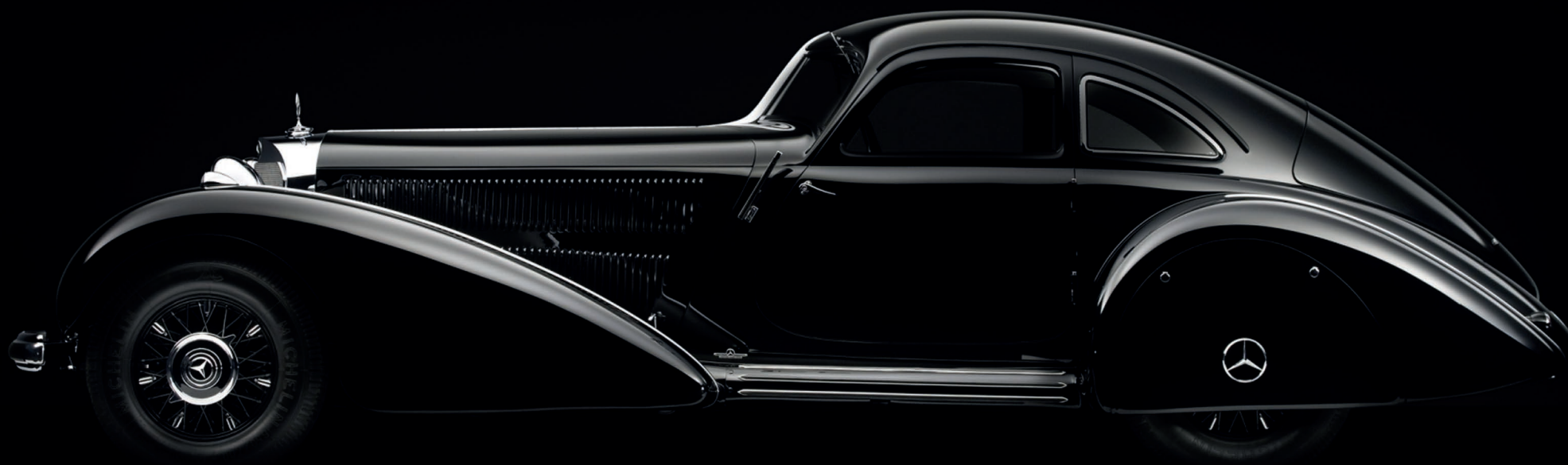




THE SHOWROOM TO THE WORLDS FINEST MOTOR CARS

CLASSIC MOTOR SALES

2016 MEDIA PACK





Nick Aylieff - Owner



Established 2009



Based in Hertfordshire with offices in Spain



Team of fanatical car enthusiasts



No ties or connections to print media companies



Strong Financial Backing



@ at glance...



THE SHOWROOM TO THE WORLDS FINEST MOTOR CARS

CLASSIC MOTOR SALES

www.classicmotorsales.net

What we do...

We are a website media portal that reaches a global audience.

Over 10,000 Classic, Sports, Vintage, Prestige, Muscle and performance vehicles for sale.

Specific Dealer showcase areas like no other Classic Car website.

Many relevant aftersales service categories listed for owners and enthusiasts to find everything they need for their passion in one place.

Specific Auction and Events area.

Up to date news stories from the global motoring industry.



So how are
we different?



THE SHOWROOM TO THE WORLDS FINEST MOTOR CARS

CLASSIC MOTOR SALES

www.classicmotorsales.net



Easy to use Search Engine – find your dream car quickly.

Marque showcase – for specialists.

Daily news updates.

Considerably more banner locations with live links back to clients website.

Extensive 'Service Area' for enthusiasts to find everything they need for their car.



Every client has their own article page.

Improvement in client brand awareness.

Client website SEO improved as a result of linking with us.

Direct Mail campaigns.

Social media exposure for all clients.

Monthly Newsletter sent to 20,000 subscribers.



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.
- 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.



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!



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.



We offer Global Dealers a choice of two advertising packages that ensure maximum brand awareness and exposure for their dealership and cars.

MANUAL PACKAGE: We manually load entire dealer inventory onto Classic Motor Sales and then hand over a dedicated log in area so the dealer can manage stock going forward.

We can also perform monthly manual updates if necessary.

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 & Classic Car Sales USA overnight.

100% of dealer inventory will always be reflected on the site.

No need for any manual entries.



