

2022

MEDIA KIT

Online & Print.



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Classic Trader

What is Classic Trader?

Classic Trader's goal is to offer the world's largest inventory of collector's vehicles on one specialized platform.

With nine different country versions, Classic Trader already covers the majority of the European market. Through cooperation with va-

rious publishing houses and its own magazine, Classic Trader complements its online offering with print media.

Combining several media channels, Classic Trader is able to reach enthusiasts, buyers and sellers everywhere at any time.



Classic Trader

Facts & figures.*

5,500,000

Pageviews
per month.

1,100,000

Visitors per
month.

225,000

Social media
followers.

60%

Mobile
share.

14,000

Vehicle
listings.

100,000

Customer
accounts.

60,000

Newsletter
subscribers.

25,000

Prints per
edition.



*Status 2020

Target audience

Our customers in numbers.

100%

Are interested in cars and motorbikes.

63%

Are interested in do-it-yourself, maintenance and repairs.

48%

Are interested in luxury goods.

45%

Are interested in food & fine dining.



Reference source for the aforementioned values is Google Analytics

2022

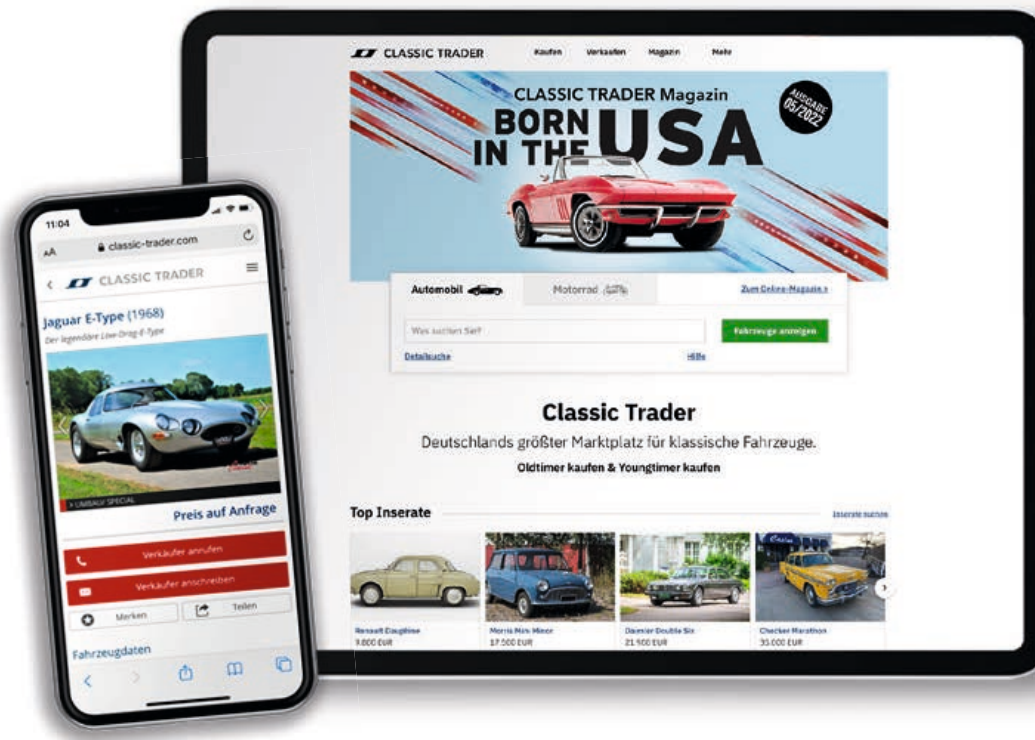
MEDIA KIT

Online.



Classic Trader Online.

Our customers can advertise on the Classic Trader online marketplace. From prestigious brand placements on the Classic Trader homepage to a presentation in selected brand environments or with a highly targeted advertising approach, Classic Trader offers numerous advertising options.



Marketplace Banners

Formats & pricing.

No.	Format	Price	Calculation	Placements
Marketplace				
1	Medium Rectangle 300 x 250 px*	15.00 €	CPM	Homepage
2	Leaderboard 728 x 90 px*	15.00 €	CPM	Homepage
3	Large Rectangle 336 x 280 px*	15.00 €	CPM	Homepage
4	Wide Skyscraper 160 x 600 px*	15.00 €	CPM	Search result page
5	Leaderboard 728 x 90 px*	15.00 €	CPM	Search result page
6	Large Leaderboard 970 x 90 px*	15.00 €	CPM	Listing detail page

*Several targeting options are available



Banners homepage.



Leaderboard

728 x 90 px*

Price: 15.00 €

Calculation: CPM

Placement:
homepage

*Several targeting options
are available.

Medium rectangle

300 x 250 px*

Price: 15.00 €

Calculation: CPM

Placement:
homepage

*Several targeting options
are available.

Large rectangle

336 x 280 px*

Price: 15.00 €

Calculation: CPM

Placement:
homepage

*Several targeting options
are available.

Banners search result page.

Wide skyscraper

160 x 600 px*

Price: 15.00 €

Calculation: CPM

Placement:
search result page

*Several targeting options are available.



Leaderboard

728 x 90 px*

Price: 15.00 €

Calculation: CPM

Placement:
search result page

*Several targeting options are available.

Banners listing detail page.

