



Media Data 2004

Classic Driver

Company Profile

Classic Driver is the most well-known prestige car internet magazine in the world.

With a high-performance car database, and high-quality content, the five-language magazine serves a discerning customer-base. Additional information like an Events Calendar or a listing of automotive-related services completes the picture. Our target-audience is the wealthy man, at the prime of his life, who possesses the enthusiasm for luxury automobiles and the beautiful things in life. The majority of our readership is educated to a high level, has a good job and enjoys high social status. In brief: The opinion leaders in the marketplace.

Classic Driver; 12-cylinder power for your business.

Classic Driver

Homepage

1. Cars for Sale

The leading worldwide marketplace for rare and luxury cars. Whether New, pre-owned Modern or Classic - you will only find the absolute best. The most searched-for manufacturers are Aston Martin, Ferrari and Mercedes Benz. In 2003, dealers selling in the Classic Driver car database sold 2,808 vehicles with a value of approximately 182 million euro.

2. Magazine

The up-to-the-minute, five-language magazine gives focused content on the interests of the 'Classic Driver'. In addition to news of the traditional European manufacturers, there are reports on activities in 'the scene', auction previews, reviews and results, and news of 'lifestyle' products such as, leather and electronic goods, and watches. In 2003 our editors wrote over 1,100 articles in German, English, French and Italian.

3. Guide

In the Guide we present our corporate identity to readers in the 'Guide Special' environment. Every month a new topic is shown; for example 'Lifestyle & Cars', or 'Hotels & Cars'. The readers can then make direct contact with the advertisers. Together with our separate 'Event Guide', the 'Guide Special' area is the most comprehensive source of information for this very specialised marketplace in the world.

Classic Driver

Readership

Our latest 'Reader Survey' shows that on-line media can not only keep up with high-quality print magazines, but that Classic Driver's readership is even better quality. Our web-presence allows visitors to have a more up-to-date, more direct and more intensive, personal relationship with our advertisers.

The key results of our 2004 'Reader Survey' -

"My car is an expression of my personality" (88%)

95% - Are male

81% - Are aged between 30 and 59

42% - Have a Household Net Monthly Income of over 4,000 euro

61% - Have an 'Abitur' or a university qualification

75% - Hold senior positions (self-employed, company-owners, executive and professional)

64% - Of the households own more than two cars

53% - Intend to purchase a new car over 30.000 euro

28% - Intend to purchase a new car over 50.000 euro

84% - Pay most attention to the brand

87% - Believe others are envious of their success and possessions

Classic Driver

Performance

By booking an advertising campaign with Classic Driver you will be presenting your products in the world's best online platform.

We can offer -

- A versatile approach to your campaign
- Hi-visibility for your products
- A specially integrated SubChannel for your brand alongside our regular Magazine categories
- Editorial advertorials
- A creative partnership with you

We would be delighted to discuss with you in detail, the many possibilities of putting together an advertising campaign on Classic Driver.

We are here to support your long-term marketing plan; advertising with Classic Driver will give your brand the very best platform on-line.

Classic Driver

Advertising formats - Banners & Prices in Euro (TKP*)

Banner	468 x 60	40
XXL Banner	700 x 60	60
Skyscraper	137 x 600	80
Content Ad	300 x 200	80
Content XXL Ad	570 x 137	90
Rectangle	150 x 150	35
PopUp		from 75
Flash Layer / Interstitial		from 100



And also innovative, integrated solutions such as Advertorial, Guide Specials, Microsite, SubChannel or Sponsoring. Prices available on request.

By using modern, independent banner-management systems (from AdTech) Classic Driver is able to give you, an advertising customer, complete control of your campaign.

Each individual banner insertion is backed up by real-time analysis and subject to full statistical reporting.

**TKP - CPM or cost per 1000 impressions*

Classic Driver

Fixed-price banner-ad placement

One week, one price!

For most customers it is important to place their products in the most focused areas possible. Classic Driver is the perfect platform for this, as we can ensure your particular product or service is seen in exactly the right place. For motoring tour or holiday operators, a campaign in 'Events' is appropriate; likewise an auction house would be advised to advertise in 'Auctions' or 'Cars for Sale', as these are the areas most likely to interest their target audience. The following examples give you prices for a ONE WEEK campaign -

Homepage/Rectangular banner (150x150)/guaranteed 15,000 Impressions: 450, - euro

Magazine "Car of the Week" / Content XXL/guaranteed 10,000 Impressions: 760, - euro

"Cars for Sale" /FullSize banner/guaranteed 50,000 Impressions: 1.700, - euro

As you can see, there are many possibilities - we are always happy to give you a detailed quote.