£300 FOR 6 MONTHS or £500 FOR 12 MONTHS

(this is not each month, but one payment once the campaign is live on the site)

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

View inventory Link

Dealer article page

E mail seller link

Directory Listing

Social Media...

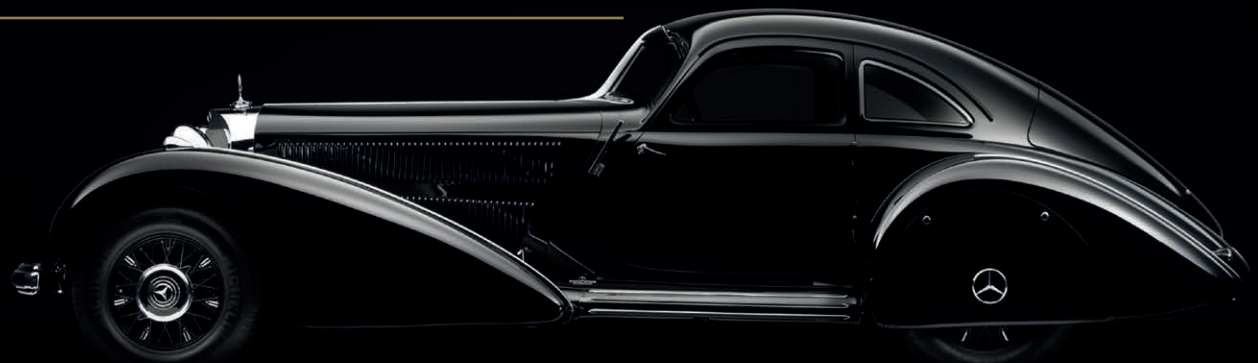
Monthly posts and shares to our 15,000 connections on Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest & You Tube slide created from one of your car listings.

Newsletter Exposure...

Bespoke newsletter sent to our subscriber base of 20,000, to include live links and 20 cars

Cars will also be added in our own monthly newsletter sent to 20,000 subscribers

Dealer Rates
Manual Package...



£500 For 6 Months or £800 For 12 Months

(this is not each month, but one payment once the campaign is live on the site)

XML data feed created to automate the car listing process

No need for any manual entries, you update your own site and it updates our websites the next day

Cars listed on: www.classicmotorsales.net and www.classiccarsalesusa.com

All other aspects of the automated dealer package are the same as the manual package.

Dealer Rates
Automated Package....



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 packages consist of strategically placed banners and articles that encourages our site visitors to click on your advert which then re directs your own company website.

Also includes monthly posts and shares across our many 10,000's social media followers and connections on Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest and You Tube

Bespoke newsletter campaigns sent to our list of 20,000 global subscribers.

We provide advertising statistics which show the click through rates, so the effectiveness of the campaign can be monitored.

Extra bespoke banner locations are available on request



SILVER PACKAGE

£350 for 6 months or £600 for 12 months

(this is not each month, but one payment once the campaign is live on the sites)

- Banner size 180 x 180 added to the right hand side of home page.
- Dedicated page in the Service Section.
- Directory Listing.
- Social Media posts and shares across 7 social platforms
- Inclusion in our monthly newsletter sent to 20,000 subscribers. Banner down the right hand side and a feature article once every 3 months down the centre section
- We provide advertising statistics which show the click through rates, so the effectiveness of the campaign can be monitored.

Extra bespoke banner locations are available on request

Specialist Service
Rates...



Specialist Service Rates...

GOLD PACKAGE

£600 for 6 months or £1,000 for 12 months

(this is not each month, but one payment once the campaign is live on the sites)

- Banner size 180 x 180: Right hand home page
- Banner size 180 x 180: Right hand side of car listing pages (8,000 pages)
- Dedicated page in the Service Section.
- Directory Listing.
- Social Media posts and shares across 7 social platforms
- One bespoke newsletter sent out to our entire subscriber list of 20,000. Once every 3 months
- Inclusion in our monthly newsletter sent to 20,000 subscribers. Banner down the right hand side and a feature article once every 3 months down the centre section



Moving Forward...

Even with one of the best internet domain names in the industry, we are constantly working to promote ourselves and our clients inventories and services 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 DETAILS:

Nick Aylieff: Owner

E: nick@classicmotorsales.net

T: +44 01582 620 497 / +44 07974 406 309



 THE SHOWROOM TO THE WORLDS FINEST MOTOR CARS
CLASSIC MOTOR SALES
www.classicmotorsales.net

