



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 as well as specialty bookstores. 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
PERFORMANCE

Classic
TRUCK
PERFORMANCE

MODERN
RODDING



IN THE GARAGE MEDIA

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

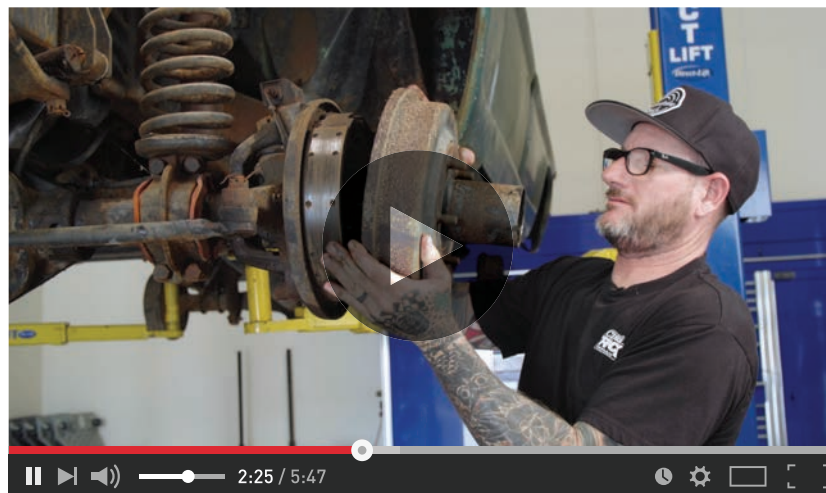
VIDEO PRODUCTION

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.



All Chevy
PERFORMANCE

Classic
TRUCK
PERFORMANCE

MODERN
RODDING



IN THE GARAGE MEDIA

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



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

*Ask us how you can qualify for the **SPONSOR RATE**



IN THE GARAGE MEDIA

INTHEGARAGEMEDIA.COM DIGITAL RATE CARDS



By Enthusiasts For Enthusiasts

- >> Info on the Latest Products
- >> Industry News
- >> Tech Articles
- >> Shop Tours
- >> Vehicle Features

Use In The Garage Media e-Newsletter Bimonthly to **70,000+** Subscribers per Newsletter to

- >> Build Brand Awareness
- >> Drive Traffic to Your Website
- >> Generate Sales Leads
- >> Announce New Products—Fast

INTHEGARAGEMEDIA.COM

POSITION-1

Size: 1000x450

Rate: \$1,000/month

POSITION-2

Size: 250x250

Rate: \$300/month

ITGM NEWSLETTER

BIMONTHLY E-NEWSLETTER

Size: 728x90 Banner Placement

Rates: 1 Month - \$1,000/month

6 Months - \$750/month

12 Months - \$500/month



IN THE GARAGE MEDIA

PRODUCTION SCHEDULES



ISSUE	AD CLOSE MATERIALS DUE	SUBS RELEASE MAILED	NEWSSTAND ON SALE
DEC-22	9/8/22	10/11/22	11/1/22
JAN-23	10/20/22	11/21/22	12/6/22
FEB-23	11/23/22	12/29/23	1/13/23
MAR-23	12/29/22	1/31/23	2/15/23
APR-23	1/26/23	2/28/23	3/15/23
MAY-23	2/23/23	3/28/23	4/12/23
JUN-23	3/23/23	4/25/23	5/10/23
JUL-23	4/20/23	5/23/23	6/7/23
AUG-23	5/25/23	6/27/23	7/12/23
SEP-23	6/22/23	7/25/23	8/9/23
OCT-23	7/27/23	8/29/23	9/13/23
NOV-23	8/24/23	9/26/23	10/11/23
DEC-23	9/21/23	10/24/23	11/8/23



ISSUE	AD CLOSE MATERIALS DUE	SUBS RELEASE MAILED	NEWSSTAND ON SALE
DEC-22	9/15/22	10/20/22	11/9/22
JAN-23	10/27/22	11/30/22	12/15/22
FEB-23	12/8/22	1/10/23	1/25/23
MAR-23	1/12/23	2/9/23	2/24/23
APR-23	2/9/23	3/9/23	3/24/23
MAY-23	3/9/23	4/6/23	4/21/23
JUN-23	4/6/23	5/4/23	5/19/23
JUL-23	5/11/23	6/8/23	6/23/23
AUG-23	6/8/23	7/7/23	7/22/23
SEP-23	7/6/23	8/3/23	8/18/23
OCT-23	8/10/23	9/8/23	9/23/23
NOV-23	9/7/23	10/5/23	10/20/23
DEC-23	10/5/23	11/2/23	11/17/23



ISSUE	AD CLOSE MATERIALS	SUBS RELEASE DUE MAILED	NEWSSTAND ON SALE
DEC-22	9/22/22	10/31/22	11/18/22
JAN-23	11/10/22	12/12/22	12/27/22
FEB-23	12/15/22	1/17/23	2/1/23
MAR-23	1/19/23	2/16/23	3/3/23
APR-23	2/16/23	3/16/23	3/31/23
MAY-23	3/16/23	4/14/23	4/29/23
JUN-23	4/13/23	5/15/23	5/30/23
JUL-23	5/11/23	6/12/23	6/27/23
AUG-23	6/15/23	7/17/23	8/1/23
SEP-23	7/20/23	8/17/23	9/1/23
OCT-23	8/17/23	9/15/23	9/30/23
NOV-23	9/14/23	10/16/23	10/31/23
DEC-23	10/19/23	11/20/23	12/5/23



IN THE GARAGE MEDIA

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

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

All Chevy
PERFORMANCE

Classic
TRUCK
PERFORMANCE

MODERN
RODDING

IN THE GARAGE MEDIA

PLEASE CONTACT US FOR ANY QUESTIONS YOU MAY HAVE

TIM FOSS

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



@modernrodding

@classictruckperformance

@allchevyperformance

@modernrodding

@classic_truck_performance

@allchevyperformance



All Chevy
PERFORMANCE

Classic
TRUCK
PERFORMANCE

MODERN
RODDING