Classic Driver

Email Newsletter

Every Friday lunchtime, Classic Driver subscribers receive an elegant HTML newsletter.

Apart from the latest news and reports from our magazine, this also contains interesting offers from our advertising partners. For many readers the weekend starts here.

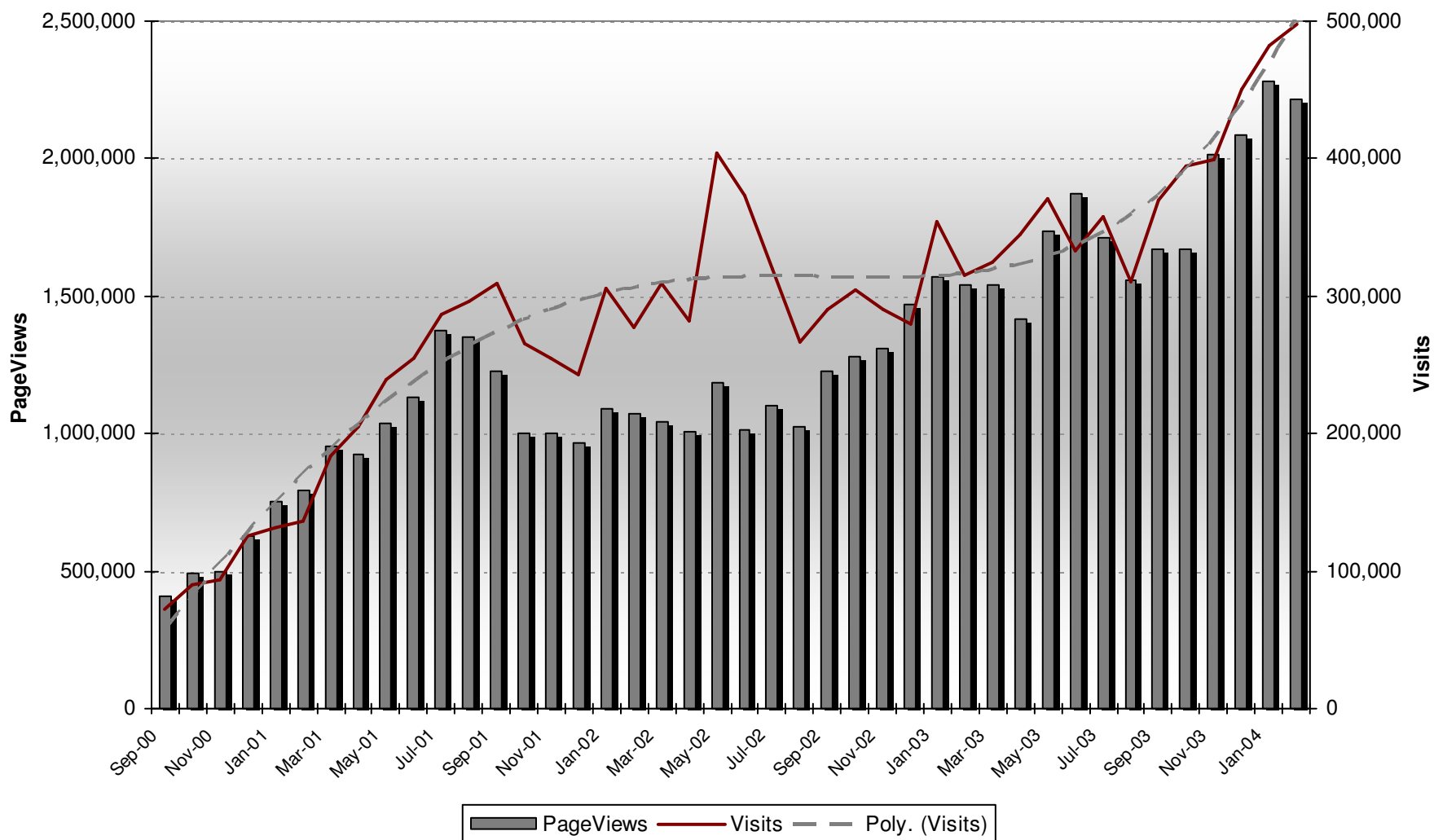
All subscribers of the Classic Driver Newsletters are opt-in, and will have independently registered for its receipt. There lies the secret of our high reader loyalty - one of our unique selling points.

This personal relationship between website and readers is the perfect setting for you to place your products, services or brand.

FullSize banner TKP (CPM or cost per 1000 impression) 110, - euro

Classic Driver

Page Impressions and Visits



Classic Driver

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