


# MEDIA KIT

# MEET THE MATCHMAKERS OF THE COLLECTOR CAR WORLD




## 25 YEARS AGO

Classic Driver started connecting buyers and sellers of the world's most desirable collector cars online.

Since then, our high-value marketplace, trend-setting magazine and influential social media channels have become

## THE LEADING GATEWAY TO A HIGHER FORM OF CAR CULTURE

So if you are a professional seller of collector cars, an auction house or a luxury brand, Classic Driver is the perfect partner to reach an affluent and hard-to-get audience of global enthusiasts, buyers and collectors.

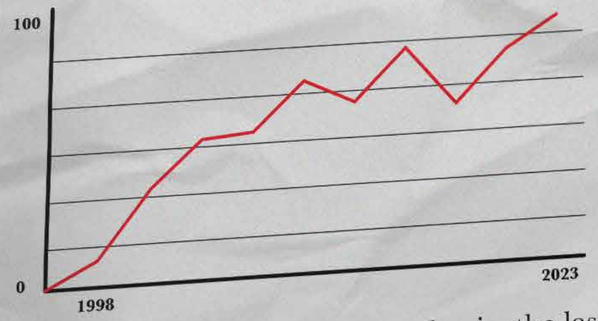
LONDON
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# Financial News

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## Collector cars: a more stable investment than stocks!

**S**ince Classic Driver was launched in 1998, the collector car market has grown exponentially and is now valued at **$36,72 billion**, with further projections expecting it to attain the level of **$43,billion** in 2024. Many of the high-end cars traded on Classic Driver have multiplied their value during that time.




**D**espite a global pandemic, the last two years alone saw double-digit increases in year to year values of many popular models, with some younger cars produced in the 1980s and 1990s seeing up to an **90% increase in value**. According to most reports, several high-end classic cars also jumped in value by more than 30%. In the UK alone, the collector car sector is twice the size of the Scotch Whiskey industry and similar to the arts and ports industries – with **£18.3 billion of turnover!**

Especially online sales of collector cars have quadrupled through the pandemic, with private sales making up 87% of transactions. Recent data also shows that the value spent at online car auctions in 2020 doubled from 2019. Then it doubled again in 2021, **racking up over $1 billon**.

**T**his makes collector cars one of the most interesting tangible assets around, especially as Millennials take a keen interest: Over the next decade, this group will hold five times as much wealth as it does today and is expected to inherit over **$68 trillion** from their predecessors. It is also the first generation to be considered 'digital first', having grown up with online technology and even more likely to make their purchases online.



**Classic cars have become a global cultural phenomenon!**

At the same time, classic cars have become a global cultural phenomenon, with car and luxury brands recognizing the business value of their heritage and tradition. In short: There's no way around collector cars in 2023 – and with our deep understanding of all aspects of the market and e-commerce, Classic Driver is the best 360° trading platform you can team up with.

# SO WHO ARE WE?

## A REFERENCE COLLECTOR CAR MARKET,
CONNECTING BUYERS AND SELLERS WORLDWIDE.

## A TREND-SETTING MAGAZINE,
CREATING UNIQUE CONTENT ABOUT THE WORLD'S MOST EXCITING CARS.

## A CURATED ONLINE CONCEPT STORE,
CELEBRATING CAR CULTURE AND DRIVING ESSENTIALS.

## A COMMUNITY OF ENTHUSIASTS,
FUELED BY A DESIRE AND PASSION FOR CARS.

## A CREATIVE AGENCY,
SPECIALIZED IN STORYTELLING, NETWORKING AND CONSULTING FOR AUTOMOTIVE AND LUXURY LIFESTYLE BRANDS.

# OUR SKILLS

## CREATIVITY

If there's one unlimited resource at Classic Driver, it's our creativity. We offer fresh ideas, different angles and 25 years of publishing experience through our magazine and creative consultancy, CD Works.

## QUALITY

We deal with the most remarkable and beautiful cars in history.
We never compromise on the quality of our story-telling in order to present them in the best possible light.