Large leaderboard

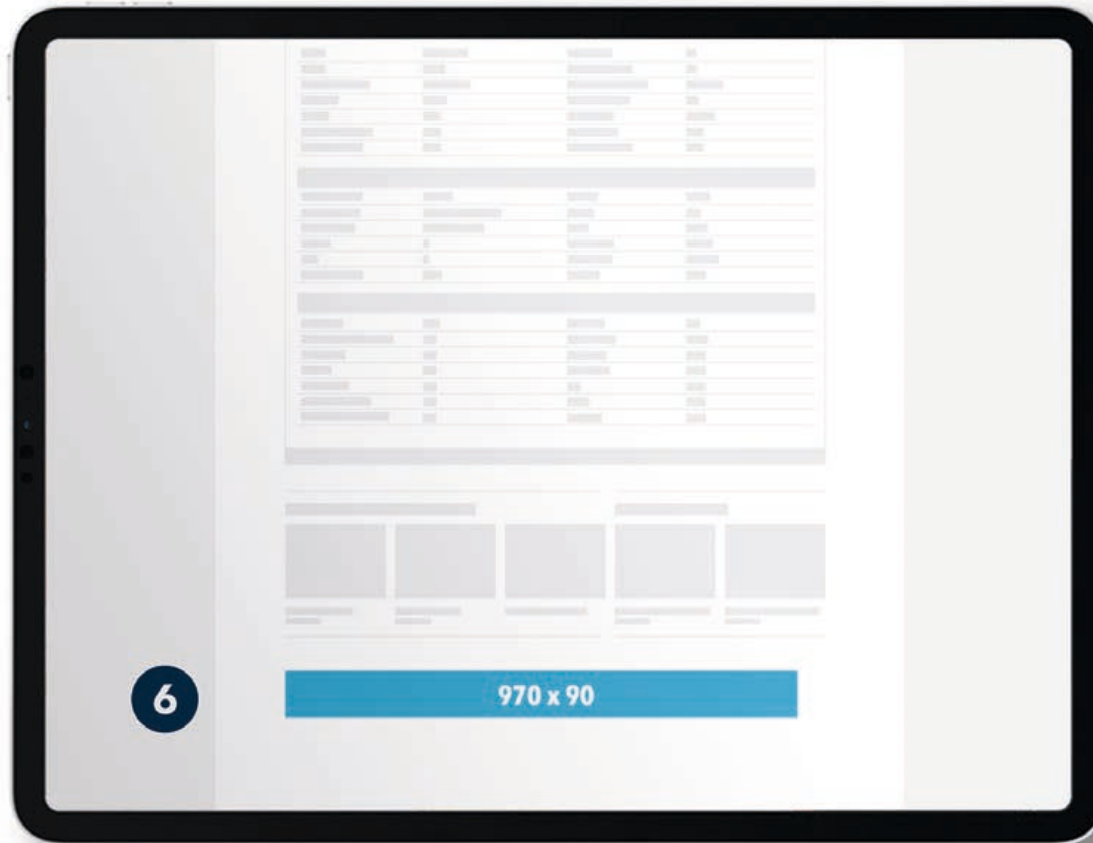
970 x 90 px*

Price: 15.00 €

Calculation: CPM

Placement:
listing detail page

*Several targeting options
are available.



Online magazine.

The Classic Trader online magazine targets all vehicle enthusiasts, beginners and collectors alike. It offers a look behind the scenes and a broad view on the classic car market.

The Classic Trader magazine has the following categories.

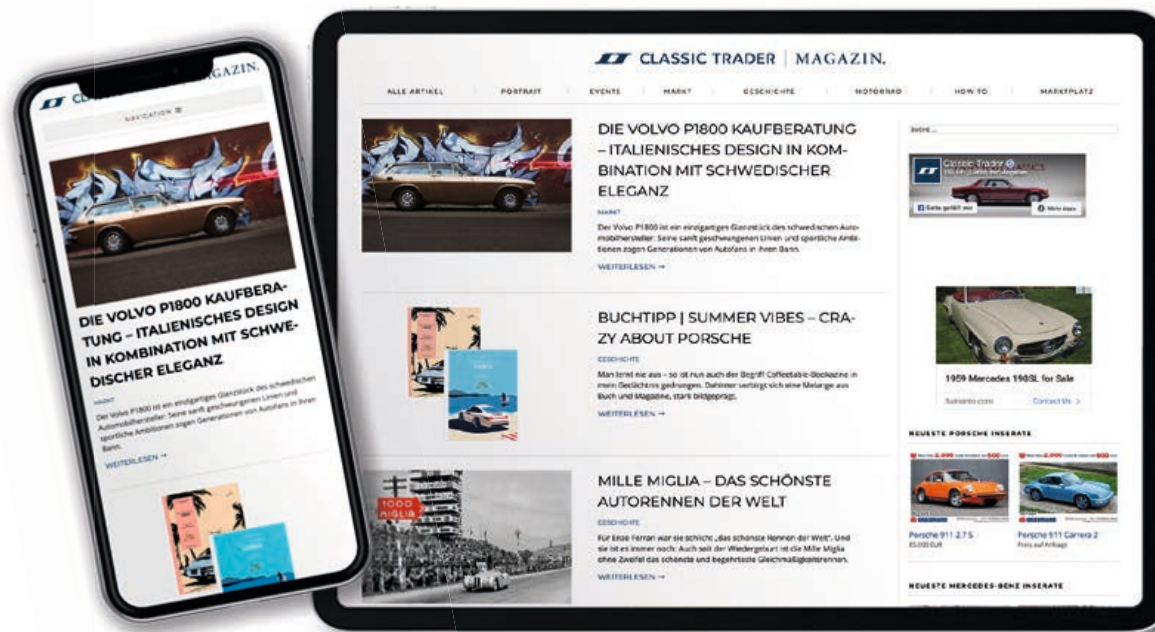
Portrait

Events

Market

History

Motorbike



Online magazine.

