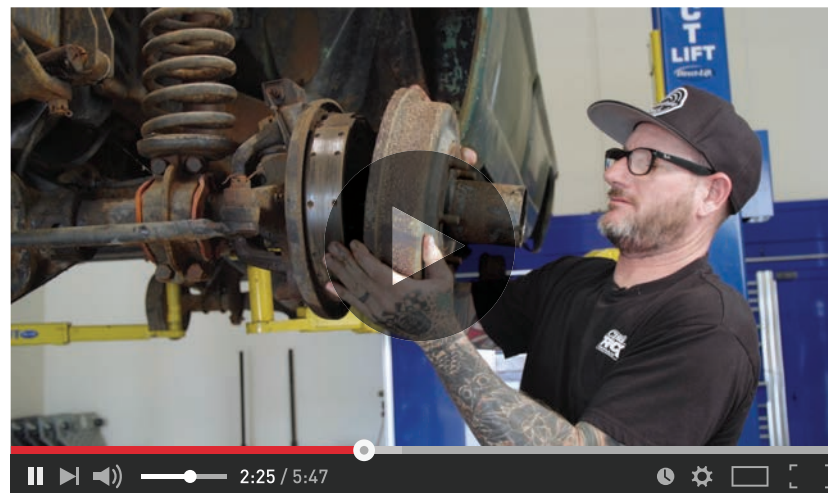
## VIDEO PRODUCTION

In The Garage Media offers video production capabilities featuring **Modern Rodding**, **Classic Truck Performance**, or **All Chevy Performance**. The video will feature on-air talent previewing and installing your product in a 4- to 8-minute video.

The host begins each video by stating the “why” behind the upgrade and the positioning of your product as an excellent option. Initially, your product will be displayed on a tabletop where the host will describe the contents of the kit as it comes packaged to your customer and our reader/viewer.

Next our host will show within the video how your product is installed. Additionally, still photography is taken as it will accompany the text to produce print editorial in one of three brands. These videos can also be part of the digital experience and accompany the print story in our monthly digital publication.

During the video, our team will show the major steps and offer tech tips on how to complete the installation, all the while done within the time constraints of the video. In the end, viewers will understand why an upgrade such as this is important, what product they should be using, and the basics of how to install it. Video production for installation videos starts at \$5,000.



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## RATE CARDS



### NON SPONSOR RATE

	1X	3X	6X	9X	12X
1 PAGE	\$4,875	\$4,630	\$4,435	\$4,200	\$3,995
1/2 PAGE	\$3,220	\$3,060	\$2,930	\$2,770	\$2,640
1/4 PAGE	\$1,465	\$1,395	\$1,335	\$1,260	\$1,200

### SPONSOR RATE

	1X	3X	6X	9X	12X
1 PAGE	\$3,650	\$3,470	\$3,325	\$3,140	\$2,995
1/2 PAGE	\$2,190	\$2,080	\$1,995	\$1,885	\$1,795
1/4 PAGE	\$1,095	\$1,040	\$995	\$940	\$895
1/6 VERT	\$600	\$575	\$550	\$525	\$495



### NON SPONSOR RATE

	1X	3X	6X	9X	12X
1 PAGE	\$4,275	\$4,050	\$3,900	\$3,675	\$3,500
1/2 PAGE	\$2,565	\$2,440	\$2,335	\$2,200	\$2,100
1/4 PAGE	\$1,275	\$1,210	\$1,160	\$1,095	\$1,050

### SPONSOR RATE

	1X	3X	6X	9X	12X
1 PAGE	\$3,050	\$2,900	\$2,775	\$2,625	\$2,500
1/2 PAGE	\$1,830	\$1,740	\$1,665	\$1,575	\$1,500
1/4 PAGE	\$915	\$870	\$835	\$790	\$750
1/6 VERT	\$580	\$550	\$525	\$500	\$475



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	1X	3X	6X	9X	12X
1 PAGE	\$4,875	\$4,630	\$4,435	\$4,200	\$3,995
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\*Ask us how you can qualify for the **SPONSOR RATE**



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## PRODUCTION SCHEDULES



ISSUE	AD CLOSE MATERIALS DUE	SUBS RELEASE MAILED
OCT-21	8/5/21	9/3/21
NOV-21	9/2/21	10/4/21
DEC-21	9/30/21	11/8/21
JAN-22	10/28/21	12/16/21
FEB-22	12/2/21	1/12/22
MAR-22	12/30/21	2/1/22
APR-22	1/27/22	3/1/22
MAY-22	2/24/22	3/29/22
JUN-22	3/24/22	4/26/22
JUL-22	4/21/22	5/24/22
AUG-22	5/19/22	6/21/22
SEP-22	6/16/22	7/19/22
OCT-22	7/14/22	8/16/22
NOV-22	8/11/22	9/14/22
DEC-22	9/8/22	10/11/22



