

# Classic Motors for Sale

We are committed to your success

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2020 Media Pack

[www.classicmotorsforsale.com](http://www.classicmotorsforsale.com)



# Introduction



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

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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 customers



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

Over 10,000 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



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How are we different?



Five websites dedicated to the sale of classic and supercars.

Easy to use Search Engine - 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.





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Every client has their own directory listing.

Improvement in client brand awareness.

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

Direct newsletter marketing campaigns  
50,000 subscribers.

Social media exposure across 6 platforms  
50,000 followers.

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

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# 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.



Classic Motors for Sale Car Sourcing Service

# Dream it Drive it

Classic Motors for Sale have been successfully trading now for 10 years, and after many requests to help buy and sell off market under the radar cars, we have decided to offer this additional service to our International Clients.

If you are considering investing in a Classic or Supercar car, but not sure which Make or Model you would like to buy then Classic Motors for Sale will be pleased to discuss your requirements and offer the best investment advice.

From sourcing rare models to advising on the correct car for the right reasons, Classic Motors for Sale offers Global expertise and knowledge.

Classic Motors for Sale differ from the many reputable brokers, dealers and auction houses around the world in that we act solely and exclusively for one client in any given transaction.

We only take a fee from the client instructing us and there will always be total transparency during the sales process. Our fee structure is straightforward and transparent.

Expect honest, informed opinion and the inside track if you commission us to sell or buy your next Classic or Supercar.



# Dealer Advertising Packages

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

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

[www.classicmotorsforsale.com](http://www.classicmotorsforsale.com)

[www.classicandsupercars.net](http://www.classicandsupercars.net)

[www.classiccarsalesusa.com](http://www.classiccarsalesusa.com)

[www.ferrarimotorcarsales.com](http://www.ferrarimotorcarsales.com)

[www.porschemotorcarsales.com](http://www.porschemotorcarsales.com)



**Manual Package:** 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. 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 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

£350 FOR 6 MONTHS or £600 FOR 12 MONTHS

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

- Stock manually loaded onto 5 websites
- 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 50,000 connections on Facebook, Twitter, LinkedIn, Instagram, Pinterest & YouTube.

## Newsletter Exposure

Bespoke newsletter designed and sent to our global subscriber base of 50,000 high net worth individuals.

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

# Automated Package

£500 FOR 6 MONTHS or £900 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.
- 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.



# Specialist Service Advertising



We offer specialist service companies a choice of two advertising packages that ensure maximum exposure to our website visitors on over 8000 pages of the websites.

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 50,000 connections on Facebook, Twitter, LinkedIn, Instagram, Pinterest & YouTube.

Bespoke newsletter designed and sent to our global subscriber base of 50,000 high net worth individuals. Can include information on your services or products for sale

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

\*Extra bespoke banner locations are available on request\*

# Silver Package

£350 FOR 6 MONTHS or £600 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 and Porsche websites also available on request\**



# Gold Package

£600 FOR 6 MONTHS or £1,000 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 and Porsche websites also available on request\**

# 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 ensures 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](http://classicmotorsforsale.com) dealer/service company you will have your own account manager who is dedicated to your success.

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