

CLASSIC MOTOR SALES

MEDIA PACK 2012/13

www.classicmotorsales.net

WELCOME

Classic Motor Sales is a global classic car sales website that has rapidly gained a reputation for becoming one of the most visited and popular websites for classic car enthusiast and collectors alike.

We are proud to say that we have been live now for three years and we continue to grow, expand and perform well for our clients.

We have over 10,000 cars being advertised from 200 global dealers.



CLASSIC MOTOR SALES
THE SHOWROOM TO THE WORLD'S FINEST MOTOR CARS



DEMOGRAPHICS

Classic Motor Sales is a magnet for serious classic car enthusiasts. The demographics bear witness to their sophistication and spending habits.

- ❖ 75% between 25 & 59
- ❖ 85% Male
- ❖ 75% homeowners
- ❖ £150,000 median annual income
- ❖ 2.75 cars per household



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DEMOGRAPHICS

Planned purchases in the next 12 months

- ❖ 85% replacements parts
- ❖ 81% maintenance products
- ❖ 70% car care products
- ❖ 58% tools
- ❖ 67% image, health and fitness products



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PSYCHOGRAPHICS

- ❖ **Enthusiast mind set:** Our visitors are passionate about classic cars, and they are constantly in search of their ultimate classic car experience.
- ❖ **Consumptive mind set:** Our visitors have both the time and discretionary income to buy now.
- ❖ By the time they visit Classic Motor Sales, they have already made the decision to spend.
- ❖ **Youthful mind set:** Many baby boomers add a third vehicle to their family fleet that reflects memories of their youth



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SITE STATISTICS

- ❖ 40,000 Unique visitors each month
- ❖ 100,000 Visitors each month
- ❖ 550,000 Page Views each month
- ❖ 80% UK visitors
- ❖ 10% USA Visitors
- ❖ 10% Other countries



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WHY ADVERTISE?

Classic Motor Sales is an outstanding channel for professional dealers and companies to reach global classic car buyers and enthusiasts.

We help you get in touch with clients you would not otherwise reach and present your listings and company in the way they deserve.

Advertise with **Classic Motor Sales** and place your message in front of a sophisticated audience of car enthusiasts.

We reach visitors who are at a close point of purchase of classic cars rather than general traffic, the primary segment is male, discerning, interested, affluent, business minded, and with a passion for classic cars.



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DEALER PROGRAMME

- ❖ We offer global dealers a choice of two advertising packages that ensure maximum exposure for their dealership and cars.
- ❖ **MANUAL PACKAGE:** We manually load entire dealer inventory onto **Classic Motor Sales** and then hand over a dealer account so dealer can manage stock going forward.
- ❖ **AUTOMATED PACKAGE:** We create an XML data feed that automates the car listing process. Every time a dealer updates their inventory on their own site, the change will automatically update **Classic Motor Sales** overnight. 100% of dealer inventory will always be reflected on the site.



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DEALER RATES MANUAL PACKAGE

£300 FOR 6 MONTHS

£500 FOR 12 MONTHS

- ❖ We manually load your stock onto the website then dealer account provided
- ❖ Entire inventory to be listed in the main database, 25 images & unlimited text.
- ❖ Dealership banner on 3 home page locations.
- ❖ Dealership featured on home page rotating section.
- ❖ Dealership featured in centre of home page.
- ❖ View inventory Link.
- ❖ Dealer article page.
- ❖ E mail seller link, directory listing.



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DEALER RATES AUTOMATED PACKAGE

£400 FOR 6 MONTH

£600 FOR 12 MONTHS

- ❖ XML data feed created to automate car listing process
- ❖ No need for any manual updates, you update your own site and it updates 3 of our sites overnight
- ❖ All other aspects the same as the manual package
- ❖ Cars listed on:

www.classicmotorsales.net www.classiccarsalesusa.com www.classiccarsglobal.com



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SPECIALIST SERVICE ADVERTISING

- ❖ We offer specialist service companies a choice of two advertising packages that ensure maximum exposure to our site visitors on over 8,000 pages of the website.
- ❖ Our advertising package consist of strategically placed banners and articles that encourages our site visitors to click on your advert which then re directs them to your company website.
- ❖ We provide advertising statistics which show the click through rates, so the effectiveness of the campaign can be monitor
- ❖ Bespoke packages are also available.



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SPECIALIST SERVICE RATES

SILVER PACKAGE

£400 FOR 6 MONTHS

£700 FOR 12 MONTHS

- ❖ Banner size 250 x 250: Located down the right hand side of home page.
- ❖ Banner size 468 x 60: Located in 3 home page rotating modules, plus many other pages of the website.
- ❖ Home page centre feature article.
- ❖ Dedicated page in the Service Section.
- ❖ Directory Listing.
- ❖ Expect to generate 400 clicks to your website each month.
- ❖ 1 page in www.classicmotormagazine.com sent out to 20,000 monthly subscribers.



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SPECIALIST SERVICE RATES

GOLD PACKAGE

£500 FOR 6 MONTH

£850 FOR 12 MONTHS

- ❖ Banner size 250 x 250: Right hand home page
- ❖ Banner size 250 X 250: Right hand side of car listing pages (6,000)
- ❖ Banner size 468 x 60: Placed in three home page rotating modules.
- ❖ Home Page Centre feature article.
- ❖ Dedicated page in the Service Section.
- ❖ Directory Listing.
- ❖ 2 pages in www.classicmotormagazine.com sent out to 20,000 monthly subscribers
Plus 468 x 60 banner in home page modules.
- ❖ Expect to generate 850 clicks to your website each month



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GENERAL INFORMATION

- ❖ Even with one of the best internet domain names in the industry, we are constantly working to promote ourselves and our dealer's inventories, both online and off.
- ❖ Extensive search engine optimization, adverts in print publications, and exposure at top collector car events ensures that every potential buyer has the chance to view your inventory.
- ❖ We are committed to your success.
- ❖ We believe in customer service from real people, not an Email address.



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