

Classic Motors For Sale
THE SHOWROOM TO THE WORLDS FINEST MOTOR CARS

CLASSIC MOTORS FOR SALE

2025 Media Pack

We are committed to your
success

www.classicmotorsforsale.com



INTRODUCTION

Reach a Thriving Global Community of Classic and Supercar Enthusiasts

Classic Motors For Sale is your premier gateway to connect with passionate owners, collectors, and enthusiasts of classic and supercars worldwide. Whether it's road, race, rally, or concours, our audience shares an unparalleled love for these exceptional vehicles and the lifestyle they inspire.

Why Advertise With Us?

Our dynamic platform combines digital advertising, social media outreach, and bespoke creative solutions to deliver your message effectively. Leverage our proven channels to engage with a highly targeted audience that values quality, performance, and authenticity.

Let's Create Success Together

Explore tailored opportunities to showcase your brand and connect with a community that celebrates the timeless appeal of classic and supercars. Contact us today to start driving results.

ABOUT US

Founded in 2009 by Nick Aylieff, Owner & CEO.

- Headquartered in London, with additional offices in Asia and Spain.
- Powered by a passionate team of dedicated car enthusiasts.
- Independent and digitally focused, with no affiliations to print media companies.
- Backed by strong financial resources to ensure innovation and growth.
- Our expertise and global presence make us the trusted platform for connecting classic car lovers and industry leaders worldwide.

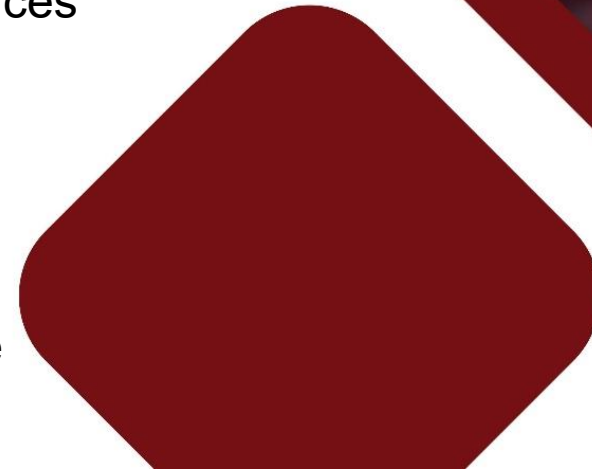
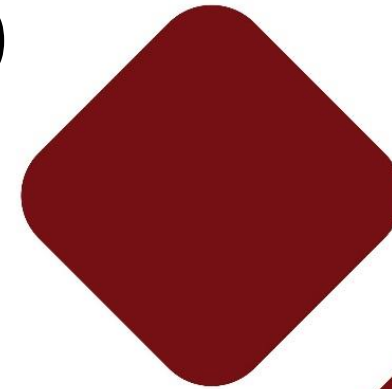


WHAT WE DO

Our Visitors are your customers

Global Reach with Classic Motors For Sale

- A premier online portal connecting a worldwide audience of classic, vintage, and supercar enthusiasts.
- 10,000+ cars available for sale, including rare and sought-after models.
- Unique Dealer Showcase Areas, designed to highlight your inventory like no other platform.
- Dedicated sections for Auctions and Events, attracting a vibrant and engaged community.
- Breaking news from the global motoring industry to keep audiences informed and connected.
- Exclusive off-market car sourcing service, providing discreet solutions for high-end buyers.
- Advertise with us and tap into a passionate and global audience of automotive enthusiasts.





How are we different?

Why Choose Classic Motors For Sale?

- Five dedicated websites exclusively focused on classic and supercar sales.
- User-friendly Search Engine to help buyers find their dream car effortlessly.
- Marque Showcase: Tailored areas for specialist dealers to highlight their expertise.
- Daily News Updates: Engaging content that keeps enthusiasts coming back for more.
- Expanded Banner Locations: Maximize visibility with more advertising space linked directly to your website.
- Comprehensive Service Area: Connect enthusiasts with everything they need, from restoration to maintenance.
- Partner with us to drive results and engage with a global audience of passionate car collectors and enthusiasts.

