

CLASSIC MOTOR SALES

MEDIA PACK 2012

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

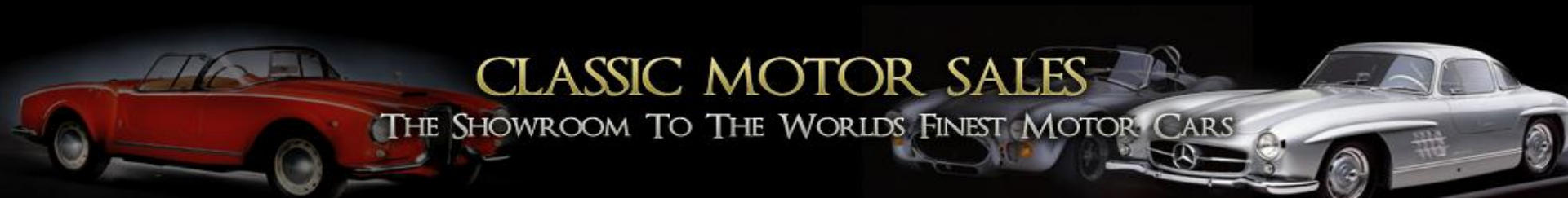


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PSYCHOGRAPHICS

- ❖ **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.

DEALER ADVERTISING

- ❖ 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.
- ❖ We do all the work here at Classic Motor Sales.

DEALER RATES MANUAL PACKAGE

£150 FOR 6 MONTHS

£250 FOR 12 MONTHS

- ❖ We manually load your stock onto the website then dealer account handed over.
- ❖ Entire inventory to be listed in the main database, 25 images & unlimited text.
- ❖ 10 cars to be featured.
- ❖ 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

£300 FOR 6 MONTHS

£500 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 ours
- ❖ Entire inventory to be listed in the main database, 25 images and unlimited text
- ❖ 10 cars to be featured
- ❖ Dealership banner on 3 home page locations
- ❖ Dealership featured on home page rotating section
- ❖ Dealership featured in centre “Featured Dealer” section with 1 car
- ❖ View inventory Link, E mail seller link, Directory Listing
- ❖ Dealer article page
- ❖ Entire inventory and dealer details also set up on our sister site based in the USA
- ❖ Classic Car Sales USA: www.classiccarsalesusa.com Reach buyers in the USA

SPECIALIST SERVICES 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.

SPECIALIST SERVICES RATES

SILVER PACKAGE

£200 FOR 6 MONTHS

£350 FOR 6 MONTHS

- ❖ Banner size 250 x 125: 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.
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- ❖ If you do not have someone to create the artwork, we can provide this service.
 - ❖ £50 extra charge.

SPECIALIST SERVICES RATES

GOLD PACKAGE

£350 FOR 6 MONTHS

£600 FOR 12 MONTHS

- ❖ Banner size 250 x 250: Placed on the right hand side of home page.
- ❖ Banner size 250 X 250: Placed on the right hand side of car listing pages (5,000).
- ❖ Banner size 250 x 250: Placed on the right hand side of the News Pages (3,000).
- ❖ 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.
- ❖ Extra charge of £50 if you require us to create the artwork.

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.



ADVERTISING CONTACTS

❖ COMPANY DIRECTOR & MAIN POINT OF CONTACT

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