



THE SHOWROOM TO THE WORLDS FINEST MOTOR CARS

# CLASSIC MOTOR SALES

## 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
- ❖ 67% image, health and fitness products
- ❖ 58% tools

## 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.



## HOW ARE WE DIFFERENT

### Inside Classic Motor Sales

- ❖ We provide *many* more banner locations (at least 12) thus improving the brand awareness and click through rate to your website
- ❖ We provide *all* our clients with their own article page giving our visitor base knowledge and background of the client
- ❖ We feature *all* our clients on our home page and for a limited time feature them in a fixed location on our home page

## HOW ARE WE DIFFERENT

### Outside Classic Motor Sales

- ❖ We regularly communicate with our social media networks on behalf of our clients, the frequency of this determined at the start of the campaign
- ❖ We can run direct mail campaigns on behalf of our clients
- ❖ We include/promote our clients in our monthly digital magazine that we email to 20,000 car enthusiasts
- ❖ We can provide our clients with updates/statistic reports on their performance with Classic Motor Sales, the frequency of this determined at the start of the campaign



## 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.

## 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](http://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](http://www.classicmotorsales.net)  
[www.classiccarsalesusa.com](http://www.classiccarsalesusa.com)  
[www.classiccarsglobal.com](http://www.classiccarsglobal.com)
- ❖ 2 Dealer pages in on line magazine [www.classicmotormagazine.com](http://www.classicmotormagazine.com)

## USA DEALER RATES

### MANUAL PACKAGE

**\$450 FOR 6 MONTHS**

**\$800 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](http://www.classicmotormagazine.com)

## USA DEALER RATES

### AUTOMATED PACKAGE

**\$650 FOR 6 MONTHS**

**\$1000 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](http://www.classicmotorsales.net)  
[www.classiccarsalesusa.com](http://www.classiccarsalesusa.com)  
[www.classiccarsglobal.com](http://www.classiccarsglobal.com)
- ❖ 2 Dealer pages in on line magazine [www.classicmotormagazine.com](http://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.
- ❖ 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 12 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](http://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 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.
- ❖ 2 page in [www.classicmotormagazine.com](http://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

### PAGE SPONSORSHIP ADVERTISING

**£300 FOR 6 MONTHS**

**£500 FOR 12 MONTHS**

- ❖ 468 x 60 banner positions are available on many “header” positions of the site
- ❖ Dedicated Page in the Service section
- ❖ 468 x 60 banner in the SERVICE SHOWCASE section on the home page
- ❖ Directory Listing

## ADDITIONAL BANNER OPTIONS

### TARGETED ADVERTISING – CAR MARQUE PAGES

**£300 FOR 6 MONTHS**

**£500 FOR 12 MONTHS**

- ❖ 468 x 60 banner positions are available in the “header “positions of the CAR GUIDES section
- ❖ Dedicated Page in the Service section
- ❖ 468 x 60 banner in the SERVICE SHOWCASE section on the home page
- ❖ Directory Listing

## 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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