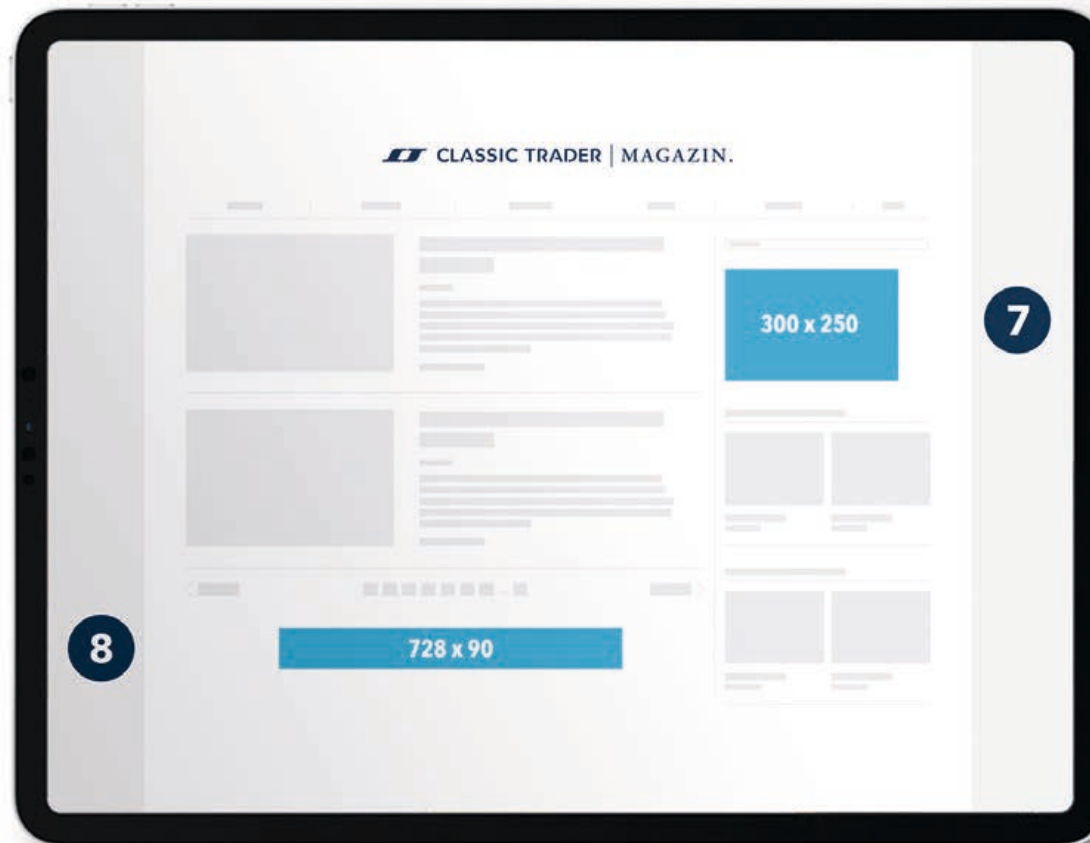
Formats & pricing.

No.	Format	Price	Calculation	Placements
Online magazine				
7	Medium Rectangle 300 x 250 px*	15.00 €	CPM	Online magazine
8	Leaderboard 728 x 90 px*	15.00 €	CPM	Online magazine

*Several targeting options are available.



Banners online magazine.



Mobile search

727 x 90 px*

Price: 15.00 €

Calculation: CPM

Placement:

Online magazine

*Several targeting options are available.

Medium rectangle

300 x 250 px*

Price: 15.00 €

Calculation: CPM

Placement:

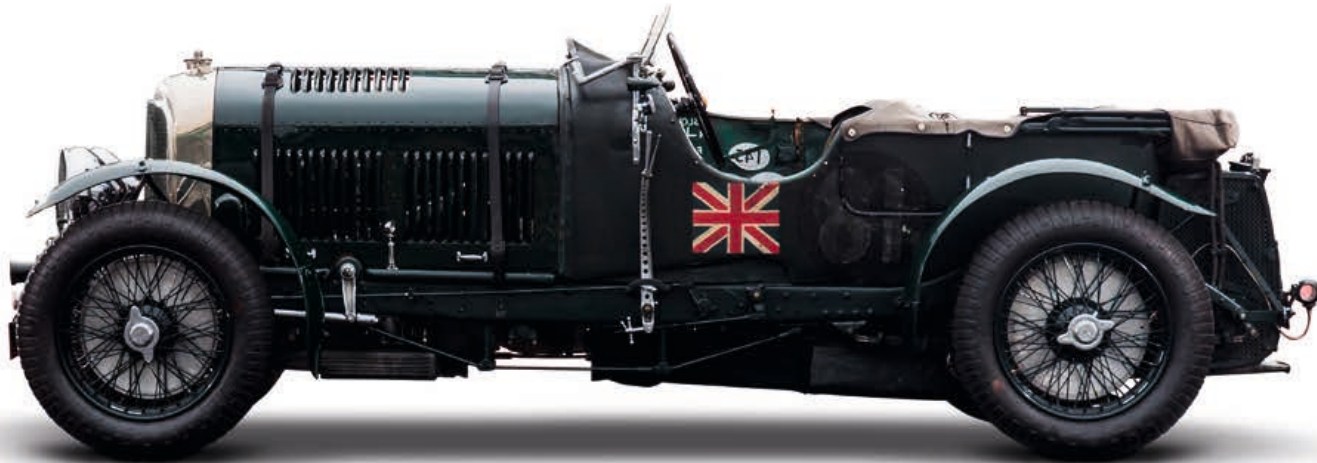
Online magazine

*Several targeting options are available.

