

**MEDIA KIT +**



# HAGERTY

CLASSIC CARS

FUELING THE MOTORING LIFESTYLE



## WHO WE ARE



Distributed quarterly, *Hagerty Classic Cars* magazine is the world's largest classic car publication. It's about all things related to classic cars – history, car shows, buying and selling, valuation and restoration – but at its core it's about something deeper. It's about the feeling you get from classics: the nostalgia; the memories; the desire; the excitement when you're out for a joyride; the pride when you're showing your car. It's about the stories behind the cars. *Hagerty Classic Cars* is fuel for the motoring lifestyle.

We're as passionate about classic vehicles as the people who read our magazine – and that's saying something. In each issue we delve into the topics that surround the hobby, offering insight from highly respected figures in the classic car world. Our enthusiasm, expertise and passion make our audience avid readers of the magazine.



## OUR AUDIENCE ➔

Our audience is engaged, affluent and passionate about all aspects of the hobby, including restoration, maintenance and traveling. They're also likely to collect other things too, like automobilia, fine wines, firearms and more. On average they've been receiving the magazine for 3 years.

## AVERAGE HAGERTY READER

**94%** male

**\$10K** spent per year on classic car hobby

**56** years old

**\$392K** home value

**4.6** classic vehicles

**\$78K** collection value

**\$125K** household income

**81%** married



## ANNUAL SPENDING 💰

**\$61.5 M** on watches (8% over 5K)

**\$16.5 M** on cigars

**\$184 M** on fine wines and spirits



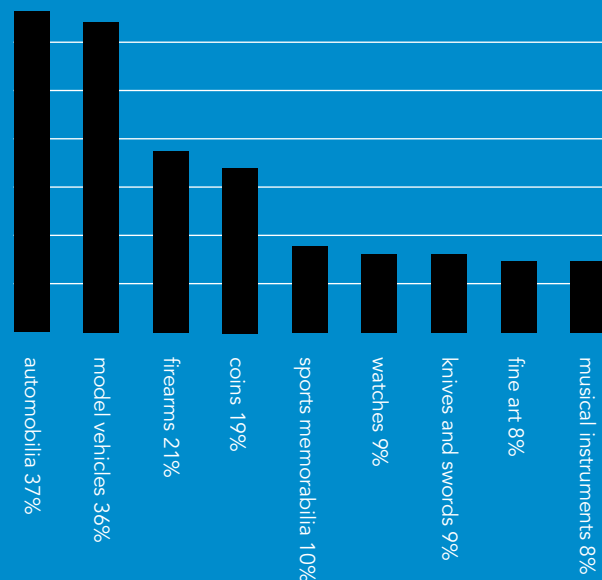
## INTERESTS AND PASSIONS 👍

Readers of *Hagerty Classic Cars* have a number of other interests and passions.



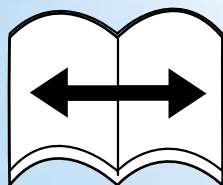
**70%** are interested in new products for classics

## OTHER COLLECTIONS ★



## CIRCULATION ➔

OUR AUDIENCE OVERWHELMINGLY  
SEES US AS A RELIABLE AND  
TRUSTWORTHY SOURCE WHEN IT  
COMES TO CLASSICS.



77% of readers read at least  
75% of the magazine. Over  
50% read it **cover to cover**.

circulation  
**384,485**

**2.4**

pass-along rate



The average time each  
reader spends looking at the  
magazine is **over an hour**.

READERSHIP\*  
**922,764**  
per issue



\*Includes ABC audited paid circulation of 330,700, non-paid circulation of 53,785 and pass-along rate of 2.4.

**2/3**

of readers share the  
issue or pass it along to  
one or more people

**#1**

largest audience  
in the classic  
car world

**1/3**

of readers keep  
the magazine for  
future reference



## HAGERTY CLASSIC CARS

	1X	2X	3X	4X
Page	\$11,537	\$10,960	\$10,412	\$9,892
1/2	\$6,922	\$6,576	\$6,247	\$5,935
1/3	\$5,192	\$4,932	\$4,685	\$4,451
1/4	\$4,500	\$4,250	\$4,000	\$3,750
1/6	\$2,884	\$2,740	\$2,603	\$2,473

Note: Rates are net.

