



SPORTS CAR DIGEST

THE SPORTS, RACING AND VINTAGE CAR JOURNAL



2011 ADVERTISING
MEDIA KIT



SPORTS CAR DIGEST

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THE SPORTS CAR DIGEST STORY

When sophisticated sports, racing and vintage car enthusiasts across the world search for a world-class online journal that meets their high expectations and enhances their educated and affluent lifestyles, they turn to one trusted source above all others: Sports Car Digest.

And their rock-solid reasons for turning to Sports Car Digest include:

- Access to a line-up of award-winning writers, photographers and videographer from around the world who deeply understand the automotive enthusiast niche
- Relentlessly high quality standards that deliver the very best product at all times
- Engaging and influential writing combined with visually stunning photography that gets readers talking and thinking
- Unique content including current and timely auctions, events and vintage car coverage, profiles on the history of classic cars, drivers and the most unforgettable races, and much more
- A range of additional distinctive features that are not offered by any other online journal

Our audience includes readers on every continent and in 192 countries, and our content consistently appears within the first page of search results across all major search engines for many of the prominent auction, event and vintage car racing keyword searches worldwide.

Put all of this together, and it's no mystery why an increasing number of sophisticated sports, racing and vintage car enthusiasts worldwide are finding that the Sports Car Digest story is an important and influential part of their story, too.

"HISTORY LESSON
EACH WEEK."

"FAVORITE CLASSIC
CAR JOURNAL."

"WOULD NOT MISS IT
FOR THE WORLD!"



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COLLECTOR CAR MARKETS

Sports Car Digest is perfectly positioned to serve the dynamic, growing and highly sought-after collector car market. Led by Auction Editor Rick Carey, we deliver everything that enthusiasts desire, including: late-breaking news, timely results from all major auctions throughout the year, the latest consignment information, credible and varied opinions on market trends and values, extensive previews, notable offerings and sales, coverage of broken records, and much more.



EVENTS AND CONCOURS D'ELEGANCE

Fans and enthusiasts across the globe may not be able to personally attend the world's elite automobile events, but turning to Sports Car Digest is the next best thing to being there. From Italy's Concorso d'Eleganza Villa d'Este to California's Pebble Beach Concours d'Elegance, our team attends the world's finest automotive events.

We cover them in spectacular detail, complete with stunning photo galleries, in-depth information on show winners, and insightful features on cars or classes. Our expert team also covers many local and regional events that are ignored by traditional media, which allows us to provide even more readers with the world-class event coverage they crave.



VINTAGE CAR RACING

Vintage racing enthusiasts have many reasons to eagerly anticipate and enthusiastically celebrate each new edition of Sports Car Digest. That's because our team brings the latest vintage action racing "to life" through dramatic and exciting photo and video galleries, coupled with compelling stories that dive deep into the rich, textured and colorful world of this popular sport. From England's Goodwood Revival to California's Monterey Motorsports Reunion, we attend vintage races as both a fan and participant, so that our readers can enjoy a variety of perspectives that get them thinking and talking.



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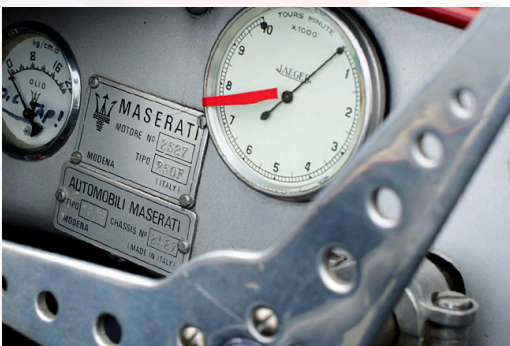
AUTOMOTIVE PROFILES

Today's sophisticated sports, racing and vintage car enthusiasts want the very best automotive profile content – and that's precisely what Sports Car Digest delivers. Our automotive profiles feature the world's finest sports cars, reflections on past, present and emerging automotive personalities, period racing stories and photographs, larger-than-life races that transcend the sport, first-hand driving impressions, in-depth interviews, the most unbelievable garages and more.



CLASSIC CAR RALLIES

Classic car rallies are poetry in motion, and our team of “poets” have them covered with all of the elegance, excitement and rich detail that they provide. From Italy's Mille Miglia to the US's Colorado Grand, we observe and participate in distinguished classic car rallies across the globe, produce breathtaking photo and video galleries, conduct insightful participant interviews, and much more. Our readers truly feel as if they were right there, hearing the engines purr, seeing the crowds cheer, and experiencing the irreplaceable poetry of classic car rallies.



