

collectorscarworld
the finest sports & racing cars



GLORIOUS
MOTORCYCLES



CONCEPT & MEDIA KIT
#1 MAGAZINES & MARKETPLACES
CLASSIC LIFESTYLE MEDIA GROUP

OUR MISSION:

EVERY DAY, THE TEAM AT CLASSIC LIFESTYLE MEDIA GROUP IS THRILLED
BY **THE BEST STORIES** ABOUT
CLASSIC CARS, VINTAGE LIFESTYLE AND PREMIUM PRODUCTS AND
THE MAGIC OF GLORIOUS MOTORCYCLES.

OUR WEBSITES AND SERVICES

**WILL MAKE YOU WANT
LEAVING YOUR EVERYDAY LIFE**
BEHIND AND LIVE YOUR DREAMS.

OUR CONCEPT:

**OPULENT, VISUALLY
IMPRESSIVE AND
AUTHENTIC ONLINE MAGAZINES**

THAT HAVE GAINED AN ENORMOUS REPUTATION AND REACH
SINCE ITS FOUNDING DAYS IN 2012.

OUR FOCUS ON **HIGH-QUALITY OFFERS**
AND BEST NEWS ON A DAILY BASIS IS TRULY UNIQUE IN THE ENTIRE MARKET.

AN **INTEGRATED AGENCY**
FOR BRANDS AND STRATEGIC LIFESTYLE ENTERTAINMENT.

BACKGROUND:

COLLECTORSCARWORLD has originally been founded by Dr. Kay Hafner and is one of the leading worldwide magazines and marketplaces for fine historic automobiles and race cars as well as car-related events from all over the world. In 2017, its sister site GLORIOUS MOTORCYCLES, the magazine for the booming vintage and Custom motorcycle trend, was launched.

The hugely positive resonance from content partners and clients in combination with the vastly growing audience lead to the decision to further invest in this concept and to extend our agency services for premium branded lifestyle products.

OUR AUDIENCE:

GENDER

95% of our readers
are male



EDUCATION

69% have a
college degree



AGE

75% are between 25
and 65 years of age



POWER

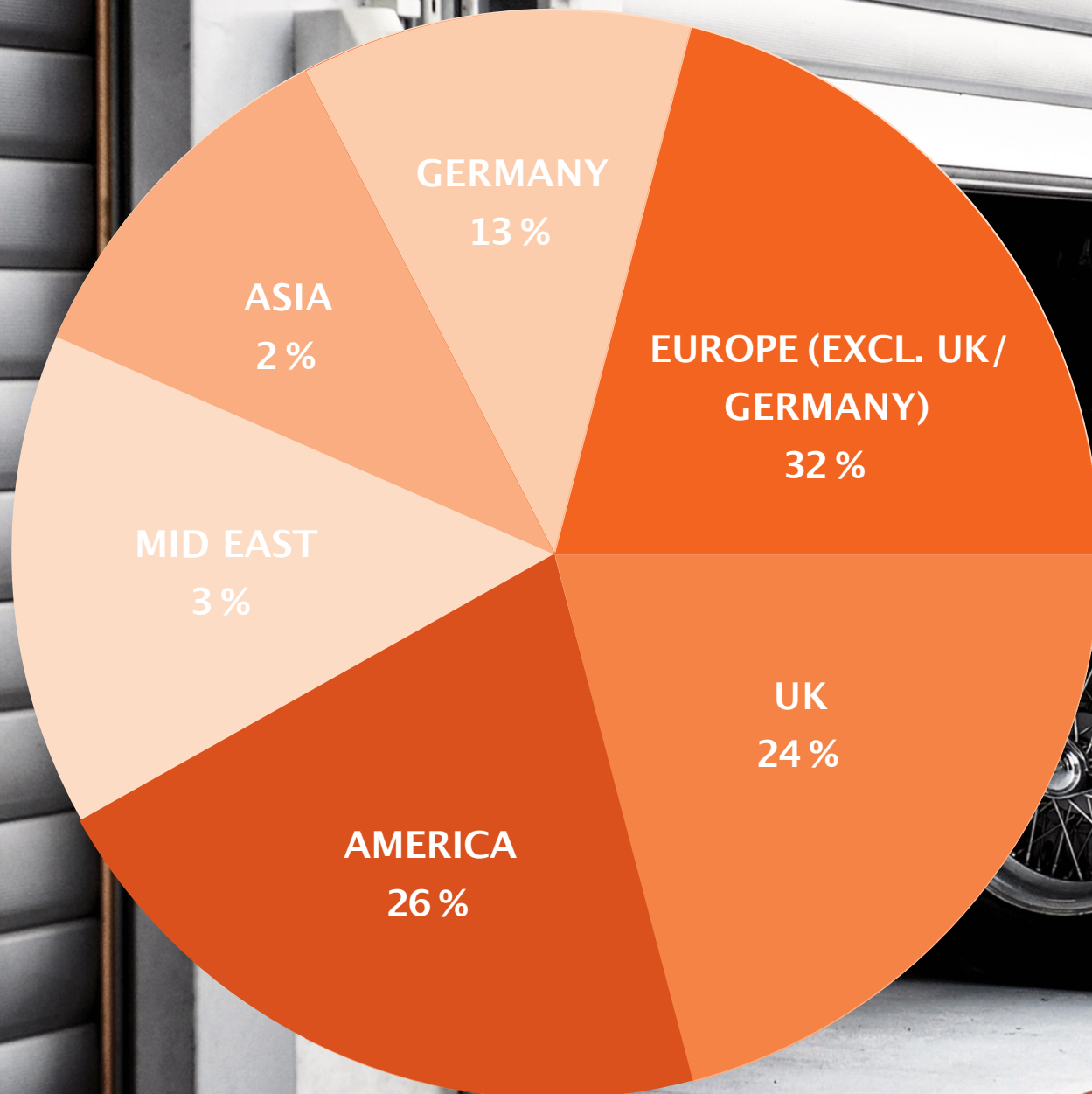
65% work in management /
sales roles and own an average of 1.8 classic cars