2022

MEDIA KIT

Print.



Classic Trader

Print.

With its print magazine, Classic Trader offers a valuable and inspiring periodical for collectors, enthusiasts and everybody who is interested in classic automobiles & motorcycles.

With over 1,400 handpicked ads, the Classic Trader magazine manages to show the variety of the classic vehicle market. Topic-focused articles shed light on the history and development of certain vehicle models and give additional price and market information.



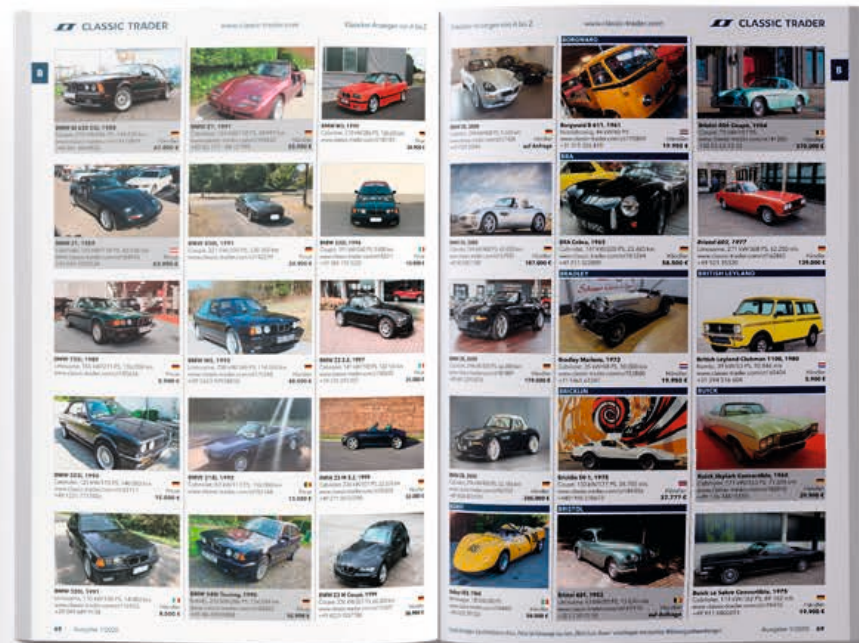
Print magazine

Key Performance Indicators.

25,000+
per Edition.

> 1,400+
Classic vehicle listings.
Cars & motorcycles

6 issues
per year.



Available in
DE | AT | BE |
CH | DK | IT | LU
NL | SE | ES | PT

Formats & pricing

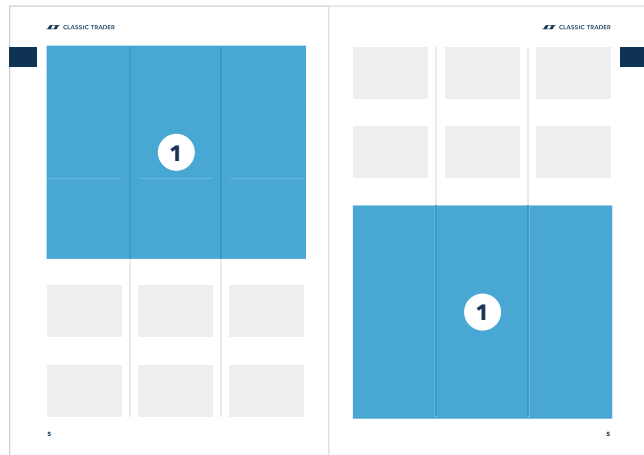
Print magazine | editorial segment.

No.	Format	Price	Placement
In editorial segment			
1	3 x 3 (188 x 162 mm)	1,850.00 €	Best possible
2	1/1 page	2,850.00 €	Best possible
3	1/1 page U2	3,050.00 €	IFC – inside front cover
4	1/1 page U3	2,850.00 €	IBC – inside back cover
4	1/1 page U4	4,950.00 €	OBC – outside back cover



Placement | editorial segment.

3 x 3



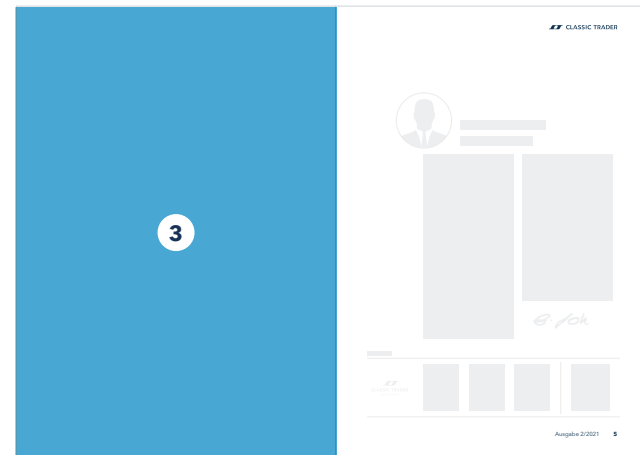
3 x 3

60 x 162 mm
(type area).

Price: 1,850.00€

Placement:
Best possible
(left or right page)

IFC



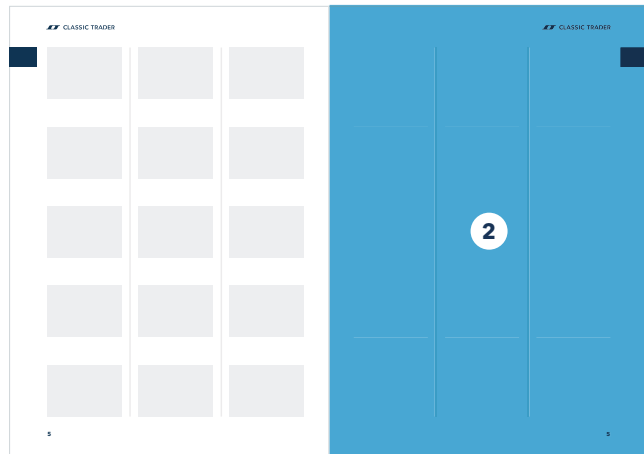
IFC

210 x 297 mm
(+ 5 mm bleed).

