



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 over three years and we continue to grow, expand and perform well for our clients.
- ❖ We have over 8,000 cars being advertised from 150 global dealers.

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

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

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

OUR VISITORS ARE YOUR CUSTOMERS

SITE STATISTICS

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

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.

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 3 main websites.

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.
- ❖ 5 cars to be featured in the “Featured Cars” section
- ❖ Banner with link through to stock included in home page “Dealer Showcase”
- ❖ Banner included in home page rotating modules and many other pages of site
- ❖ View inventory Link.
- ❖ Dealer article page.
- ❖ E mail seller link, directory listing.
- ❖ Dealer page to be included in on line magazine www.classicmotormagazine.com

DEALER RATES

AUTOMATED PACKAGE

£400 FOR 6 MONTHS

£650 FOR 12 MONTHS

- ❖ XML data feed created to automate car listing process
- ❖ No need for any manual updates, you update your own site and the changes import to our sites automatically every night
- ❖ All other aspects the same as the manual package
- ❖ Cars listed on: www.classicmotorsales.net
www.classiccarsalesusa.com
www.globalclassiccars.com
- ❖ 2 Dealer pages in on line magazine www.classicmotormagazine.com

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 packages 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, thus increasing enquiries and sales.
- ❖ We provide advertising statistics which show the click through rates, so the effectiveness of the campaign can be monitored.
- ❖ Bespoke packages are also available.

SPECIALIST SERVICE RATES

SILVER PACKAGE

£350 FOR 6 MONTHS

£600 FOR 6 MONTHS

- ❖ Banner size 180 x 180 added to the right hand side of home page.
- ❖ Banner size 468 x 60 added to “Service Showcase” section of home page
- ❖ Banner size 468 x 60 added to home page rotating modules, plus other pages of the site
- ❖ Dedicated page in the Service Section.
- ❖ Directory Listing.
- ❖ 1 page in www.classicmotormagazine.com sent out to 20,000 subscribers each month.
- ❖ Expect to generate 400 clicks to your website each month.

SPECIALIST SERVICE RATES

GOLD PACKAGE

£500 FOR 6 MONTHS

£900 FOR 12 MONTHS

- ❖ Banner size 180 x 180: Right hand home page
- ❖ Banner size 180 x 180: Right hand side of car listing pages (7,000 pages)
- ❖ Banner size 468 x 60: Placed in home page rotating modules, plus other areas of site
- ❖ Dedicated page in the Service Section.
- ❖ Directory Listing.
- ❖ 2 page in www.classicmotormagazine.com sent out to 20,000 subscribers each month.
Plus 468 x 60 banner in home page modules.
- ❖ Expect to generate 850 clicks to your website each month

ADDITIONAL BANNER OPTIONS

TARGETED BANNER POSTIONS AVAILABLE

It is possible to target your banner adverts to a specific audience base.

- ❖ Banners positions are available on many “header” positions / pages of the website
- ❖ Targeted banner positions are available on the “CAR GUIDE” pages
- ❖ Fixed Banner locations are available on may pages of the site
- ❖ Fixed Banner positions at the bottom of each individual “car listing” pages
- ❖ Please ask us for our rates on the above locations.

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.
- ❖ As a Classicmotorsales.net dealer / service company you will have your own account manager who is dedicated to your success.

CONTACT

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