## IMPACT

We are an influential player in the global collector car world, we create trends instead of following them.

**Just ask us for the next big thing.**

## NETWORK

We know all the key players in the collector car world and look forward to connecting you.

## INSIGHT

We know all about the collector car market and offer insights catering to the growing global demand for tangible assets and alternative investments.

# REACH YOUR DREAM AUDIENCE*

## REACH

**90%** of visits come from the world's top-ranking economic countries

## GENDER SPLIT

**82%** male to **18%*** of female readers (*and growing)

## POTENTIAL

**50%** of users are CEOs, senior managers, or entrepreneurs

## AFFLUENCE

**30%** have a disposable household income of 180,000 EUR or more

## PASSION

**50%** have a keen interest in mechanical watches, boats, art and design

## STYLE

**65%** of users prefer products, which indicate a refined lifestyle

## OWNERSHIP

**65%** own at least one classic car, **30%** intend to buy one in the next 12 months

## USER COUNTRIES


26%


4%


18.5%


3.8%


13%


3.6%

*Data 2021 - CD own platform survey

# GENERATIONAL METRICS

The fascination with classic and modern collector cars transcends all age barriers.

Our creative strategy and contemporary approach are tailored to resonate with a younger crowd. In fact, **72%** of our readers are between **25 and 65** years old.