Price: 3,050.00 €

Placement:
Inside front cover

1/1 Page



1/1 Page

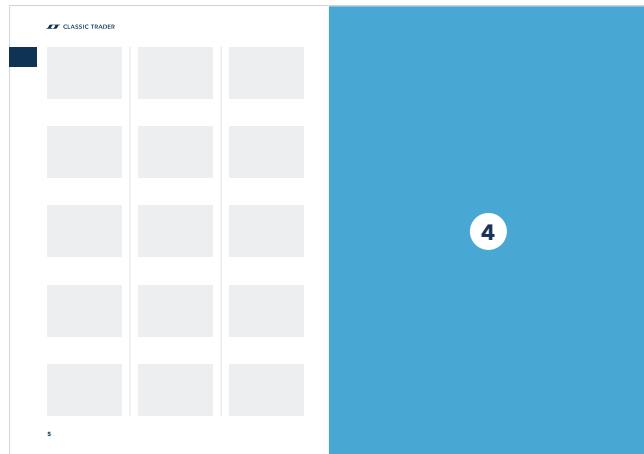
210 mm x 297 mm
(+ 5 mm bleed).

Price: 2,850.00 €

Placement:
Best possible
(left or right page)

Placement | editorial segment.

IBC

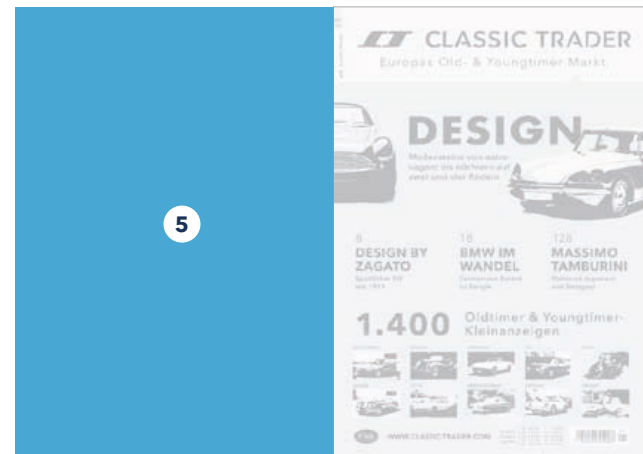


IBC
210 x 297 mm
(+ 5 mm bleed).

Price: 2,850.00 €

Placement:
Inside back cover.

OBC



OBC
210 x 297 mm
(+ 5 mm bleed).

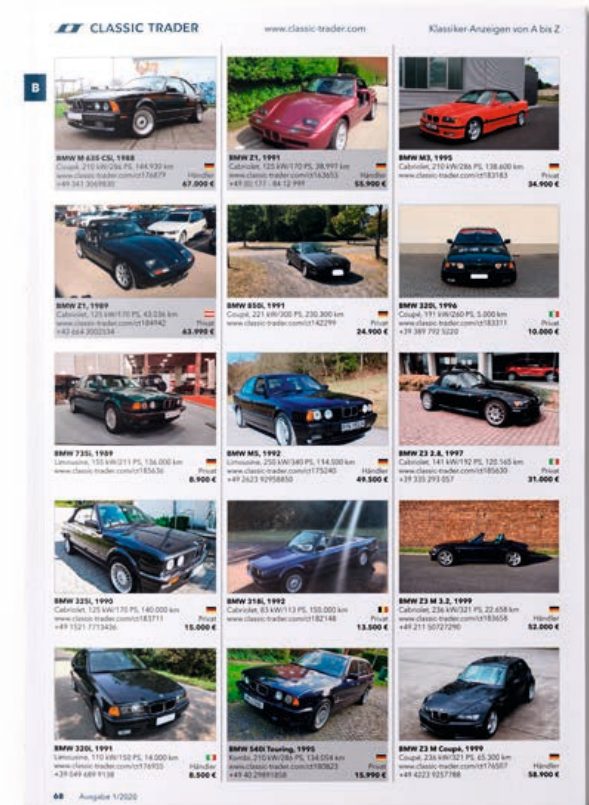
Price: 4,950.00 €

Placement:
Outside back cover.

Format & Pricing

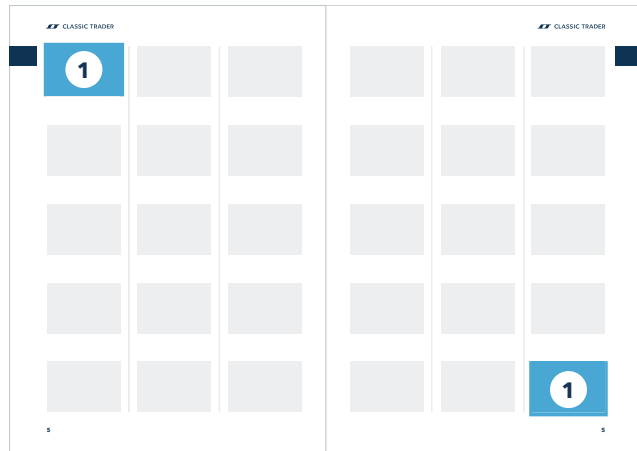
Print magazine | market segment.

