



www.classicdriver.com – Media Information 2008

Created in 1997, classicdriver.com has been online since February 1998

Classic Driver has a critically acclaimed reputation for interesting, up-to-the-minute content on the marques that matter: Aston Martin, Ferrari, Bentley, Porsche, Rolls-Royce, Lamborghini, Audi, Mercedes-Benz, BMW and Maserati.

The editorial coverage embraces new and old cars, events, top-level auctions and lifestyle.

The title 'Classic Driver' refers to the mythical reader who would own a new sports car, an older classic car and a family car. The key marques will appeal to each of these categories. It is not an 'oldie' website.

The typical reader will be male, aged 35 – 65. Many of them actively participate in historic racing and most are interested in the history and investment possibilities of collecting classic cars from *les grandes marques*.

UK-language site - Viewing figures – source **Google Analytics**, October 2008:

Visits	119,339
Pages/Visit	11.72
Avg. Time on Site	00:04:42
% New Visits	50.08%
Unique visits	72,895
Page views	1,398,653

Weekly opt-in newsletter 'ClassicInside' circulation: 49,824 all languages

"You really produce a wonderful magazine. Very polished, with fascinating cars and articles. The Lancia D50 Recreation article, in this issue, for example, is truly fascinating! All the articles and photos are superb, and I always enjoy your Editorial. Many thanks for all the pleasure you give us."

"Your magazine is a fantastic item and I anxiously await each and every issue with great anticipation. And so far I've never been disappointed."

"I have been reading ClassicInside every week and feel you have a fantastic publication in your hands."

"Classic Driver consistently mirrors the excellence of the cars you discuss and write about and has become the publication I enjoy and look forward to getting the most. I often recheck my email after midnight on Fridays - like tonight - if it is not there before and I get a real kick of satisfaction when it is there. Thank you for providing such a superbly laid out, informative, well written, and entertaining read."

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