**22%** are between 25-34

**17%** are 35-44

**19%** are 45-54

**16%** are 55-64

**15%** are between 18-25

**11%** are 65+

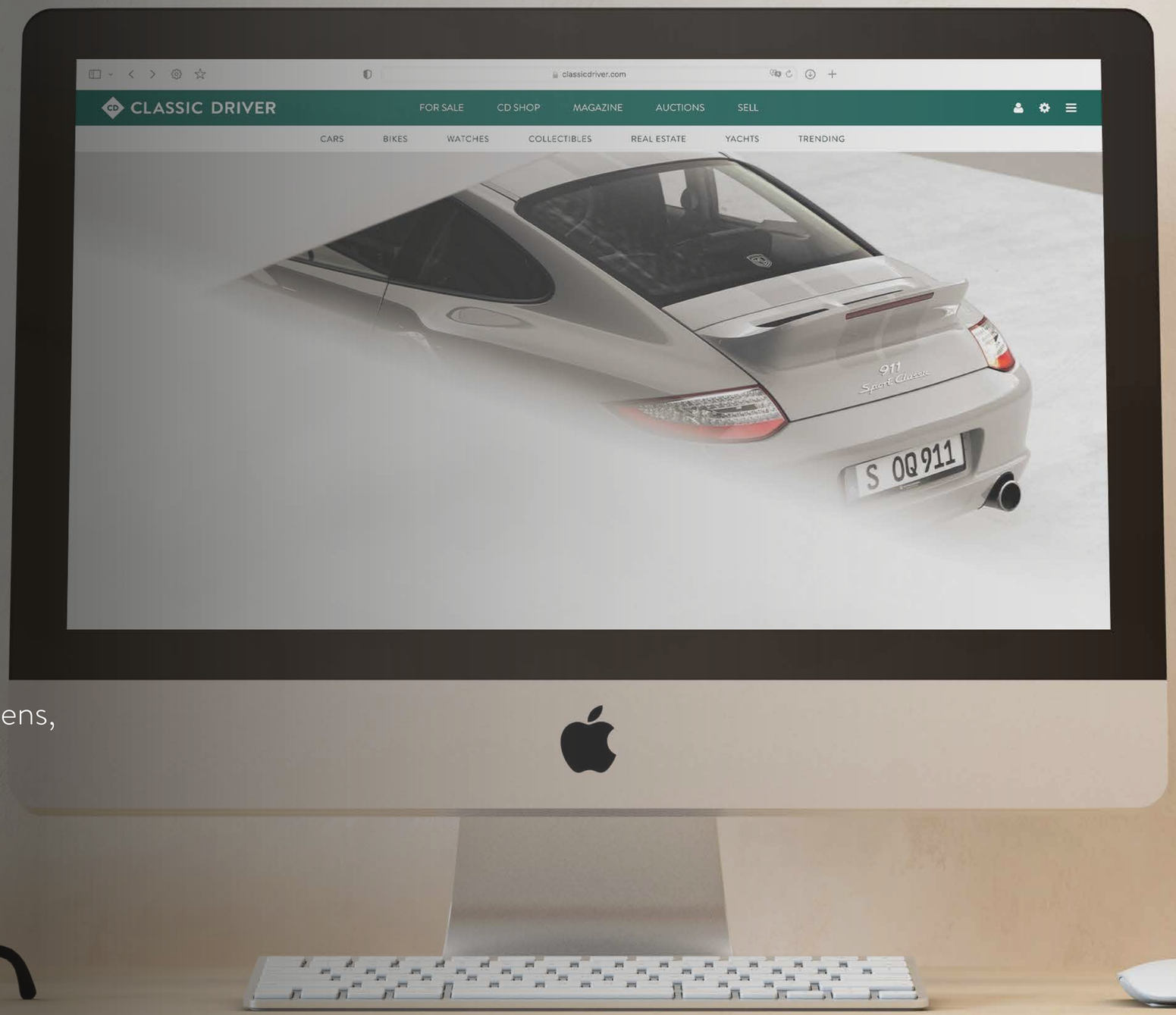

HOW DO WE GET THERE?
WE'RE THE TRUFFLE PIGS OF THE COLLECTOR CAR WORLD, AND NOT JUST A PLATFORM FOR DREAMERS AND WINDOW SHOPPERS.
WE ARE MATCHMAKERS.
Rothmans
PORSCHE
17
PIRELLI
Shell
Rothmans
PORSCHE

