## JARAGE STYLE newsletter

### GARAGE STYLE



Buying Automobilia and Petroliana



**Expanding the Line** 

Welcome to the first newsletter of 2018 – sorry we're a little late getting to the party, but toward the end of last year, we began discussing the idea of adding onto the workfoad at Garage Style, most notably with the launch of our custom publishing division. And we did — we've just finished producing two automotive event programs and have been talking to a number of potential clients about producing their newsletters (both electronic and print), imagazines, programs, and point of sale products. We've also been talking to a couple of companies about producing wide components for two forms of the couple of the companies about producing wide components for two forms of the couple of companies about producing wide components for two forms of the couple of the coup

### Online Exclusive of the Latest News

Mecum Expects 3,500 Vehicles at their Kissimmee Event



not only draws a large number of people, but over 3,500 vehicles come to the block to trade hands. This year, seven full collections will be on offer including a number of astonishing cars such as a 1955 Imperial Convertible, 1970 Chevrolet Chevelle LS6 Convertible, and a 2016 Ferrari LaFerrari Aperta mong some of the greats. They will even be selling some bals and, of course, Automobilia-Petroliana, or, as Mecum kes to call it, Road Art. Lot P22, a double-sided porcelain to to intrigue, while a

many back to their lots and make







### GARAGE STYLE newsletter



Winter Wind Down

All too often, raceways are closed to make room for progress. New houses, airports, even shopping malls – Riverside International Raceway was replaced by a Reverside International Raceway was replaced by a base of Riverside County and Moreno Valley, where the raceway was located instead of having visitors from all around the world partaking in hotels, motels, restaurants, bas located instead of having visitors from all around the world partaking in hotels, motels, restaurants, bars, and so forth, the mall limited that base to simply local shoppers partaking in a day at the mall. Not that many in Riverside would admit it, but the move from raceway to mail stagnated the economy in Riverside. Too many stories like that – but, thanks to the efforts of Reedyville Goods, we can signs of the great Taceways. Signs advertising Niagara. Onlaino, Buller, Fontana, Freemont, and so many more are available printed on steel like the originals – how many people have these signs in their grazege? Not hamay – trust us, we're the garage experts! <a href="https://www.reedy.villeGoods.com">www.reedy.villeGoods.com</a> All too often, raceways are closed to make room for



Conestoga Benefits Spina Bifida of Jacksonville at



Sotheby's Amelia Island event, this 1955 Studebaker Champion Regal Conestoga wagon found a new home for \$33,040, all of which will benefit Spina Bifida of

Spina Bifida of Jacksonville via the Amelia Island Concours Foundation. An anonymous donor will match the sale price of the wagon, thus commandeering a healthy \$66,080 in total for the charity.





### 2022-2023 MEDIA KIT

# GARAGE STYLE newsletter



The Look

### Online Exclusive of the Latest News

### Enviable Two Car



A while back, Garage Style Magazine featured this hot rod two-car garage and it got a lot of interest. The owner turned the door into a one-car situation but installed a lift on the solid side to store cars. He also has a car diagonally across the back wall which allows for one more car to fit within, four cars total. Part of the reason this garage received such interest was the ingenuity of space planning, the fact that he could get four cars in a two-car garage. Granted, yes, the garage had been slightly widelened and lengthened, but not by so much that it became a behemoth garage — it retained the smallness that made it suitable for the property. It's amazing what a couple of extra feet and a lift can do.

Not getting our FREE Newsletters? Don't miss out on the next one and sign up today!

### Bill Warner Named 2019 Enthusiast of the Year



The Concours d'Elegance of America named Bill Warner, the founder of the Amelia Island Concours of Elegance, as the 2019 Enthusiast of the Year, Having been around cars his entire life, he developed a bug for motor racing as a teenager working for the local Volkswagen dealership and its racing team, where he largely developed his fascination for racing. Becoming a well-known author and photographer, Bill met thousands of industry professionals and

of industry professionals and launched the Amelia Island Concours d'Elegance to raise funds for various charities. A stickler for originality, Bill is a unique soul as he can switch from racecars to factory Concours winners with ease. An easygoing personality, Bill seems to befriend everyone who meets him. The Concours d'Elegance of America will feature a class of Bill's favorite cars at their event on July 28, 2019.

More event info here.

### **E-NEWSLETTER MEDIA KIT**

### **LOGO AD**

Size: 165 x 60 pixels Rate: \$195/mo.

\$165/mo. (annual)

NOTE: Submit File Size: 600x200

### **BOX AD**

Size: 165 x 120 pixels

Rate: \$290/mo.

\$248/mo. (annual)

NOTE: Submit File Size: 300x250

### **TOWER AD**

Size: 165 x 330 pixels

Rate: \$413/mo.

\$350/mo. (annual)

NOTE: Submit File Size: 300x600

### **TALL BOX AD**

Size: 165 x 225 pixels

Rate: \$338/mo.

\$288/mo. (annual)

NOTE: Submit File Size: 400x500

### LARGE BOX AD

Size: 165 x 200 pixels

Rate: \$328/mo.