No.	Format	Price	Placement
1	Classified ad	100.00 €	Best possible
2	1 x 2 (portrait or landscape)	200.00 €	Best possible
3	1 x 3 (portrait or landscape)	300.00 €	Best possible
4	1 x 5 (portrait)	500.00 €	Best possible
5	2 x 2	400.00 €	Best possible
6	3 x 2 (portrait or landscape)	600.00 €	Best possible
7	3 x 3	925.00 €	Best possible
8	1/1 Page	1,425.00 €	Best possible



Print Magazine | market segment.

1 x 1

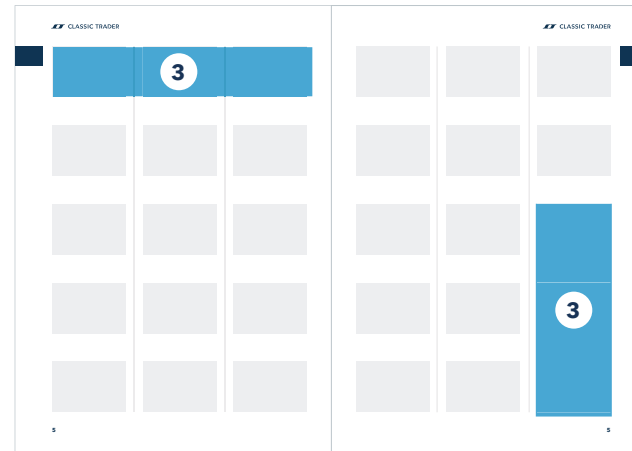


1 x 1
60 x 53 mm
(type area).

Price: 100.00 €

Placement:
Best possible
(left or right page)

1 x 3 portrait or landscape

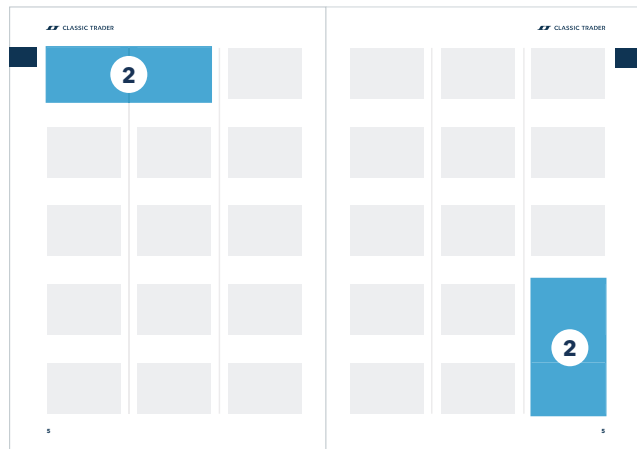


1 x 3
188 x 53 mm
or 60 x 162 mm
(type area).

Price: 300.00 €

Placement:
Best possible
(left or right page)

1 x 2 portrait or landscape

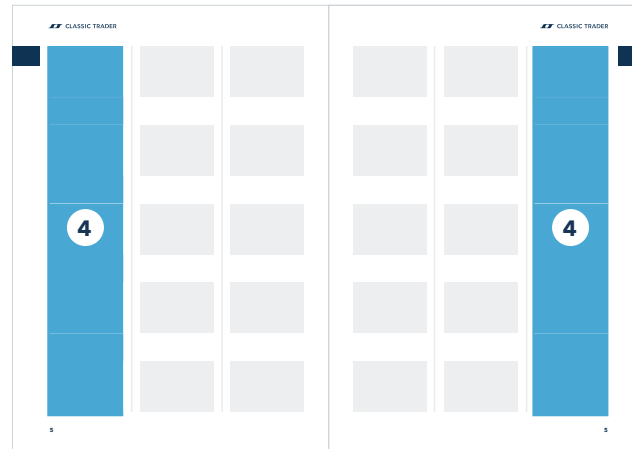


1 x 2
124 x 107,5 mm
or 60 x 107,5 mm
(type area).

Price: 200.00 €

Placement:
Best possible
(left or right page)

1 x 5



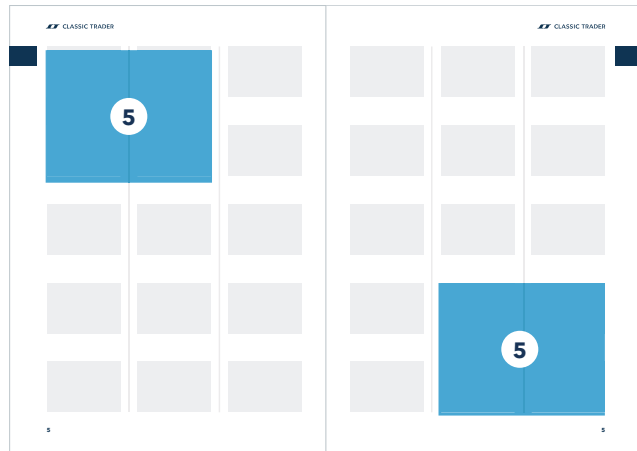
1 x 5 portrait
60 x 271,5 mm
(type area).

Price: 500.00 €

Placement:
Best possible
(left or right page)

Print Magazine | market segment.

