

THE MOTORSPORTS VOICE OF THE BLUEGRASS STATE

KENTUCKY

MOTORSPORTS

— — — — — *MAGAZINE*

MEDIA KIT



2025 ADVERTISING RATES

WHO WE ARE...

Kentucky Motorsports Magazine is the project of a local group of motorsport enthusiasts in the Kentucky area. With most of our group's individuals having 20+ years in print design, photography, marketing, journalism and the motorsports industry, we have all the ingredients to put together a great "local" magazine. We thought it would be fun to collaborate and put out an amazing publication like the area has never seen.

Our goal is to publish a free monthly magazine that you would never expect to be free. All the professionalism of the larger magazines but focused purely on Kentucky. Our initial focus will be on the greater Lexington area, and as the publication grows, we will add Louisville and Bowling Green. Our content features local car enthusiasts and their builds, area businesses, tips & how-to articles and coverage of local and regional events, along with one of the most complete listings of area car shows around. We intend to be "the source" of information about the area's automotive & motorsports related happenings.

Kentucky Motorsports Magazine will be available throughout Lexington at over 150 locations in automotive parts stores, car dealerships, grocery stores, mini marts, gas stations, offices, and a variety of other locations. Our distribution network is constantly growing; Please contact us if you want to carry our magazine! We will also be handing out copies at every car show and event that we attend. We are also offering a subscription option for those of you out of the area that want to receive our publication,

So, that's the basics...we're setting out to publish an amazing free car magazine and we would be happy if you came along for the ride!

-The Kentucky Motorsports Magazine Team

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REACHING YOUR TARGET AUDIENCES

Kentucky Motorsports Magazine (KYMM) offers the most targeted motorsports advertising in the Inland Empire with a variety of advertising options to fit every type of business and budget.

We offer many options to showcase your company and your brand from ads in our print magazine and our digital interactive edition to website and newsletter advertising at www.kymotomag.com.



CIRCULATION & DISTRIBUTION

KYMM has developed a distribution system that puts your advertising in the hands of decision-making individuals. With our network of distribution racks and stands, our digital edition, iPad/iPhone editions, direct mail subscriptions and our ever important presence at motorsports events throughout the Greater Lexington area, we are able to put your message in the right hands!

WEBSITE

KYMM also offers an easy to navigate online digital edition and newsletter for online subscribers that can be viewed in a web browser or downloaded in PDF format. All of our online advertising includes active links to our advertiser's websites in each issue. Our website also offers streaming video, embedded rich media and photo galleries.

CONTACT US TODAY!

We understand the needs and desires of our readers and advertisers to deliver trusted motorsports industry and community information.



Proudly printed in the USA



EDITORIAL CONTENT

ARTICLES

LATEST NEWS

REVIEWS

PRODUCTS

COMMUNITY

EVENTS

LIFESTYLE

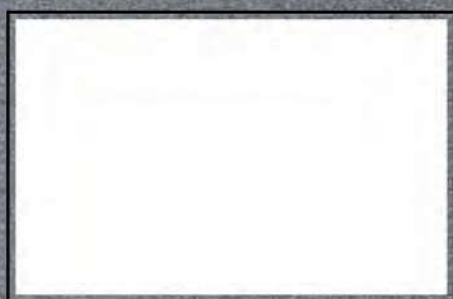
HOW-TO'S





KENTUCKY MOTORSPORT MAGAZINE

ADVERTISING SIZES



Spread
17" x 11" - Bleed
16.5" x 10.5" - No Bleed



Full Page
8.5" x 11" - Bleed
8" x 10.5" - No Bleed



2/3 Page (V)
5.25" x 10.5"



1/2 Page (H)
8" x 5.125"



1/2 Page (V)
3.875" x 10.5"



1/3 Page (V)
2.5" x 10.5"



1/4 Page (H)
8" x 2.45"



1/4 Page (V)
3.875" x 5.125"