\$278/mo. (annual)

NOTE: Submit File Size: 300x400



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### **E-BLAST - SPECIAL EDITION NEWSLETTERS**

Advertising is removed, and the stage is set for you to promote your event, company, or product exclusively to our readers one-on-one. No other information but yours is presented - it's your concert. Launched between the standard newsletters, space is limited as they are only produced a couple of times per month. Imagine, a reader-focused medium through which your message is delivered solely to them, complete with images and links to illustrate and guide them to your website. The stage is waiting - let's get your production rolling! Click <a href="https://example.com/here">here</a> to see a sample of a previous E-Blast.

### \$999.00 per insertion

### **SPECIFICATIONS**

Accepted digital ad files: JPEG, PNG, non-animating/non-rotating formats only. If you have a PDF that you would like to provide as a design guide, please send this file along with the images and text files as well. Also, notate all hyperlinks. Please email files to: carwryter@aol.com

### **TOP FEATURE**

Each issue provides space for a Top Feature, lending it a degree of exclusivity. Top Features enjoy the lead positions in the Newsletter. Like a regular feature, a Top Feature provides space for a photograph, roughly two paragraphs, and a headline completely focused on your event, company, or product. Click <u>here</u> to see a sample Top Feature.

### \$450.00 per insertion

### **SPECIFICATIONS**

One horizontal image required. Accepted digital files: JPEG, PNG, non-animating/non-rotating formats only. Please send information to highlight, provide URL link and all image files to carwryter@aol.com.

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# GARAGE STYLE

### **E-NEWSLETTER MEDIA KIT**

	newsletter
LAUNCH DATE	MATERIALS DUE
9/01/2022 (SE)	8/28/2022
9/08/2022	9/04/2022
9/15/2022 (SE)	9/11/2022
9/19/2022	9/15/2022
10/06/2022	10/02/2022
10/13/2022 (SE)	10/09/2022
10/17/2022	10/13/2022
10/20/2022	10/16/2022
10/27/2022 (SE)	10/23/2022
11/03/2022	10/30/2022
11/10/2022 (SE)	11/06/2022
11/17/2022	11/13/2022
11/21/2022 (SE)	11/20/2022
12/01/2022	11/27/2022
12/08/2022 (SE)	12/04/2022
12/15/2022	12/11/2022
12/19/2022 (SE)	12/09/2022
12/29/2022	12/25/2022
1/05/2023 (SE)	1/01/2023
1/12/2023	1/08/2023
1/16/2023 (SE)	1/06/2023
1/26/2023	1/23/2023
2/02/2023	1/29/2023
2/09/2023 (SE)	2/05/2023
2/16/2023	2/12/2023
2/20/2023 (SE)	2/10/2023
3/02/2023	2/26/2023
3/09/2023 (SE)	3/05/2023
3/16/2023	3/12/2023
3/20/2023 (SE)	3/10/2023
4/06/2023 (SE)	4/13/2023
4/13/2023	4/09/2023
4/17/2023 (SE)	4/07/2023
4/27/2023	4/23/2023

LAUNCH DATE	MATERIALS DUE
5/04/2023 (SE)	5/01/2023
5/11/2023	5/07/2023
5/18/2023 (SE)	5/14/2023
5/25/2023	5/21/2023
6/01/2023 (SE)	5/28/2023
6/08/2023	6/04/2023
6/15/2023 (SE)	6/11/2023
6/22/2023	6/18/2023
6/29/2023 (SE)	6/25/2023
7/06/2023	7/02/2023
7/13/2023 (SE)	7/09/2023
7/20/2023	7/16/2023
7/27/2023 (SE)	7/23/2023
8/03/2023	7/31/2023
8/13/2023 (SE)	8/09/2023
8/20/2023	8/16/2023
8/24/2023 (SE)	8/20/2023
8/31/2023	8/27/2023
9/07/2023 (SE)	9/03/2023
9/14/2023	9/10/2023
9/21/2023 (SE)	9/28/2023
9/28/2023	9/24/2023
10/05/2023 (SE)	10/01/2023
10/12/2023	10/08/2023
10/19/2023 (SE)	10/15/2023
10/26/2023	10/22/2023
11/02/2023 (SE)	10/29/2023
11/09/2023	11/05/2023
11/16/2023 (SE)	11/12/2023
11/30/2023	11/26/2023
12/07/2023 (SE)	12/03/2023
12/14/2023	12/10/2023
12/14/2023 12/21/2023 (SE)	12/17/2023
12/21/2023 (3E)	12/17/2023
12/20/2023	12/24/2023

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### **Package Pricing (months)**

### **TOWER AD**

1 month	\$413/mo
3 months	\$393/mo
6 months	\$373/mo
12 months	\$350/mo

### **LARGE BOX AD**

1 month	\$328/mo
3 months	\$313/mo
6 months	\$295/mo
12 months	\$278/mo

### **BOX AD**

1 month	\$290/mo
3 months	\$278/mo
6 months	\$260/mo
12 months	\$248/mo

### **TALL BOX AD**

1 month	\$338/mo
3 months	\$323/mo
6 months	\$305/mo
12 months	\$288/mo

### **LOGO AD**

1 month	\$195/mo
3 months	\$188/mo
6 months	\$178/mo
12 months	\$165/mo