2 x 2

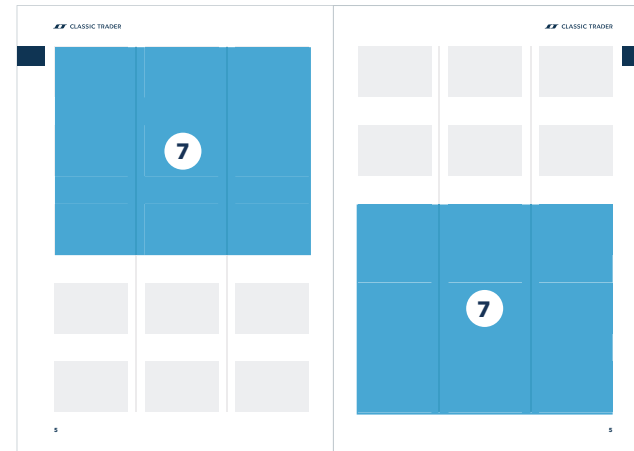


2 x 2
124 x 107,5 mm
(type area).

Price: 400.00 €

Placement:
Best possible
(left or right page)

3 x 3

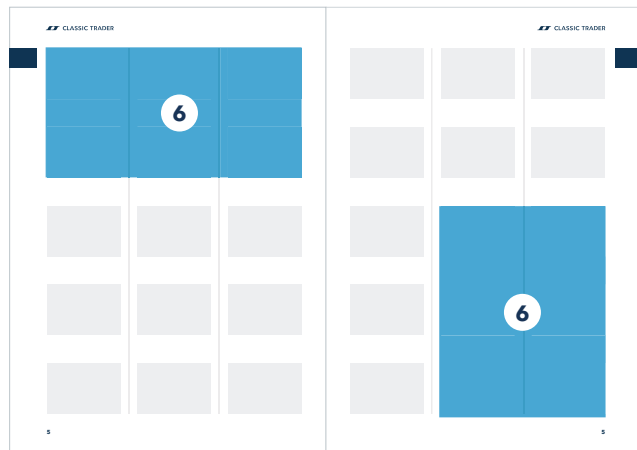


3 x 3
188 x 162 mm
(type area).

Price: 925.00 €

Placement:
Best possible
(left or right page)

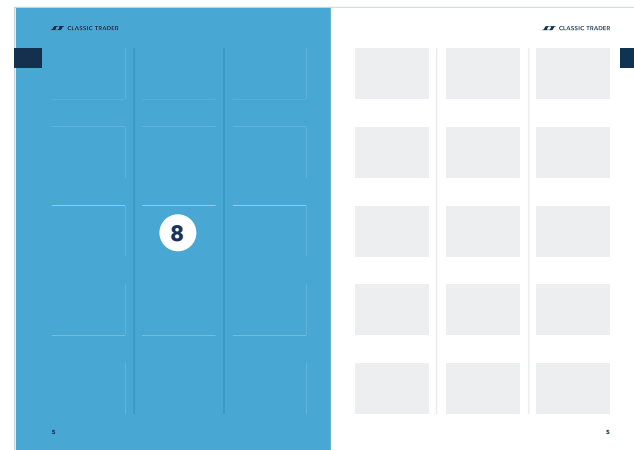
3 x 2 portrait or landscape



3 x 2
124 x 162 mm or
188 x 107,5 mm
(type area).

Price: 600.00 €

Placement:
Best possible
(left or right page)



1/1 Seite
124 x 162 mm
(+ 5 mm bleed).

Price: 1,425.00 €

Placement:
Best possible
(left or right page)

Delivery of print data.

Please send the printing documents via email or download link to: advertisements@classic-trader.com

Image data please in ISO Coated v2 300 (ECI) with at least 300 dpi resolution and a bleed margin of 5 mm.

The following data can be provided (finished advertisements cannot be corrected):

There should be no text within 5 mm of the bleed margin.



PDF/X-3

Issue	Advertisement deadline	Print date	Sale starts
02/2022	15.01.2022	22.01.2022	17.02.2022
03/2022	19.03.2022	25.03.2022	21.04.2022
04/2022	13.05.2022	20.05.2022	16.06.2022
05/2022	15.07.2022	22.07.2022	18.08.2022
06/2022	09.09.2022	16.09.2022	13.10.2022
01/2023	03.11.2022	10.11.2022	07.12.2022



2022

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Special advertising formats.



Classic Trader

Special advertising formats.

In addition to classic advertising placements, such as print ads and online banners, Classic Trader offers various special advertising formats from advertorials (print and digital) to targeted newsletters. Please contact us if you are interested in special online placements,

e-mail marketing, raffles, print magazine supplements or advertorials. A regional distribution of inserts and supplements as well as the integration of special advertising formats is also possible. We will happily make you a personalized offer.

Formats & pricing special advertising.

Format	Price	Details
Individual advertorial	on request	after consultation with publisher.
Private newsletter placement	80.00 €	one out of 15 listings in a private newsletter.
Dealer newsletter	starting at 1,500.00 €	a dedicated newsletter with up to 15 listings.
Advertising in newsletter	starting at 1,500.00 €	advert in editorial Classic Trader newsletter.
Standalone Newsletter	starting at 5,000.00 €	Classic Trader newsletter with bespoke content.
Social media listing boost	300.00 €	your listing promoted on our social media.
Social media listing story boost	350.00 €	your listing promoted on our social media.

Special advertising formats | Advertorial.

Advertorial



Advertorial

1/1 till 3 pages
188 mm x 133 mm
(type area).