CARS FOR SALE

Thanks to our relationships with the world's premium automotive dealerships and auction companies, we present our readers with an extensive line-up of classic and modern cars for sale. Our Cars for Sale offerings include full descriptive detail (up to 15 pictures), prices in various currencies, dealer/auction information, and many ways to contact a dealer or share a car with friends. We also make it easy for sellers to import vehicle inventories or auction catalogs, plus we provide a simple administration site that features management of inventory, contact information and reporting functionality.



COMMUNITY DISCUSSION

The sports, racing and vintage car enthusiast community may be spread across the globe, but they're a unique, tightly-knit group who love nothing more than learning and sharing information – or having a healthy, respectful debate – on anything from classic cars to the most attractive collector car markets, and everything in between. Sports Car Digest is an established and trusted “community meeting place” for visitors around the world to share information, discuss news and events, debate ideas, and more.

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ADVERTISING HIGHLIGHTS

Whether you're promoting a product, service or event, advertising with Sports Car Digest helps you raise brand awareness, increase sales, drive profits, boost mindshare, and enhance your competitive advantage. Key benefits of advertising with us include:

- Extensive exposure to a market of informed, educated & affluent traffic
- Content appears on the first page of search results across all major search engines (e.g. Google)
- High-impact site placements to increase click-thru rates
- Comprehensive campaign reports to monitor results / control spending
- Customized programs to fit all budgets – from \$50 to \$50,000+
- Geo-targeted advertising by country, state, region, metro or city
- Test site to fine-tune your message and ensure maximum impact
- Sponsorship and contest available to power your brand and express your message
- Promotion with our high-performing weekly e-newsletter
- Unlimited banner options that work for you 24/7/365
- Use our in-house Graphic Designer to create your unique ad or banner at a cost-effective rate

READER DEMOGRAPHICS

Our audience includes readers on every continent and in 190 countries, and is among the most valuable and coveted group in the entire advertising world. Demographic highlights of our typical segment reader include:

- Male aged 35 – 65
- Sophisticated, willing, and able to spend considerable disposable income
- Interested in connecting with companies/brands who enhance their high-quality lifestyle
- Many actively attend classic car auctions, events, rallies and historic races, either as spectators or as participants

Geographic breakdown of readership:

- **United States:** 49.60% of site traffic
(Top 10 states: California; New York; Florida; Texas; North Carolina; Pennsylvania; Illinois; Washington; Michigan and Georgia)
- **Europe:** 34.20% of site traffic
(Top 10 countries: UK; Germany; France; Italy; Netherlands; Spain; Belgium; Portugal; Switzerland and Sweden)
- **Oceania and Asia:** 7.38% of site traffic

Multiple Advertising Options

The screenshot displays the Sports Car Digest website interface. At the top, there is a navigation menu with links for Home, About SCD, Advertise, Subscribe, Calendar, Forum, Cars for Sale, Auctions, Elsterlin, Events, Featured Articles, Profiles, and Vintage Car Racing. A search bar is located on the right. The main content area features a large red sports car (a Ferrari 250 GTO) with the text "CSRG Charity Challenge 2010 - Report and Photo Gallery" and "Full Story". Below this, there are several smaller article thumbnails. On the right side, there is a "Leader Board" section with a "728 x 90" ad space. Below the Leader Board, there is a "Leader Advertisement 300 x 250" section. Further down, there are "Accepts any ad up to 300 pixels wide" and "Accepts any advertisement up to 120 pixels" sections. At the bottom, there are "Skyscraper 160 x 600" and "Skyscraper 120 x 600" sections. The website also features a "Subscribe" button and a "Search Sports Car Digest" button.

Very few channels besides Sports Car Digest –and arguably no other channel in this space –gives advertisers this direct, total access to such a lucrative and valuable potential customer base.

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ABOUT SPORTS CAR DIGEST

Sports Car Digest is composed of writers and photographers from around the world, all focused upon providing authoritative content and commentary and stunning photographs to our audience of historic car enthusiasts.



JAMIE DOYLE, PUBLISHER AND EDITOR

A lifelong car enthusiast and collector, Jamie left the world of finance to start Sports Car Digest in 2008. Seeing the need for an online classic car publication, he founded the focused and informative journal to fill the void on the Internet. Since starting the online magazine, Jamie has continued to bring new talent and innovations into the realm of vintage automotive and motorsports journalism. As a result, Sports Car Digest has become a precise, accurate measure of online media for sports car enthusiasts to rely on for entertaining reading material.



RICK CAREY, AUCTION EDITOR

One of the first people to report on the collector car market, Rick Carey's market knowledge is unparalleled and he has one of the largest databases of auction transactions. Carey has a strong and recent background in racing, particularly road racing in International GT endurance competition and a particular interest and focus upon the collector car market including historical trends and economic analysis.

