

# CLASSIC MOTOR SALES

MEDIA PACK 2012

[www.classicmotorsales.net](http://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 over two 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.



**CLASSIC MOTOR SALES**  
THE SHOWROOM TO THE WORLDS 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



## 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

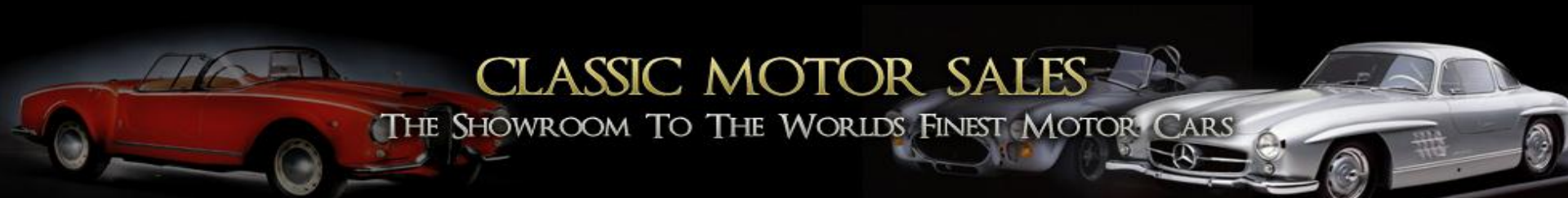


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## PSYCHOGRAPHICS

- ❖ **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



## SITE STATISTICS

- ❖ 15,000 Unique visitors each month
- ❖ 70,000 Visitors each month
- ❖ 350,000 Page Views each month
- ❖ 80% UK 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.

## AUCTION ADVERTISING PACKAGES

Currently we have 4 Auction Companies advertising with us on [www.classicmotorsales.net](http://www.classicmotorsales.net) & [www.classiccarsalesusa](http://www.classiccarsalesusa)

Companies like Bonham's, Silverstone Auctions, Mecum Auctions & Russo & Steele.

We offer two different advertising packages.

The first combines banners & articles placed on strategic locations of the site.

The second combines banners & articles and we also list the cars going to auction.

## BANNER & ARTICLE ADVERTISING PACKAGE

£350 FOR 6 MONTHS

£600 FOR 12 MONTHS

- ❖ Advertise all your auctions for either 6 or 12 months
- ❖ We change banners and articles over in between each auction
- ❖ 250 x 250 banner on right hand side of car listing pages. (over 5,000)
- ❖ 250 x 250 banner on right hand side of news pages. (over 3,000)
- ❖ Page in the Auction section – includes banners and articles
- ❖ Home Page auction section with lead in to main Auction Page
- ❖ Monthly Statistics are available for click through rates
- ❖ Directory Listing

**BANNER / ARTICLE & CAR LISTING  
ADVERTISING PACKAGE**

£500 FOR 6 MONTHS

£800 FOR 12 MONTHS

- ❖ Includes all the features of the Article & Banner advertising package
- ❖ Plus we list all your cars going to auction in the main car database
- ❖ Plus we feature 20 of these cars in the main car database
- ❖ Plus we create a featured lot section on your Auction Page
- ❖ Plus we include a Flash Module on your Auction Page which holds 5 cars
- ❖ We create an xml data feed that automates the car listing process.
- ❖ Cars taken off in between each auction and new cars listed.

## 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.



## ADVERTISING CONTACTS

❖ COMPANY DIRECTOR & MAIN POINT OF CONTACT

❖ NICK AYLIEFF

❖ [nick@classicmotorsales.net](mailto:nick@classicmotorsales.net)

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❖ [www.classicmotorsales.net](http://www.classicmotorsales.net)



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