WEALTH

41% have a disposable
household income of
150,000USD or more

KEY MARKETS



CHANNELS & TRAFFIC

	collectorscarworld	Glorious Motorcycles
Unique Visitors	120,000	50,000
Facebook Followers	282,000	175,000
Facebook Reach	3,700,000	1,000,000
Facebook Interactions	157,000	49,000
Instagram	33,000	2,700
Instagram Reach	1,000,000	20,000
Influencer Channels	tbd	tbd



Data from: [January 2021](#)

CONTENT PACKAGES

collectorscarworld
the finest sports & racing cars

- MORE THAN 1,5 MIO. CONTACTS/REACH PER MONTH
- COMBINED SOCIAL MEDIA & WEBSITE CONTENT FEATURES
- 12 MONTH PACKAGES

SILVERPACKAGE 1800 €

12 Articles/Car Features
on Website & Facebook & Instagram

1 Company Profile per year

Continuous Logo Placement
on Website (Small)

GOLDPACKAGE 3600 €

18 Articles/Car Features
on Website & Facebook & Instagram

2 Company Profiles per year

Continuous Logo Placement
on Website (Medium)

PLATINUMPACKAGE 7200 €

36 Articles/Car Features
on Website & Facebook & Instagram

2 Company Profiles per year

Continuous Logo Placement
on Website (Header)

CONTENT PACKAGES

GLORIOUS
MOTORCYCLES

SILVERPACKAGE
750 €

WEBSITE

4 Articles

SOCIAL MEDIA

4 Articles Facebook
4 Articles Instagram

GOLDPACKAGE
1500 €

WEBSITE

8 Articles

SOCIAL MEDIA

8 Articles Facebook
8 Articles Instagram

PLATINUMPACKAGE
3000 €

WEBSITE

12 Articles

Continuous Logo Placement

SOCIAL MEDIA

12 Articles Facebook
12 Articles Instagram

WHAT CAN WE DO FOR YOU?



SELLERS

Sellers of classic and luxury cars and brands, vintage and custom bikes, watches and other collectables.



AUCTION HOUSES & EVENTS

With daily international magazines and multifunctional websites, we have the perfect tools for promoting your upcoming events.



CLASSIC & VINTAGE BRANDS

For high-end car brands, producers of luxury and vintage goods, and related services we are the ideal platform to get in touch with your high net worth target group.

REQUEST A TAILOR-MADE OFFER!

Strategic communication on all media levels such as online, social media, events and print with the aim of achieving lasting brand value.

**LIFE IS SPEED –
EVERYTHING ELSE
IS JUST WALKING**



www.collectorscarworld.com
www.gloriousmotorcycles.com
www.classiclifestylemediagroup.com