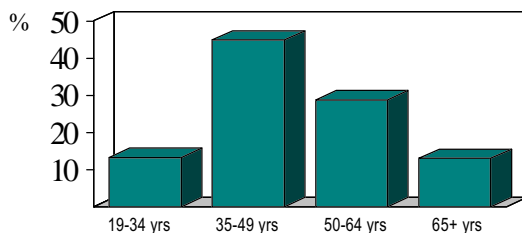


Here's why you should advertise in *Collector Car Market Review*

Our Readers are Young and affluent:

- ◆ 97% Male
- ◆ Average age: 46 years (among the youngest of all collector car publications)
- ◆ \$118,200 yearly household income
- ◆ Owns primary residence (96%)
- ◆ Owns second home (47%)

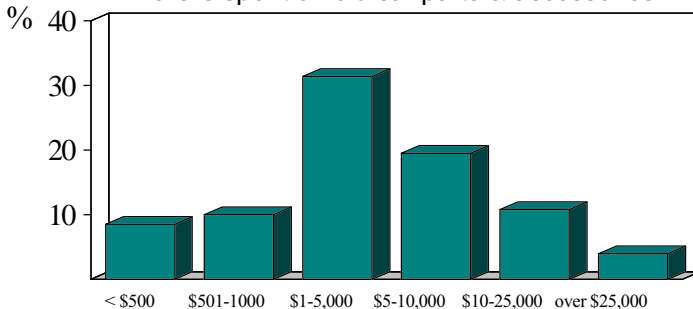
Readership by age group



Our readers LOVE cars:

- ◆ Own an average of 4.8 collector vehicles, 2.7 late model vehicles
- ◆ Spend on average \$5,120/yr on old car parts/supplies
- ◆ 80% own one or more domestic collector vehicles; 61% own an import (>100% due to multiple ownership)
- ◆ 69% own a late model domestic; 63% own an import

Dollars spent on old car parts & accessories



And are VERY active in the hobby:

- ◆ Attended at least one collector car auction in the last 12 months - 60%

- ◆ Will attend at least one collector car auction in the next 12 months - 75%
- ◆ 57% bought or sold a collector vehicle in the past year; 62% plan on purchasing one within the year
- ◆ 79% attend car shows/swap meets
- ◆ 59% are members of a car club
- ◆ 77% do at least some of their own repairs or maintenance on their collector car

They have Diverse Interests (top ten):

- ◆ Nascar 42%
- ◆ Travel 40%
- ◆ Hunting/fishing/camping/hiking 40%
- ◆ Hot Rods 36%
- ◆ Antiques 26%
- ◆ Automobilia 22%
- ◆ Sports 20%
- ◆ Motorcycles 17%
- ◆ Boating 16%
- ◆ RVs 13%

CCMR is extremely efficient:

- ◆ Each issue of *CCM* is referenced an average of 6.8 times by the primary reader
- ◆ Each issue of *CCM* is used by an average of 2.4 people
- ◆ 84% save back issues

Favorite Content (top five):

- ◆ Market price guide 81%
- ◆ Auction reports 70%
- ◆ Market analysis 62%
- ◆ Vehicle Profiles 60%
- ◆ Auction listings 35%

Questions? Call us toll-free at

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