

Classic Motors for Sale

We are committed to your success

2023 Media Pack

www.classicmotorsforsale.com



Introduction



Classic Motors For Sale offers a powerful, market-leading route to target global owners, collectors, and enthusiasts of classic, vintage, and supercars.

Whether for road, race, rally, or concours, our vast audience has a shared passion for enjoying classic and supercars and the lifestyle that surrounds them.

Our product portfolio provides any brand with a successfully proven platform to deliver any message via digital, social media, and bespoke creative solutions.

To discuss and explore opportunities to reach, target, and engage with our global audience, contact me.



About Us

Nick Aylieff – Owner and CEO

Established 2009

Based in London with offices in Asia and Spain

Team of fanatical car enthusiasts

No ties or connections to print media companies

Strong financial backing

What We Do

Our Visitors are your



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

Over 13,000 Classic, vintage and supercars for sale.

Specific Dealer showcase areas like no other Classic Car website.

Specific Auction and Events area.

Up to date news stories from the global motoring industry.

Off-market discreet car sourcing service



How are we different?



Five websites dedicated to the sale of classic and supercars.

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

Marque showcase - for specialists.

Daily news updates.

Considerably more banner locations with links back to clients' websites.

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

55,000 Global email subscribers (GDPR compliant)

53,000 Social Media followers on Facebook, Twitter, LinkedIn, Instagram, YouTube & Pinterest





Every client has their own directory listing.

Improvement in client brand awareness.

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

We believe in customer service from real people, not an email address.

Demographics



Classic Motors for Sale is a magnet for serious classic and supercar enthusiasts. The demographics bear witness to their sophistication and spending habits.

75% between 25 & 59

85% male

75% homeowners

£500,000 median annual income

2.75 cars per household

Planned purchases in the next 12 months

78% Car Purchase

85% replacement parts

81% maintenance products

70% car care products

58% tools

67% image, health and fitness products



Psychographics

Enthusiastic 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 Motors for Sale, 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.

Why Advertise with Us



Classic Motors for Sale is an outstanding channel for professional dealers and companies to reach global classic and supercar buyers.

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 Motors for Sale and place your message in front of a sophisticated global audience.

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 and supercars.



Dealer Advertising Packages

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

All packages include car listings and banner advertising on five websites.

www.classicmotorsforsale.com

www.classiccarsalesusa.com

www.ferrarimotorcarsales.com

www.porschemotorcarsales.com

www.classicrollsroyce-bentley.com



Manual Package 1: Our content management team will load the entire dealer inventory onto Classic Motors for Sale and then provide a dedicated login area so the dealer can manage their own stock going forward.

Manual Package 2: Our content management team will load the entire dealer inventory onto Classic Motors for Sale and then update the stock on behalf of the dealer once every month

Automated Package: We create an XML data feed that automates the car listing process. Every time a dealer updates their inventory on their own website the change will automatically update Classic Motors for Sale and the other four websites overnight. 100% of dealer inventory will always be reflected on our websites. No need for any manual entries.



Manual Package 1 (*Dealer Manages*)

£400 FOR 6 MONTHS or £700 FOR 12 MONTHS

(Not each month, but one full payment at the time of setup)

- Stock imported onto 5 websites by the CMFS team
- Dealer login account supplied
- Dealer manages their own stock going forward
- Entire inventory can be listed
- 25 images & unlimited text
- Dealer showcase page exposure
- View inventory link
- Dealer directory listing
- Banner placement with live links
- E-mail seller link
- Directory Listing

Social Media

Monthly posts and shares to our 53,000 connections on Facebook, Twitter, LinkedIn, Instagram, Pinterest & YouTube.

Newsletter Exposure

Bespoke newsletter designed and sent to our global subscriber base of 55,000 high-net-worth individuals.

Can include cars for sale or any special news, banners, and live links.

Manual Package 2 (*CMFS Manages*)

£500 FOR 6 MONTHS or £900 FOR 12 MONTHS

(Not each month, but one full payment at the time of setup)

- Stock imported onto 5 websites by the CMFS team
- Updated monthly by the CMFS team
- Entire inventory to be listed
- 25 images & unlimited text
- Dealer showcase page exposure
- View inventory link
- Dealer directory listing
- Banner placement with live links
- E-mail seller link
- Directory Listing
- Statistics provided at end of campaign

Social Media

Monthly posts and shares to our 53,000 connections on Facebook, Twitter, LinkedIn, Instagram, Pinterest & YouTube.