# YOUR FAVOURITE CAR WEBSITE

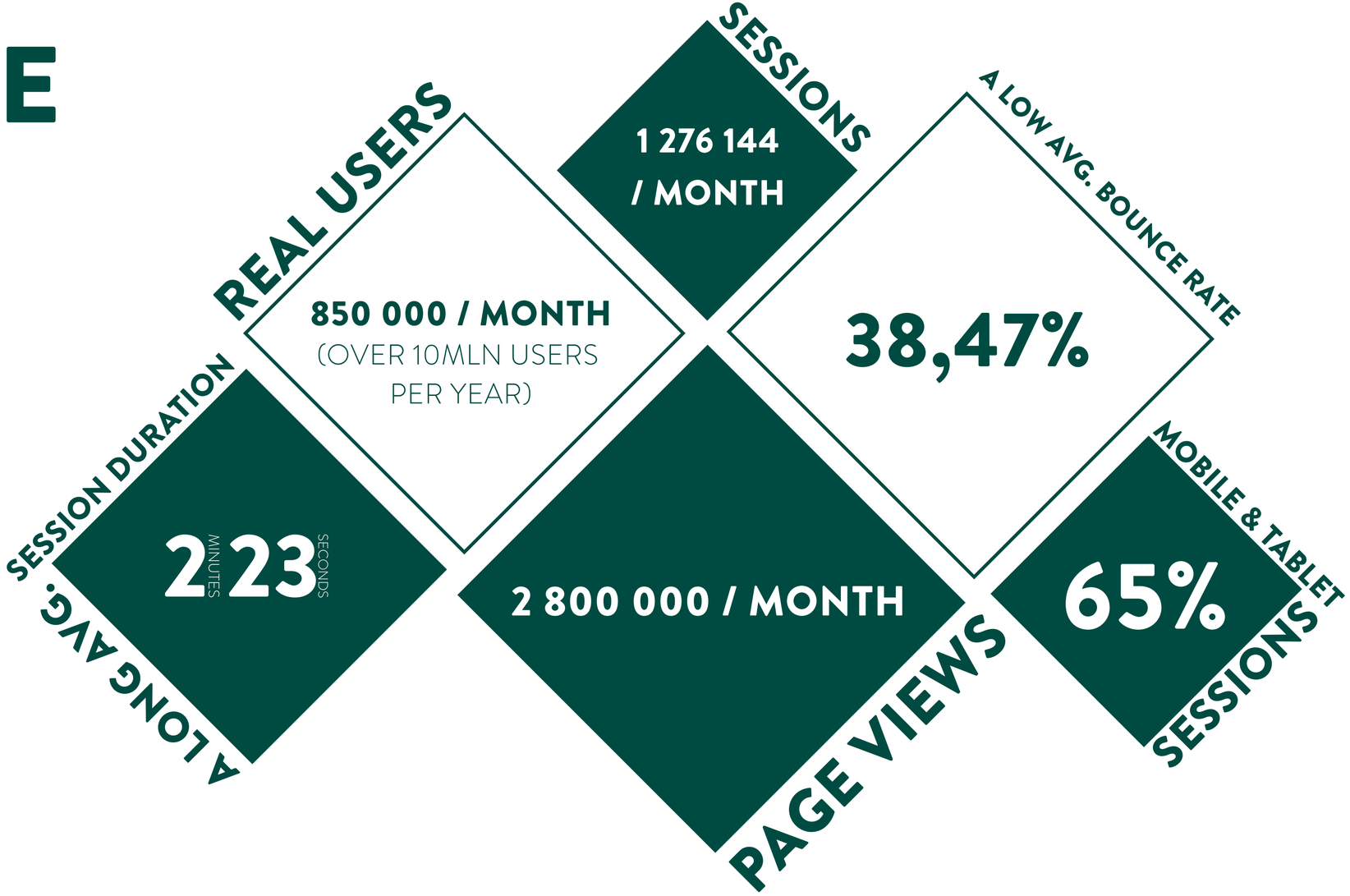
## STARTED IN 1998, RELAUNCHED IN 2022

High-quality photography, videos and stories take center stage on Classic Driver's website, creating an immersive user experience on all screens, from desktop to mobile.