ISSUE	AD CLOSE MATERIALS DUE	SUBS RELEASE MAILED
OCT-21	8/12/21	9/9/21
NOV-21	9/9/21	10/11/21
DEC-21	10/7/21	11/15/21
JAN-22	11/11/21	12/23/21
FEB-22	12/9/21	1/13/22
MAR-22	1/6/22	2/10/22
APR-22	2/3/22	3/10/22
MAY-22	3/3/22	4/7/22
JUN-22	3/31/22	5/5/22
JUL-22	4/28/22	6/2/22
AUG-22	5/26/22	6/30/22
SEP-22	6/23/22	7/28/22
OCT-22	7/21/22	8/25/22
NOV-22	8/18/22	9/22/22
DEC-22	9/15/22	10/20/22



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SEP-22	6/30/22	8/8/22
OCT-22	7/28/22	9/6/22
NOV-22	8/25/22	10/3/22
DEC-22	9/22/22	10/31/22





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## AD SPECIFICATIONS

2022 TRIM SIZE: **9x10 7/8**

**SPREAD**  
WITH BLEED  
1/4 INCH SAFETY FROM TRIM  
**18.25 X 11.125**

**FULL PAGE**  
WITH BLEED  
1/4 INCH SAFETY  
FROM TRIM  
**9.25 x 11.125**

**FULL PAGE**  
WITH NO BLEED  
**8.5 x 10.375**

**1/2 PAGE**  
WITH BLEED  
1/4 INCH SAFETY  
FROM TRIM  
**9.25 x 5.4575**

**1/2 PAGE**  
WITH NO BLEED  
**8.5 x 5.0875**

**SPREAD**  
WITH NO BLEED  
**17.5 X 10.3775**

**1/6 PAGE**  
WITH BLEED  
1/4 INCH  
SAFETY  
FROM TRIM  
**3x5.4575**

**1/4 PAGE**  
WITH BLEED  
1/4 INCH  
SAFETY  
FROM TRIM  
**4.5x5.4575**

**1/6 PAGE**  
WITH NO BLEED  
**2.765 x 5.0875**

**1/4 PAGE**  
WITH  
NO BLEED  
**4.125 x 5.0875**

**1/2 SPREAD**  
WITH BLEED  
1/4 INCH SAFETY FROM TRIM  
**18.25 x 5.4575**

**1/2 SPREAD**  
WITH NO BLEED  
**17.5 x 5.0875**

### IN THE GARAGE MEDIA PRINT AD GUIDELINES & SPECS

If you are preparing an ad file for placement into one of our publications, please review for detailed instructions. Our preferred file format is PDF/X-1A.

### PROOF POLICY

A contract quality, properly calibrated SWOP- standard proof should be included for color guidance on press.

A list of SWOP-certified systems is available at [swop.org/certification/certmfg.asp](http://swop.org/certification/certmfg.asp)

All contract proofs must be at 100% and contain a color bar and cropmarks located outside the crop area.

If a contract proof is not provided, ITGM is NOT responsible for matching color on ads that do not supply a SWOP-certified contract proof.

### SUBMITTING YOUR AD

Please submit your ads to [info@inthegaragemedia.com](mailto:info@inthegaragemedia.com)

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PLEASE CONTACT US FOR ANY QUESTIONS YOU MAY HAVE

**TIM FOSS**

tfoss@inthegaragemedia.com • 714-305-5282 InTheGarageMedia.com



@modernrodding

@classictruckperformance

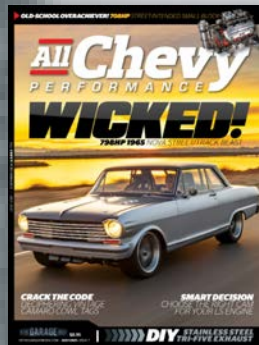
@allchevyperformance



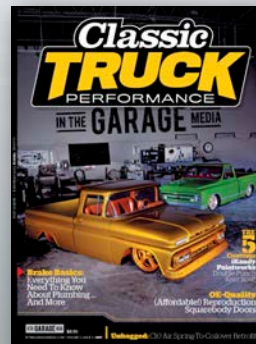
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