Partnering with Classic Motors For Sale

- **Dedicated Directory Listings:** Each client receives their own personalised space to showcase their brand and offerings.
- **Boosted Brand Awareness:** Enhance your visibility and reputation among a targeted global audience.
- **SEO Benefits:** Strengthen your website's performance through valuable backlinks from our platform.
- **Newsletter Marketing:** Reach over **55,000 engaged subscribers** with direct, impactful campaigns.
- **Social Media Exposure:** Connect with **60,000 followers** across six major platforms for maximum outreach.
- **Exceptional Customer Service:** Our dedicated team of real people is here to support you—no automated replies, just personalised care.
- Grow your brand with a trusted partner who puts your success first.



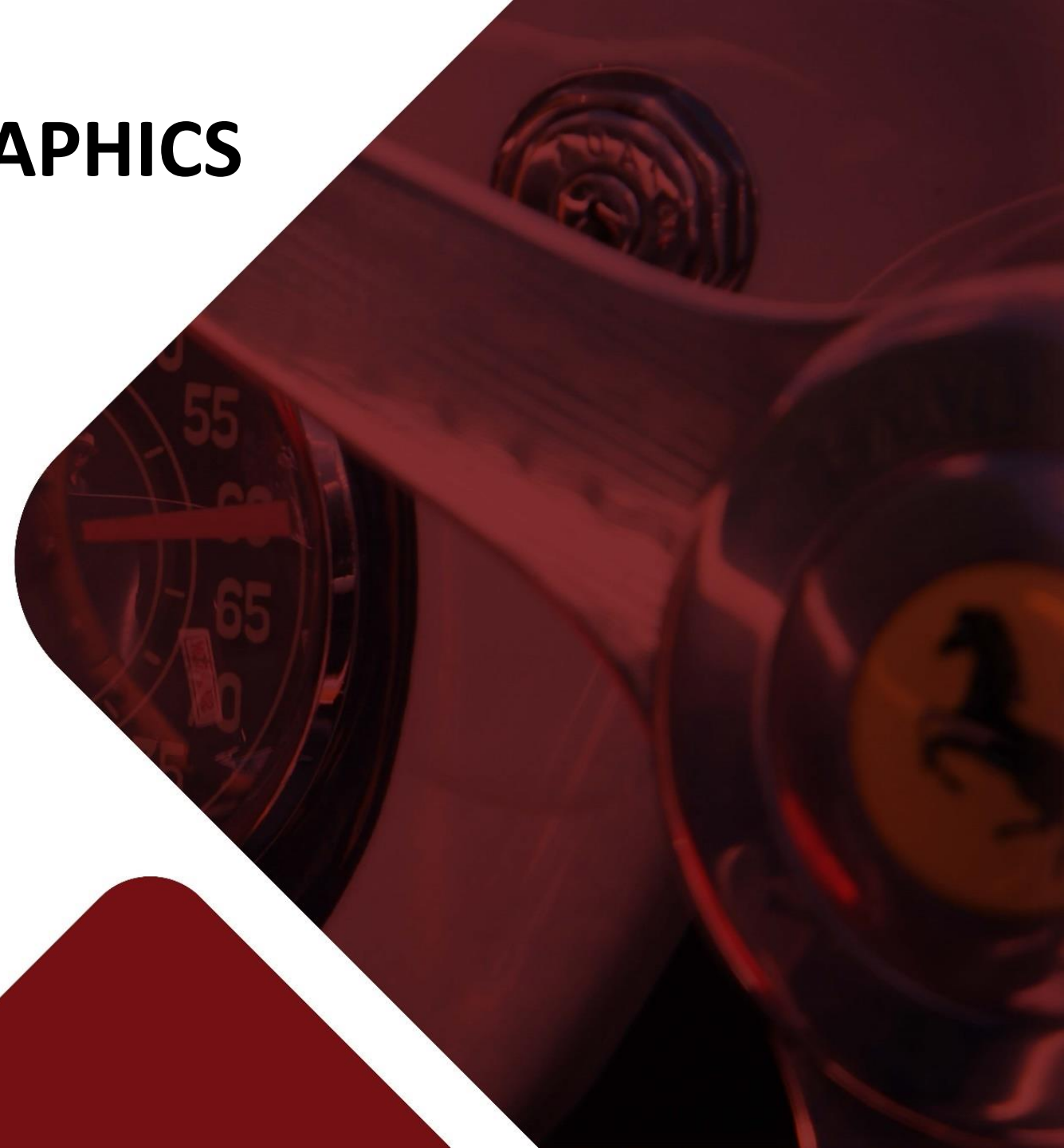
DEMOGRAPHICS

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**

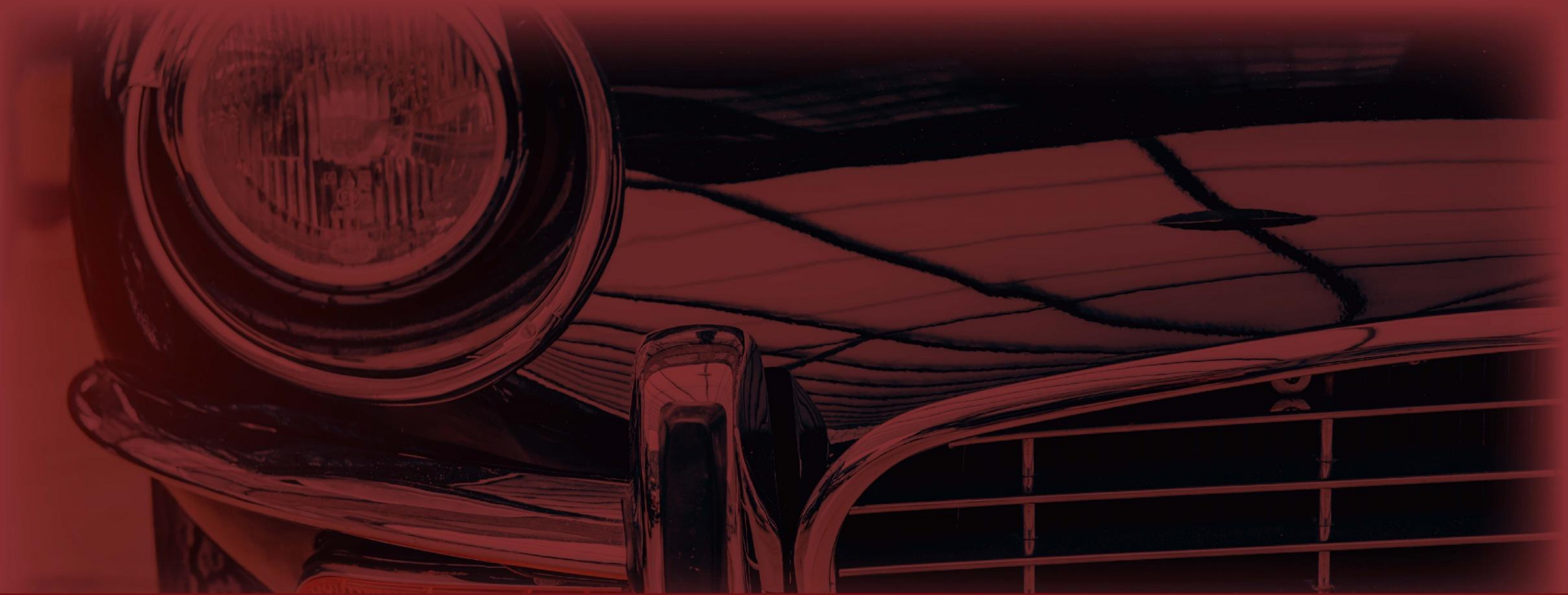
PSYCHOGRAPHICS

- 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 15 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 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.