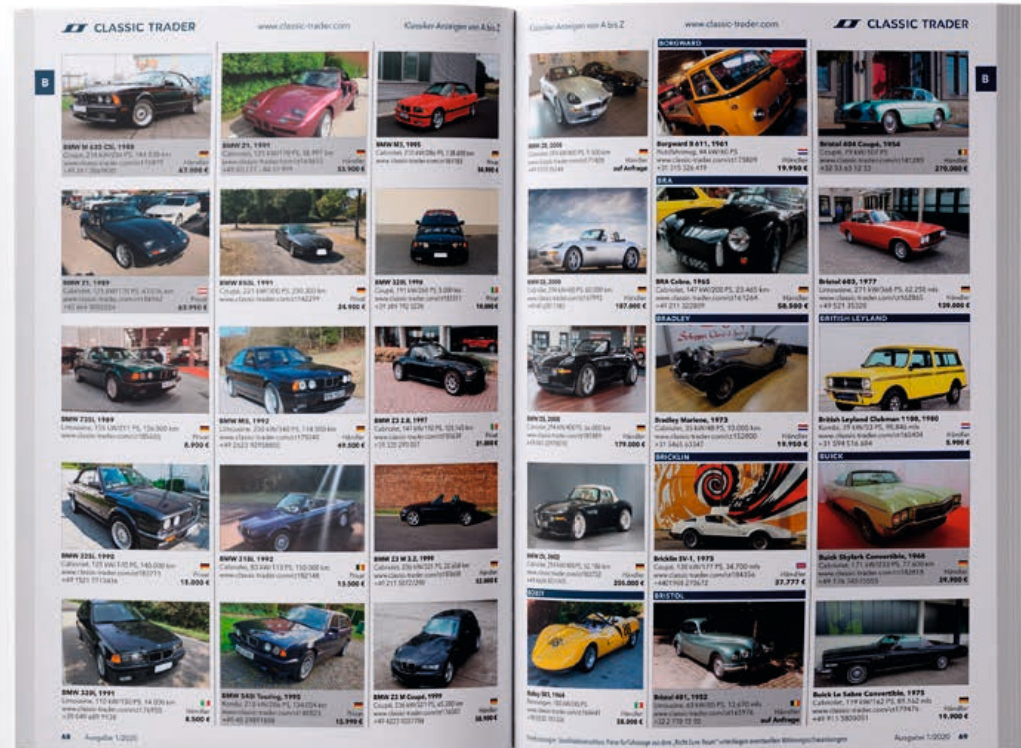
Price: 6,450.00 €

Placement:
after consultation
with publisher.



Advertorial

Example | Kienle Automobiltechnik.



Newsletter

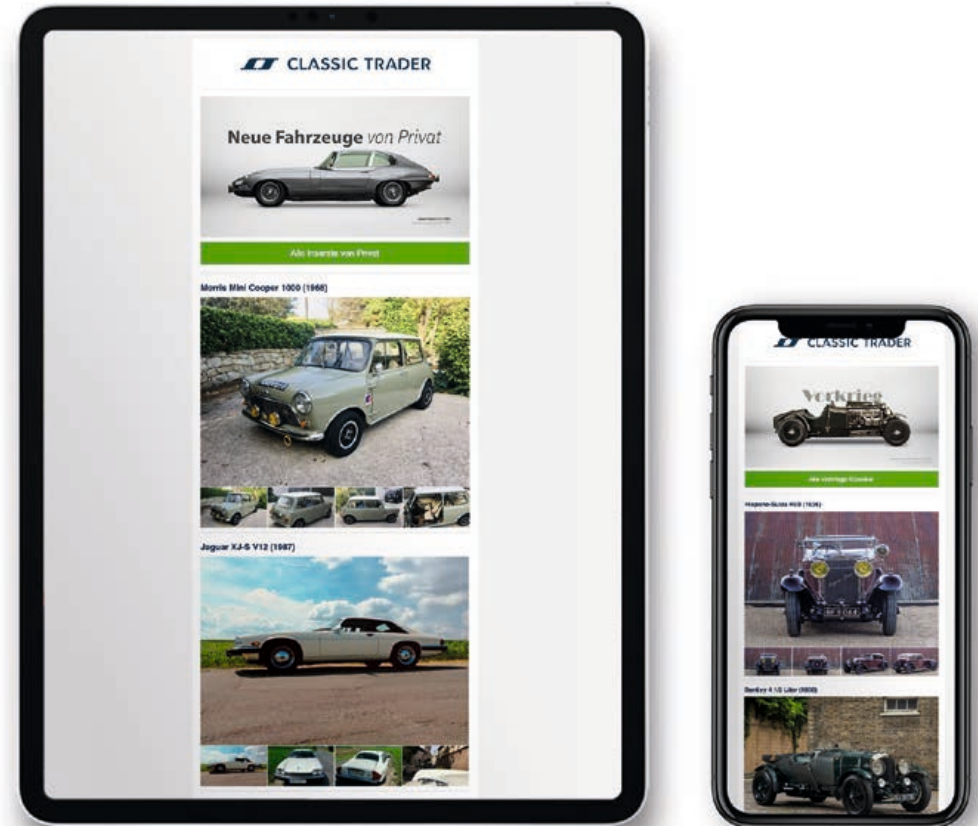
For classified ad customers.

Reach over 55,000 potential buyers, collectors and enthusiasts in five different languages through our newsletter.

Promote your listings through the proper channel.

- › Private newsletter*
- › Dealer newsletter *
- › Editorial newsletter*
- › Content Newsletter*
- › Motorbike Newsletter*

* Appropriate image material required.



Newsletter

For advertising customers.

Classic traders offers its customers various newsletter advertising formats. You can target specific brand environments or aim at specific countries and markets.

Place your message where it counts.

Standalone Newsletter*

- › Your targeted message, visually attractive and including linkout.

Advertising in newsletter*

- › Your banner placed in a suitable environment, including linkout.

* Appropriate image material required.



Social Media

Reach 190,000 followers worldwide through Classic Trader's social media channels.

For classified advertisers.

- › Social media listing boost.*
- › Social media listing story boost.*

* Appropriate image material required.



Contact us!



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