Newsletter Exposure

Bespoke newsletter designed and sent to our global subscriber base of 55,000 high-net-worth individuals.

Can include cars for sale or any special news, banners, and live links.

Automated Package

£650 FOR 6 MONTHS or £1,200 FOR 12 MONTHS

(not each month, but one full payment at the time of setup)

- XML data feed created that automates the car listing process.
- Dealer can supply XML data feed.
- No need for any manual entries.
- Dealer updates their website and it will automatically update our 5 websites the next day.
- All other aspects of the automated dealer package are the same as the manual package.



Auctioneers Package

£950 FOR 6 MONTHS or £1,800 FOR 12 MONTHS

(not each month, but one full payment at the time of setup)

- XML data feed created that automates the car listing process.
- Cars for each auction auto-updated for each of your auctions throughout the 6 or 12 months.
- All cars will appear on the 2 main websites and any Ferrari, Porsche, Rolls-Royce & Bentley will auto-update on the 3 specialist websites.
- Auctions added to the Auction diary with details, banners, and live links to your stock
- Banners placed on multiple locations on each website
- Banners can be changed for each auction. The websites will always be up to date with the correct auction details.
- Newsletter Exposure | Newsletter announcing the auctions that can include cars sent each month to our Global E-Mail subscriber list of 55,000 people.
- Social Media Exposure | Monthly posts and shares of your cars at auction and auction event details across our 53,000 connections on Facebook, Twitter, Instagram, LinkedIn, Pinterest & YouTube.

Specialist Service Advertising



We offer specialist service companies a choice of two advertising packages that ensure maximum exposure to our website, and visitors, on over 13,000 pages of the website.

Our advertising packages consist of strategically placed banners and articles that encourage our site visitors to click on your advert, which then redirects to your own company website.

Also includes monthly posts and shares to our 53,000 connections on Facebook, Twitter, LinkedIn, Instagram, Pinterest & YouTube.

Bespoke newsletter designed and sent to our global subscriber base of 55,000 high-net-worth individuals. Can include information on your services or products for sale

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

Extra bespoke banner locations are available on request

Silver Package

£400 FOR 6 MONTHS or £700 FOR 12 MONTHS

(Not each month, but one full payment at the time of setup)

- Service area directory listing.
- Banners placed on 2 prime locations on 3 websites.
- Social media exposure.
- Newsletter exposure
- Statistics provided

Extra placement on our specialist Ferrari, Porsche & Rolls-Royce/ Bentley websites also available on request



Gold Package

£650 FOR 6 MONTHS or £1,200 FOR 12 MONTHS

(Not each month, but one full payment at the time of setup)



- Service area directory listing.
- Banners placed on 4 prime locations on 3 websites. Which includes exposure on over 8,000 individual pages.
- Social media exposure.
- Newsletter exposure
- Statistics provided

Extra placement on our specialist Ferrari, Porsche Rolls-Royce / Bentley websites also available on request

Newsletter Marketing Packages



- With over 13 years experience of working in the classic & prestige motor industry, we have put together the most direct, cost-effective way of reaching classic, vintage, and prestige car buyers and enthusiasts.
- Over this time we have collected a database of 55,000 email subscribers.
- We can email your newsletter, stock, or services directly to them.
- We generally achieve an open rate of between 9% - 13% with a CTR of between 5% - 9% (*Much higher than the industry average*)

Newsletter Marketing Prices

Sign up for our 3 Newsletter-send or more packages and receive exposure on our main website and regular posts across our 53,000 social media connections.

** PRICES ARE SUBJECT TO FULL PAYMENT UPON BOOKING**

Single Send	3 Monthly Sends	6 Monthly Sends	12 Monthly Sends
£400	£350	£300	£250
1 Newsletter	3 Newsletters	6 Newsletters	12 Newsletters
Total Cost: £400	Total Cost: £1,050	Total Cost: £1,800	Total Cost: £3,000

Moving Forward



Even with one of the best domain names in the industry, we are constantly working to promote ourselves and our clients inventories and services both online and offline.

Extensive search engine optimisation, adverts in print publications, and exposure at top collector car events ensure that every potential buyer has the chance to view your inventory or services offered.

We believe in customer service from real people, not an e-mail address.

As a classicmotorsforsale.com dealer/service company, you will have your own account manager who is dedicated to your success.

We are committed to your success

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