1/8 Page (H)
3.875" x 2.45"

PREMIUM DISPLAY ADVERTISING

2025 KENTUCKY MOTORSPORTS MAGAZINE - RETAIL RATE CARD

PRINT ADVERTISING RATES

| AD SIZE | (Width x Height) | 1 x | 3 x | 6 x |
|--------------|---|------|------|------|
| SPREAD | 17" x 11" - Bleed 16.5" x 10.5" - No Bleed | 1374 | 1325 | 1291 |
| FULL PAGE | 8.5" x 11" - Bleed 8" x 10.5" - No Bleed | 916 | 838 | 860 |
| 2/3 PAGE (V) | 5.25" x 10.5" | 718 | 705 | 694 |
| 1/2 PAGE (H) | 8" x 5.125" | 585 | 559 | 538 |
| 1/2 PAGE (V) | 3.875" x 10.5" | 585 | 559 | 538 |
| 1/3 PAGE (V) | 2.5" x 10.5" | 450 | 431 | 410 |
| 1/4 PAGE (H) | 8" x 2.45" | 360 | 345 | 334 |
| 1/4 PAGE (V) | 3.875" x 5.125" | 360 | 345 | 334 |
| 1/8 PAGE (H) | 3.875" x 2.45" | 287 | 272 | 259 |

All print ads are full color unless otherwise specified. Prices listed are "per issue". Premium positions: Inside Front Cover, Inside Back Cover & Back Cover run 10% - 20% extra,

WEB ADVERTISING RATES

| AD TYPE | 1 x | 3 x | 6 x |
|------------|-----|-----|-----|
| TOP BANNER | 75 | 68 | 60 |
| SKYSCRAPER | 60 | 53 | 45 |
| SIDE BOX | 45 | 38 | 30 |

PRODUCTION SCHEDULE

| ISSUE DATE | CLOSING DATE | DISTRIBUTION DATE |
|------------|--------------------|-------------------|
| AUGUST | JULY 15, 2025 | AUGUST 1, 2025 |
| SEPTEMBER | AUGUST 15, 2025 | SEPTEMBER 1, 2025 |
| OCTOBER | SEPTEMBER 15, 2025 | OCTOBER 1, 2025 |
| NOVEMBER | OCTOBER 15, 2025 | NOVEMBER 1, 2025 |
| DECEMBER | NOVEMBER 14, 2025 | DECEMBER 1, 2025 |

Advertisers must have submitted a completed Advertising Insertion Order and fully executed Advertising Contract by this date to guarantee space in the next issue. No ad cancellations will be accepted after this date. Payment in full is required by this date.

TECHNICAL

Kentucky Motorsports Magazine (KYMM) operates in a PC environment using Adobe InDesign, Adobe Illustrator and Adobe Photoshop. Finished ads are to be supplied in CMYK format, with all fonts embedded in high resolution in .pdf, .psd, .jpg or .tif file formats. High-resolution print ready PDF is preferred artwork delivery.

There is no charge for advertising set-up, design or changes.

SPECIFICATIONS

Final trim size is 8.5" w x 11" h
Add .125" for bleed on all sides
Type safety .25" in from all sides

PREPARING YOUR ARTWORK

Resolution for all images should be 300 DPI

Internet images or images and ads from Microsoft Word are not acceptable. Please supply all imported elements with your ad; .tif, .eps or .ai files. Please supply all fonts, including those used in importing .eps files.

PROOFS

All ads sent electronically should include the appropriate color proofs. If you do not supply a proof, we will email one to you.

WEB SPECS

TOP BANNER 728 X 90
SKYSCRAPER 300 X 600
SIDE BOX 300 X 300

KENTUCKY
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MAGAZINE

SPONSORSHIPS

We have a variety of sponsorship opportunities for those who may be interested in added exposure.

Contact us today to find out how being a sponsor can benefit your company!

www.kymotomag.com

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