**Here's some data to prove that:**



# OUR AUDIENCE



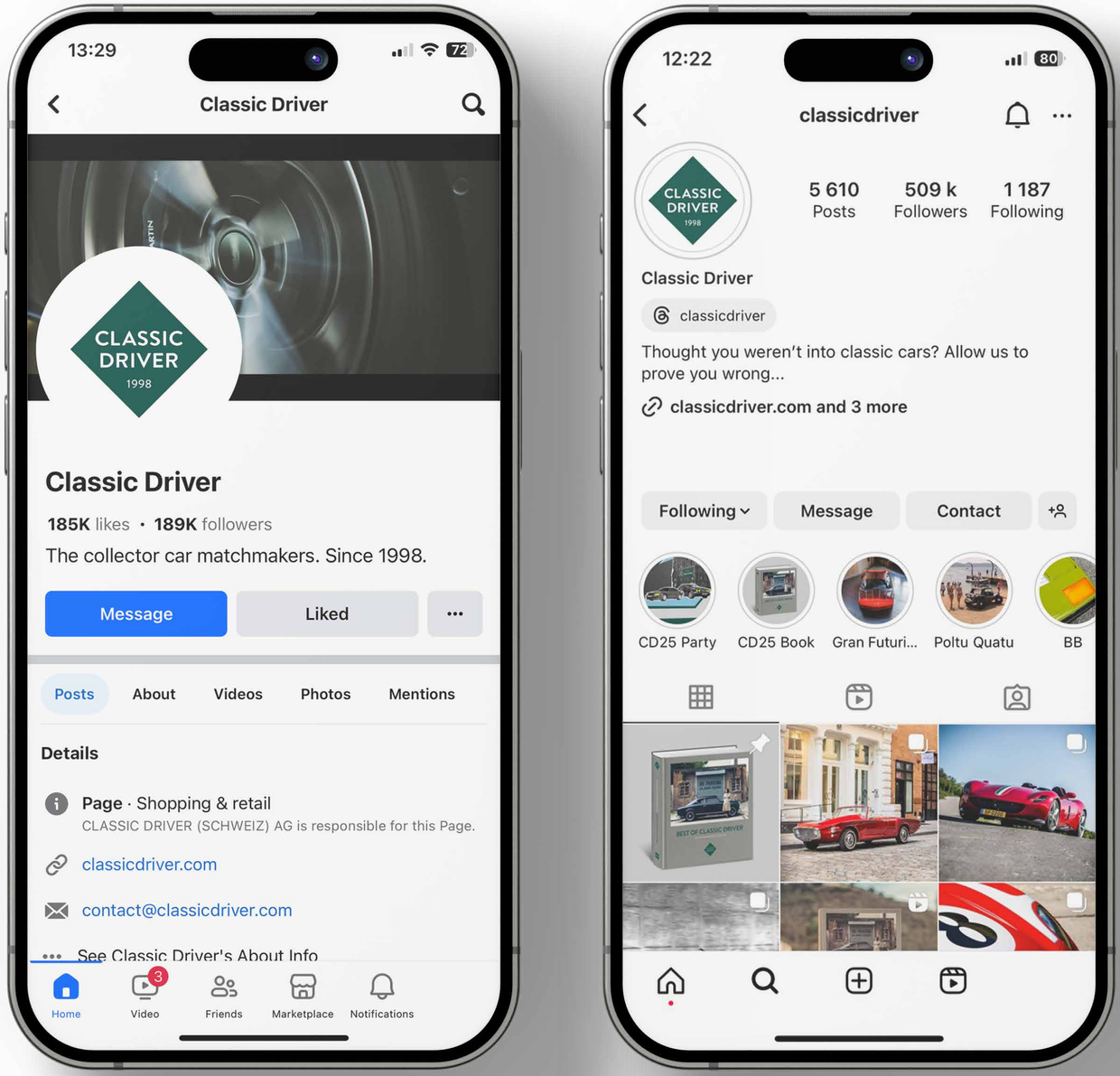

PEAK TRAFFIC MONTHS: JANUARY, MARCH, MAY & OCTOBER

Data source: Average data from 2021 – Google Analytics

# OUR COMMUNITY

## OF 700 000+ FOLLOWERS

**OUR INFLUENTIAL, TREND-SETTING INSTAGRAM AND FACEBOOK CHANNELS ARE THE PERFECT GATEWAY TO INTERACT WITH THE GLOBAL CAR COMMUNITY.**




Data source: Average data from 2021 – Facebook, Instagram & Campaign Monitor

# THOSE WE CONTACT DIRECTLY

## OUR SUBSCRIBERS

**ENJOY READING OUR ENTERTAINING AND ENGAGING NEWSLETTERS, KEEPING UP TO DATE ABOUT THE LATEST FEATURE STORIES, CARS FOR SALE AND DRIVING ESSENTIALS.**




**EVERY DAY:**
**THE MOST INTERESTING MARKET FINDS**
A curated selection of cars for sale, watches, collectibles and driving essentials

**TWICE A WEEK:**
**THE LATEST STORIES FROM THE MAGAZINE**
Our signature stories about the greatest cars, events and personalities

