

2026

**MEDIA**  
**KIT**



# ADVERTISING INFORMATION

Route of  
**WANDER**  
MAGAZINE

## Important Dates

ISSUE	CLOSING DATE	PUBLICATION DATE
Winter 2026	October 8, 2025	Late November   Early December 2025
Spring 2026	January 7, 2026	Late February   Early March 2026
Summer 2026	April 8, 2026	Late May   Early June 2026
Fall 2026	July 8, 2026	Late August   Early September 2026

## Advertiser Benefits

### Direct Access to Passionate Enthusiasts

Get your ad featured in a high-quality print magazine that's delivered straight into the hands of vintage and classic car owners and collectors — individuals committed to the hobby and always on the lookout for travel/destination rallies, tours and events, specialist products, mechanical and restoration services, like-minded souls, and expert advice. This focused audience means your marketing investment works harder by reaching those most likely to value what you offer.

### Editorial Content That Builds Trust

Your advertisement will appear beside expertly crafted editorial, including rally/tour event and travel features, personality/owner profiles and automobile-related guides, and more. Readers consider our content authoritative and informative, making your business more credible by association and increasing the perceived value of your offerings.

### Highly Engaged, Loyal Readership

Our subscribers have a strong and active involvement in the car collector community and regularly engage with every issue. They're dedicated to the lifestyle and share recommendations with peers — making them a receptive audience for quality advertisements geared toward rally/tour events, and automotive products and services.

### Reach Influential Community Leaders

Many of our readers are club members, event organizers, and respected voices within the vintage and classic car scene. Advertising with us gives you visibility not just with individual enthusiasts but also with those who influence larger purchases, group buys, and restoration projects across the community.

### Enhance Your Brand's Association With Heritage & Quality

Position your brand alongside the timeless aesthetics, craftsmanship, and legacy of vintage/classic motoring. By advertising in a publication that celebrates these cars and their history and quality, you build instant recognition and prestige among discerning customers who care deeply about authenticity and excellence.

## Ad Pricing

AD SIZE	1X RATE	4X RATE
Inside Front	\$2,600	\$2450
Inside Back	\$2500	\$2350
Rear Cover	\$2700	\$2550
2-Page Spread	\$3105	\$2995
Full Page	\$2395	\$2205
1/2 Page (V H)	\$1895	\$1750
1/3 Page (V H)	\$1100	\$950
1/4 Page	\$950	\$800

## Agreement

Cancellation of a contract will only be accepted upon receipt and returned confirmation of an emailed notice from the advertiser to Bygone Club LLC prior to the correlating ad closing date.

Bygone Club LLC reserves the right to reject any advertisement. Advertisers and its agency indemnify, defend, and hold harmless Bygone Club LLC and AJ Publications LLC, the third-party publisher, from any suits, claims, loss or expense based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, arising from the publication of an advertisement. Bygone Club LLC shall have the right to hold advertiser, and/or its agent jointly, severally liable for such money as is due and payable to Bygone Club LLC for advertising, that advertiser or its agent ordered, and that was published. The advertising sale transaction is exclusively between

If copy changes are not provided prior to the ad closing date, ad copy from the previous issue will be inserted.

Authority and License to use (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency, if there be one. As part of the consideration and to induce Bygone Club LLC and AJ Publications LLC to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and hold harmless Bygone Club LLC and AJ Publications LLC, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

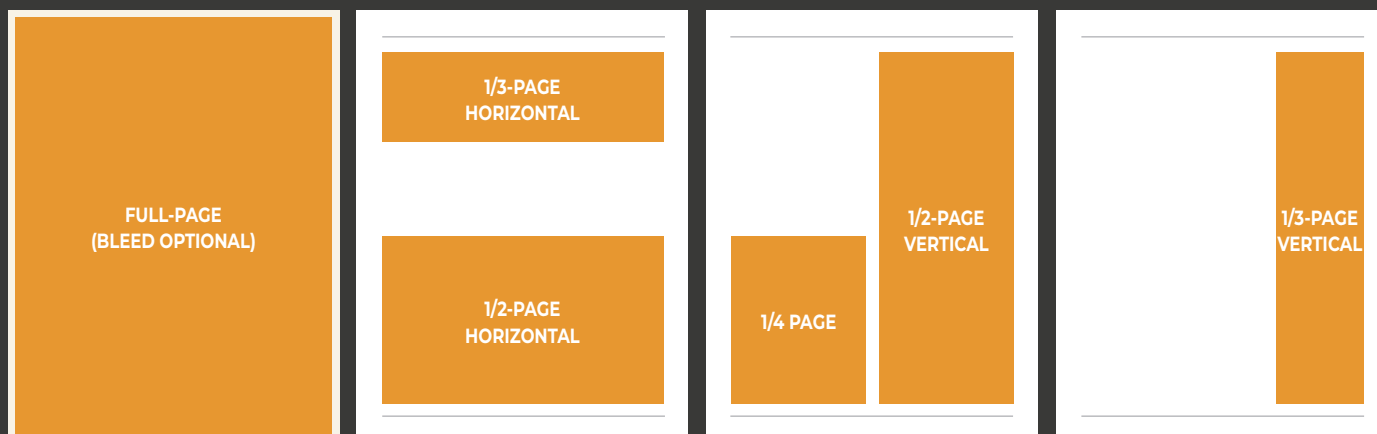
These publications are produced and distributed by an independent third-party publisher, AJ Publications LLC. The advertising space within its pages is managed and sold by Bygone Club LLC.