### PREMIUM POSITIONS:

Second cover: \$17,500  
Third cover: \$15,000  
Fourth cover: \$20,000



## ADVERTISING RATES



## COST COMPARISON



### CIRCULATION

#### HEMMINGS MOTOR NEWS

Circulation 205,660

Full page rate \$7,250  
Cost per reader .0352

#### SPORTS CAR MARKET

Circulation 35,000

Full page rate \$3,685  
Cost per reader .1052

#### CLASSIC MOTORSPORTS

Circulation 46,000

Full page rate \$1,850  
Cost per reader .0402

#### DUPONT REGISTRY

Circulation 305,793

Full page rate \$13,395  
Cost per reader .0438

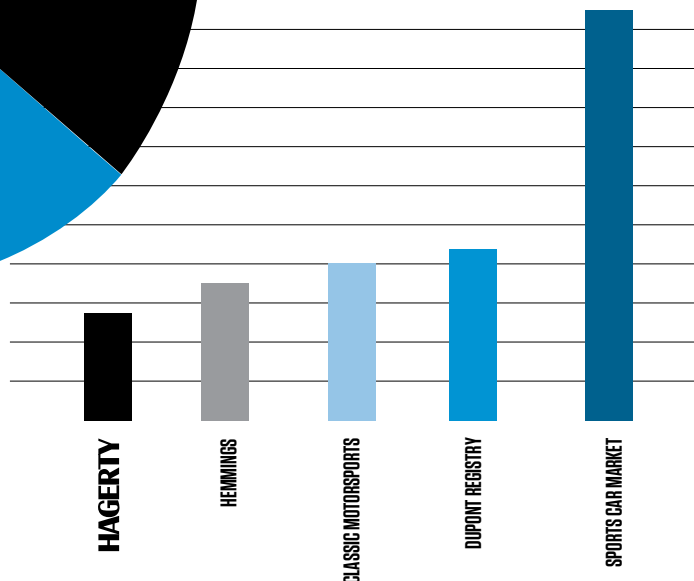
## HAGERTY CLASSIC CARS

Circulation 384,485

Full page rate \$10,412

Cost per reader .0271

### COST PER READER



Hagerty Classic Cars has the lowest cost per reader rate compared to other collector car publications.

# MECHANICAL SPECIFICATIONS



<b>Printing Process:</b>	Web offset	<b>Trim Size:</b>	8" x 10 1/2"
<b>Columns:</b>	Three	<b>Binding:</b>	Saddle stitch
<b>Colors Available:</b>	4-color process (AAAA/MPA)	<b>Inking:</b>	SWOP standard
<b>Densities:</b>	SWOP standard		

## PREFERRED MATERIAL:

### DIGITAL:

Furnish electronic data files that are plate-ready files such as hi-resolution PDF (X1a-2001), EPS or TIFF format. Working files should also be provided. Acceptable working files are those created in InDesign, Photoshop or Illustrator. Package working files with all linked art and fonts. All files are subject to compatibility testing.

### PROOFING:

Color proof, such as matchprint, Kodak approval. Retain non-bleed matter 5/16" from final trim. Gutter allowance for spread pages is 1/4" each side. Bleed ads must be centered to allow for positioning on either side.

## DIMENSIONS:

### Non-bleed ads:

Spread:	14" x 10"
Full Page:	7" x 10"
1/2 (V):	4 5/8" x 7 3/8"
1/2 (H):	7" x 4 7/8"
1/3 (V):	2 1/4" x 10"
1/3 Square:	4 5/8" x 4 7/8"
1/6 (V):	2 1/4" x 4 7/8"

### Bleed ads:

Spread:	16 1/4" x 10 3/4"
Trim:	16" x 10 1/2"
Full Page:	8 1/4" x 10 3/4"
Trim:	8" x 10 1/2"
1/2 (V):	5 3/8" x 8 1/4"
Trim:	5 5/16" x 8"
1/2 (H):	8 1/4" x 5 3/8"
Trim:	8 1/8" x 5 1/4"
1/3 (V):	2 7/8" x 10 3/4"
Trim:	2 1/2" x 10 1/2"
1/4 (H):	8 1/4" x 2 7/8"
Trim:	8" x 2 5/8"
1/4 (V):	4 3/16" x 5 1/4"
Trim:	3 15/16" x 5"

## CLOSING DATES



Issue	Space Close	Materials Close	Begin Mail
Spring	12/28	1/7	3/11
Summer	3/20	3/27	6/3
Fall	6/5	6/12	8/19
Winter	9/16	9/23	12/5



Email ad materials (hi-res PDF) to:  
Emily Black, eblack@hagerty.com

Call for FTP instructions:  
Emily Black, 231-932-9913



# MARKETPLACE ADVERTISING



Hagerty *Classic Cars* magazine is excited to introduce the Marketplace Ad Section! This is a great opportunity to advertise in the largest collector car publication. The Marketplace Ad Section enables you to speak directly to our responsive and highly-engaged collector car owners with a low out-of-pocket cost.

1X	2X	3X	4X
\$1,166	\$1,125	\$1,087	\$1,049

Note: Rates are net.

## DESCRIPTION

Includes up to 55 words with an image of your four-color brochure, catalog or product.

## PREFERRED MATERIALS

Image of brochure, catalog or product needs to be in a JPEG, TIFF or EPS format. 300 DPI required.

# GENERAL INFORMATION



**Policy:** Hagerty reserves the unrestricted right to reject any advertising at any time, even after receipt of proofs of text and illustrations. Advertisers and advertising agencies assume sole liability for all contents of advertisements and agree to defend, hold harmless and indemnify Hagerty from and against any and all claims arising therefrom. Advertisers and advertising agencies will be presumed to have read our rate card and agreed to its conditions without any further contract or notice.

**Late Fees:** Net 30 days. Past-due accounts subject to 2% interest per month. Cash with copy except for those who have established credit. All remittances must be in U.S. currency.

**Alterations:** Advertisers requesting alterations to materials (type changes, key codes, address changes, etc.) will be charged for the service and notified of the cost (non-commissionable).

**Cancellations and Changes:** Cancellations of or changes to existing insertion orders must be made in writing before the ad space close deadline to which the insertion order applies. Ads cancelled after the issue closing date will be billed at the prevailing space rate.

## ADVERTISING CONTACT



**Cody Wilson, Advertising Sales Executive**  
cwilson@hagerty.com | 503-866-9464

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