**35 000**
SUBSCRIBERS

**38.6%**
AVERAGE OPENING RATE

**10%**
AVERAGE CLICK RATE

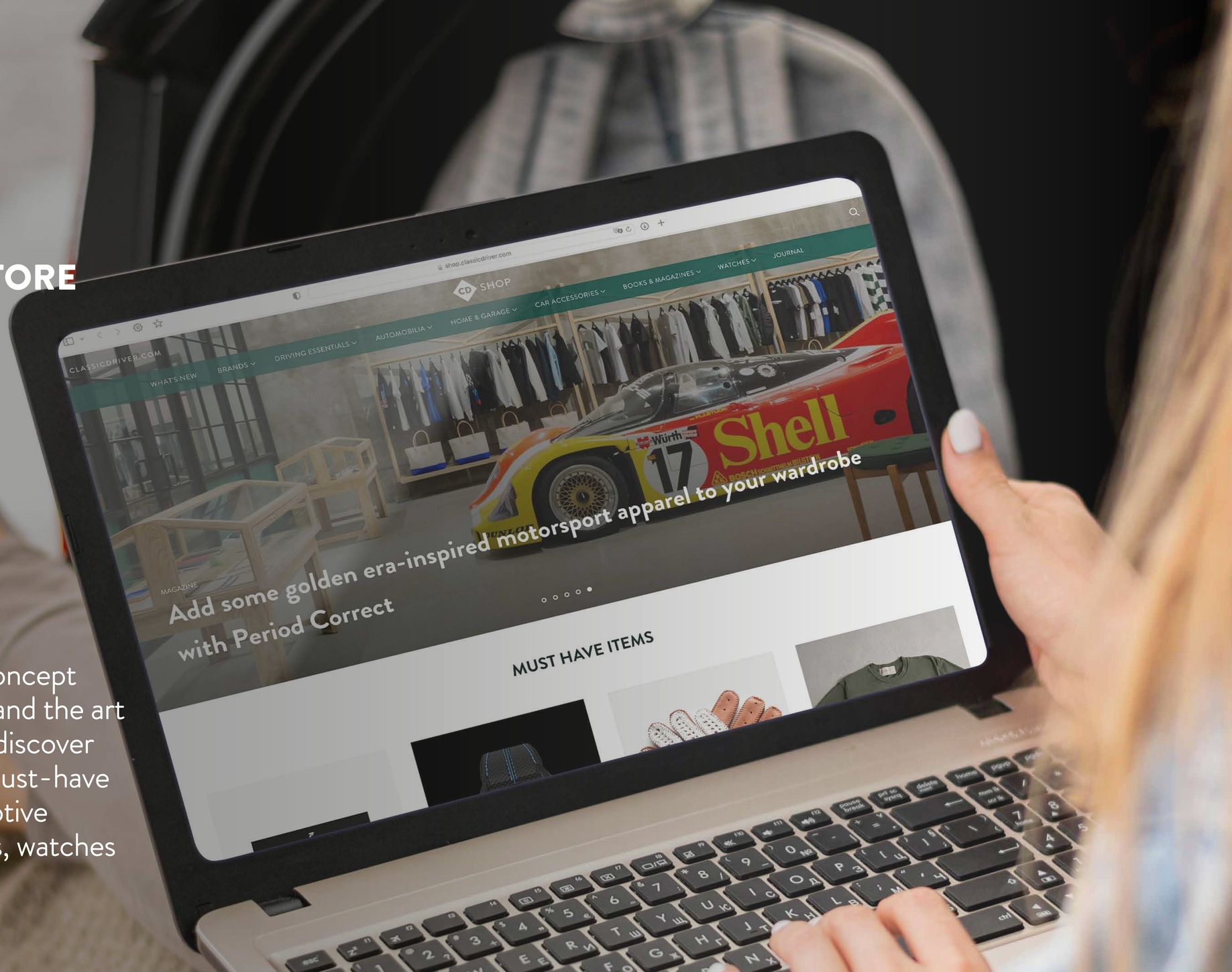
CD SHOP

## A CURATED CONCEPT STORE FOR CAR LOVERS.

**1500**
**PRODUCTS**

**70+**
**BRANDS**

The CD Shop is an automotive concept store that celebrates car culture and the art of the automobile. Now you can discover our favourite driving essentials, must-have car books and magazines, automotive accessories, artworks, collectibles, watches and more – all in one place.



# LET'S DRIVE TOGETHER TO VICTORY!



Whether you're a private or professional seller, an auction house or brand, Classic Driver is the perfect place to reach an engaged, high net-worth audience.

No matter the case, we offer a service tailored to your particular needs.

**LET US KNOW HOW WE CAN HELP!**

# CONTACT US

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