Carey has contributed to AutoWeek and Classic & Sports Car and is a member of the International Motor Press Association and the Society of Automotive Historians. He has been auctions editor of Victory Lane magazine and its sister publication, Vintage Oval Racing, since 1999 and was auctions editor of Car Collector magazine from 2003-2010. He also contributes reports to Ferrari Market Letter and Cavallino Magazine.



WILL SILK, ASSOCIATE EDITOR

Will is a road racing enthusiast, both with cars and motorcycles. He has driven various sports cars at club level events in the Mid-Atlantic region and has crewed for several club level race teams in both sports car racing and motorcycle road racing. An avid British car and bike buff, Will has spent 14 years in the sports car and motorcycle retail industries. He has contributed to Vintage Racecar and Victory Lane.

When he's not toying about in road racing, Will enjoys riding motorcycles, spending time at home with family, watching World Superbike and Formula 1, reading and writing, target shooting, and dining at his favorite local steak house.



DENNIS GRAY, SENIOR PHOTOGRAPHER

While in high school, Gray "conned" the local paper into requesting media credentials for an upcoming race at Laguna Seca, thereby starting his "behind the ropes" career. He was team photographer for George Dyer Racing when they won the 12-Hours of Sebring in 1977, team photographer for Tom Spalding's Can-Am team in 1978 and the RJR photographer for the IMSA series in 1979 and 1980. He was a frequent contributor to On Track magazine from 1968 to 1985.

Gray has created images for many automotive firms including BMW; Ford; Goodyear; Jaguar; Mercedes-Benz; Pirelli and Porsche; in addition to many print publications. He is a member of the American Auto Racing Writers and Broadcasters Association.



TIM SCOTT, SENIOR PHOTOGRAPHER

Tim Scott is a London-based car photographer and arch enthusiast. He can often be found at tracks like Silverstone, Goodwood, Le Mans or Bonneville, in addition to the show field at Salon Prive, Pebble Beach or Concorso Italiano.

Tim has created images for many automotive firms and publications including Auto Italia; Classic & Sports Car; DK Engineering; Fiskens; Forza; Hagerty Insurance; Octane; Putnam Leasing and RM Auctions. He also serves as official photographer of Concorso Italiano.

CONTRIBUTORS

Marshall Autry, Peter Brown, Hal Crocker, Michael DiPleco, Leigh Dorrington, Louis Galanos, Marcel Hundscheid, Vince Johnson, Nathan Leach-Proffer, Stephen Mitchell, Rich Martin, Ed McDonough, Darren Pierson, Lee Robie, Bob Ross, Steve Rossini, Al Wolford, Simon Wright, Wallace Wyss



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BANNER ADVERTISING OPTIONS

Our banner advertising option empowers you to actively reach out and connect with the sophisticated sports, racing and vintage car enthusiasts you want to influence.

Our banner options are available in all of the standard IAB formats, or in multiple custom sizes to fit your needs. Banner advertisements start at a very affordable 10,000 impressions, and increase to all available impressions (full time), based on your needs, budget and preferences.

We can also display your ad during a specific time range, which is ideal for targeting readers in different time zones.

Cost Per 1,000 Impressions (CPM)	<p>Our most popular banner option is the CPM model, where advertisers receive a set amount of impressions based their your budget. A website advertising “impression” occurs each time someone visits the website and the banner advertisement is presented on the page.</p> <p>The CPM model is our most popular because its flexible nature allows every conceivable budget to advertise, whether it’s \$50 or \$50,000.</p>
Cost Per Day (CPD)	<p>CPD, or flat fee, advertisers receive “run of site,” meaning they receive all available impressions during their chosen time period.</p>

ADDITIONAL INFORMATION

- **Advertisement Targeting** - Advertisers can focus their impressions based upon a number of factors. This includes targeting advertising impressions to a particular geographical area, whether by Country, State or Region, Metro or City. (Example: An exclusive offer only for readers located in California, Miami, Florida or Australia.)
- **Banner Advertisement Design** - Our in-house graphic designer can create an effective banner advertisement at a rate of \$50 per hour. Great creative work makes the difference between a successful campaign and one that falls flat.
- **Google Platform** - We utilize the Google Ad Manager as our ad serving platform. We offer full reporting of all advertising performance on a weekly or monthly basis.

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SPORTS CAR DIGEST WEEKLY NEWSLETTER

Advertising in our weekly newsletter "Sports Car Digest Weekly" is a successful and affordable way to get your message in front of leading automotive minds. Our newsletter enjoys an outstanding track record and reputation, and is proven to deliver outstanding bottom-line results for our advertisers.