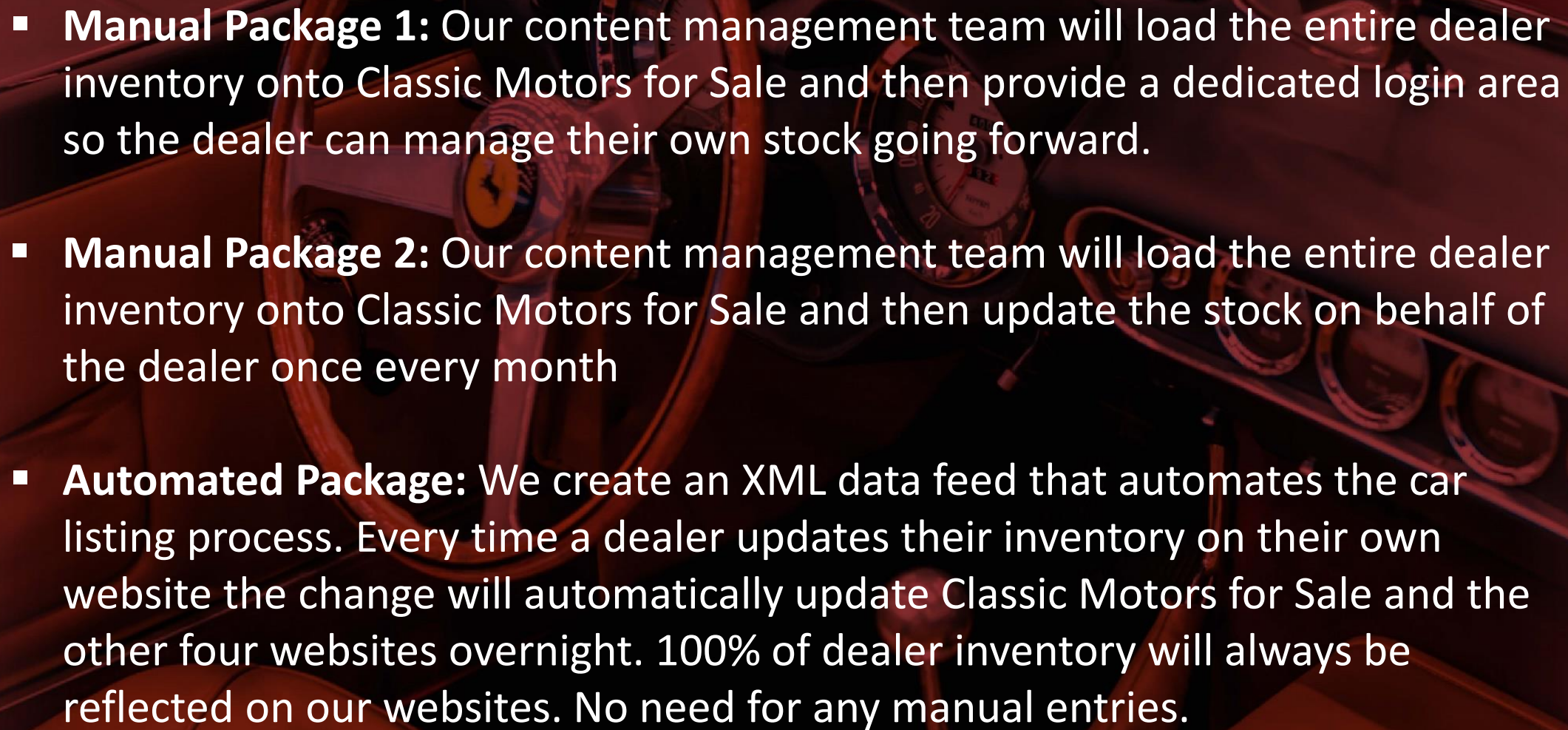
www.classicmotorsforsale.com

www.classicrollsroyce-Bentley.com

www.classiccarsalesusa.com

www.ferrarimotorcarsales.com

www.porschemotorcarsales.com

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- **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 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 60,000 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)

£600 FOR 6 MONTHS or £1,100 FOR 12 MONTHS
(Not each month, but one full payment at the time of setup)

- Stock imported onto 5 websites
- Updated monthly by the Classic Motors For Sale 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 60,000 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

£700 FOR 6 MONTHS or £1,300 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 10,000 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 company website.
- Also includes monthly posts and shares to our 60,000 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 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

£500 FOR 6 MONTHS or £900 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**



A close-up, high-angle photograph of a car's instrument cluster, featuring a speedometer and a temperature gauge. The speedometer is the central focus, with a needle pointing to approximately 20 km/h. The odometer below it shows 90418. The temperature gauge is visible in the bottom left corner. The entire image is overlaid with a semi-transparent dark red filter. The background of the slide is white with dark red geometric shapes in the corners.

GOLD PACKAGE

£700 FOR 6 MONTHS or £1,300 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**

NEWSLETTER MARKETING PACKAGES | CONNECT WITH 55,000 CLASSIC CAR ENTHUSIASTS!

**Unlock the Power of Newsletter Marketing
with Classic Motors for Sale:**

Targeted Reach:

Engage with 55,000 global subscribers who are passionate about classic cars. Share your message with a curated audience eager to explore the latest trends, news, and offerings in the classic car market.

Increased Brand Visibility:

Showcase your products and services to a worldwide audience of classic car enthusiasts. Prime advertising space in our newsletters ensures your brand stands out and captures the attention of potential buyers.



Measurable Results:

Track your campaign performance with detailed analytics. Understand open rates, click-through rates, and conversions to refine your strategies and achieve impactful results.

Customizable Solutions:

Tailor your campaigns to suit your specific marketing goals. Choose from a range of advertising options to maximize your reach and investment.

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

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

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](https://www.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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