# DESIGN SPECIFICATIONS

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AD TYPE	ART SIZE - INCHES (W X H)	TRIM SIZE	LIVE AREA	GUTTER WIDTH
Rear Cover	8.75" x 11.25" *	8.5" x 11"	7.75" x 10.5"	—
Full Page	8.75" x 11.25" *	8.5" x 11"	7.75" x 10.5"	—
2-Page Spread	17.25" x 11.25" *	17" x 11"	16.25" x 10.5"	0.75"
1/2-Page Vertical	3.5" x 9"	—	—	—
1/2-Page Horizontal	7.25" x 4.4"	—	—	—
1/3-Page Vertical	2.25" x 9"	—	—	—
1/3-Page Horizontal	7.25" x 2.875"	—	—	—
1/4 Page	3.5" x 4.4"	—	—	—

\*Dimensions apply for bleed and non-bleed designs - reference design notes below for further guidance.



**FILE SPECIFICATIONS** To ensure the best quality and highest accuracy reproduction, all files must meet the following specifications:

**Format:** JPEG

**Colorspace:** 8-bit CMYK

**Resolution:** 300 X 300 DPI (minimum)

**Ink Density:** 300% (maximum)

**PRINTER'S MARKS** Artwork should not include any printer's marks (e.g. crop marks, color bars, registration markers, etc.)

**PUBLICATION TYPE** Sheet fed (SWOP), perfect bound publication, trim size: 8.5" x 11"

## Full page, cover, & spread ads only

*In addition to the general requirements to the left, take note of the following:*

### BLEED

Full-page, cover, and spread ads may opt for full bleed. There is no additional charge for full-bleed designs. Artwork must extend the full art dimensions specified above.

**NON-BLEED** Ads which are not intended to bleed should be designed to the full art size listed above and include explicit white space indicating the desired margin. All live matter in non-bleeding designs must be within the live area specified above.

**SPREAD ADS** In addition to bleed guidelines, spread ads should maintain 3/8" from either side of the gutter; 3/4" total). For more details about live area dimensions, reference the table above.

AJ Publications LLC reserves the right to modify advertisement artwork that does not meet the proper file format, dimensions, color space, resolution, or otherwise, to the nearest compatible specifications. We will do so at our own discretion and without further notice. AJ Publications cannot guarantee accurate reproduction of artwork that does not meet the above requirements.

# WHO WE ARE

Route of  
**WANDER**  
MAGAZINE

## At *Route of Wander Magazine*, our story begins with a deep love for vintage and classic automobiles.

These cars are more than metal and chrome — they're rolling works of art, each with its own legend, its own roar. For years, we admired them in books, at shows, in garages, and in fond recollections. But true appreciation, we discovered, comes alive when driving them on the open road.

After countless road rallies across the Americas and Europe, we found ourselves part of a vibrant-yet-scattered community. Every journey brought new friendships, fresh stories, and unforgettable sights. Yet, connecting with other enthusiasts and discovering the right events and services often felt like a challenge shrouded in mystery.

That's why *Route of Wander* was born — a club and magazine devoted to bringing together lovers of the road and the vintage and classic cars that travel them. Here, kindred spirits unite: sharing tales, swapping tips, and discovering the artisans, mechanics, and event organizers that serve this unique world. *Route of Wander* isn't just a magazine — it's your gateway to adventure, connection, and the joy of driving history and driving now.

Join us as we celebrate the thrill of the journey and the bond of a global community in motion.



## Contact Us

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## Our Content

30%

Rally | Tour/Route  
Experiences |  
Events

25%

Maintenance |  
Repair/Restoration |  
Upkeep

20%

Travel &  
Destinations |  
Entertainment

20%

People Profiles |  
Human Interest

5%

News |  
Products

## Our Readers

Our audience is a global community of car enthusiasts, united by a passion for vintage and classic automobiles. They hail from all corners of the world — collectors, drivers, restorers, and dreamers who share a love for these cars and their history — and the thrill of driving them on the open road.

What sets our reach apart is our connection to a broader network through our other company that serves aficionados of classic and specialty aircraft. In reaching out to this aviation-in-

spired audience, we discovered a fascinating overlap: many airplane enthusiasts are also deeply devoted to vintage and classic cars. This unique crossover allows us to cultivate a diverse and engaged readership who appreciate the artistry, engineering, and adventure found in all types of historical vehicles.

Currently, we have access to a database of over 10,000 transportation enthusiasts, all eager to connect and share their passion. Each month, these individuals are invited to be-

come members of Bygone Club — receiving exclusive access to our magazine, events, and member benefits. Our first-year goal is to welcome 1,000 committed members: With the community's enthusiasm and support, we are confident we will exceed this milestone in the years ahead.

By nurturing this vibrant circle of readers and club members, *Route of Wander* is more than a magazine — it's a movement, bringing together those who cherish vehicles with stories and souls.