Sports Car Digest Weekly sets a higher standard for what an email newsletter should be. We go far beyond merely compiling the previous week's stories and news, and deliver fresh, summarized content that is designed to inform and impress our sophisticated readership – many of whom are very prominent automotive decision makers and influential participants in auctions, events and vintage racing.

As of 9/30/2010, the statistics for our previous 20 newsletters:

	Sports Car Digest	Industry Average
Average Open Rate	91.54%	19.46%
Average Click Rate	88.12%	3.54%

NEWSLETTER ADVERTISING OPTIONS:

- **Banner Advertisement** - Placed in the body of the email (up to 600 pixels wide)
- **Banner Advertisement** - Placed in right column (up to 165 pixels wide)
- "Featured" promotion within the newsletter

WHY DOES OUR NEWSLETTER PERFORM SO WELL?

Our newsletter has a "double opt-in" sign-up procedure, which ensures that only the readers who want to receive our emails are subscribed. This double confirmation process allows us to build a rock-solid and growing subscribe base that looks forward to receiving our newsletter each week, leading to high advertiser performance and incredibly low unsubscribe numbers.

The screenshot displays the layout of the Sports Car Digest Weekly newsletter. At the top, it features the logo and the issue information: "Sports Car Digest Weekly September 9, 2010". Below this is a featured image of a red vintage race car on a track. A navigation menu includes links for "Featured Articles", "Auctions", "Events", "Vintage Car Racing", "Cars for Sale", and "Forum".

The main content area is divided into two columns. The left column contains an "Editorial" section with text about Labor Day weekend and the Lime Rock Historic Festival. The right column features two "Banner Advertisement" spots, each stating "Accepts any ad up to 165 pixels wide".

Below the editorial, there is a "Contributors This Week" section. At the bottom of the newsletter, there is a large "Skyscraper" advertisement area, which is a vertical banner that states "Accepts any ad up 600 pixels wide" and "Skyscraper 160 x 600". This area features a photo of several vintage cars and text about the Lime Rock Historic Festival 2010.

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CARS FOR SALE

Thanks to our relationships with the world's premium automotive dealerships and auction companies, we present our readers with an extensive line-up of classic and modern cars for sale.

Our Cars for Sale offerings include full descriptive detail (up to 15 pictures), prices in various currencies, dealer/auction information, and many ways to contact a dealer or share a car with friends.

We also make it easy for sellers to import vehicle inventories or auction catalogs, plus we provide a simple administration site that features management of inventory, contact information and reporting functionality. It's not hard to see why our Cars for Sale is one of the most beloved and popular features of Sports Car Digest!


HIGHLIGHTS INCLUDE:

- Upload vehicle inventory or auction catalog to Sports Car Digest's "Cars for Sale" page via simple XML import process
- Dealer or Auction Company page on Sports Car Digest
- Featured Dealers/Auction Companies are located on "Cars For Sale" home page, which includes a 120 x 90 banner and four featured cars that would rotate among the uploaded inventory
- Featured Car Options, including promotion on site and in newsletter
- Administration site, which includes management of contact information, logo and inventory, plus full reporting functions

VEHICLE DETAILS PAGE INFORMATION

- Up to 15 images per vehicle; clicking thumbnail image prompts larger photo gallery
- Full description, including VIN and stock #, interior and exterior colors and detailed description form
- Price in three currencies (USD, GBP, EURO)
- Zero Price equals "Contact Dealer for Price"
- Dealer 120 x 90 pixel banner, Contact Information and Inquiry Form
- Link to dealer page or auction company website
- Link to "Share with Friend"

1958 Jaguar XK 150 USD \$59,500



Vehicle Overview	
Vehicle	1958 Jaguar XK 150
VIN	S834923BW
Interior Color	Tan
Exterior Color	Maroon
Stock Number	3818


Price (estimated)	
USD	\$59,500.00
EUR	€41,971.30
GBP	£35,676.20

Dealer site Share with a friend

Description

At its introduction in 1957 the XK 150 represented a much larger change from the XK 140 than that which accompanied the change from XK 120 to XK 140. The bodyshell had a completely new appearance, continuing a resemblance to the earlier XKs but more streamlined and subtly modified to widen the passenger compartment. The biggest change in the chassis was introduction of 4-wheel disc brakes, taking advantage of the public's perception of Jaguar as the leader in high performance braking technology after the success of the disc-braked C-type at Le Mans. Under the hood the 3.4 litre engine remained, but now was topped by a freer-breathing B-type cylinder head giving 210 brake horsepower, still with just two SU carburetors. It is a beautiful Jaguar which anyone will be proud to own, drive and show.

More Images





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For additional information on how we can maximize your advertising potential,
please feel free to contact us anytime at mail@sportscardigest.com

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P.O. BOX 12596
CHARLOTTE, NC 28220
(704) 350-5210



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