



# 2023 Media Kit

# Collector Car Market Review

For over 25 years, Collector Car Market Review has provided real world collector car values and insightful analysis

- Onsite auction reports
- 3-picture auction reports
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- Vehicle profiles
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## Auction Report - Arizona 2020



327ci V8 with 4-speed manual transmission. High quality clear coat over base coat repainted in recent years looks dripping wet. Better than stock bumper repainting and stainless trim refurbishment. Reproduction emblems and easily removable small brightwork. Semi-polished stock wheel covers with reproduction spinners. Fitted with older radial tires. Good door gaps and fit, including the headlight. Clean and detailed to stock under the hood, although the exhaust manifolds are as dull as a \$2500 Bicentury. Seats have light wrinkling from compressed original padding. Carpet shows some notable fading, especially in the rear compartment. Optional Wonder Bar AM radio. Clean undercarriage, but not especially detailed. Overall condition 2, bid to \$120,000, SOLD! (RM Sotheby's). One of the few cars of the sixties that can genuinely be considered "iconic", the split-window Corvette brings a strong premium over later years with the one-piece backlight. Which doesn't make all that much sense to us as the C2 got better each year it was produced. But the split-window has been successfully "branded" as the one to have, so the unwashed go along. Considering some of the big six-digit prices that fuel injected split windows can bring, this was a pretty good buy, especially in the desirable original all black color combination.

1965 Chevrolet Corvette 2-dr coupe. Lot 21, VIN 134375S112327. Milano Maroon, saddle tan vinyl bucket seat interior. 425hp 396ci Mark



IV big-block V8 with M21 close-ratio 4-speed manual transmission. Sold new (and retaining the new car paperwork envelope) by Vince Byrne Chevrolet of Mt. Kisco, NY. Equipped with 4.11 Positraction rear end, AM/FM radio, and leafwood rim steering wheel. Good older repaint that was part of a body-off restoration. The original Texas issued inspection sticker (not a modern replica) is still affixed to the original windshield. Masking lines were visible around the windshield trim. All other glass is date coded original. Door glass seals are starting to work loose, vent window rubber not sealing especially well. Side pipes may have been added in recent years, as the fiberglass tab behind the front wheel wells was cut off to clear the pipes after the car was repainted. Replated bumpers are better quality than when new. Recent engine detailing, probably prompted by the new gasket on the thermostat housing. Reproduction seats and door panels, titchy finish on the top of the dash pads. Reproduction alloy knock-off wheels on radials. Overall condition 2+, bid to \$85,000, not sold (Workweek). The auction catalog reported that the original sale was in New York and four days later the inspection sticker issued in Texas because it was immediately driven to Texas; there are also New York state registrations at least through 1967. Unless the original owner was in the military and stationed in New York, this seems odd. Even being in the military, why have a car registered in two states at the same time? There were also a few other things that also didn't seem congruent with the car, so not selling at a reasonable bid makes sense here.

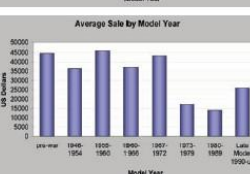
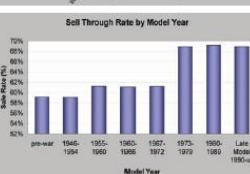
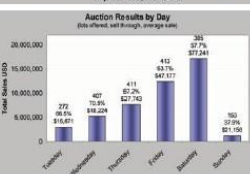
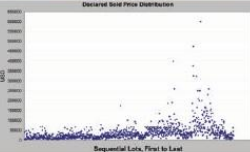
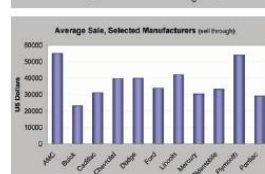
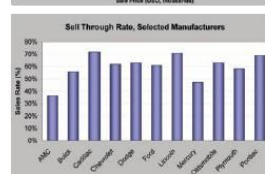
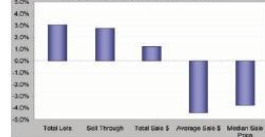
1965 Chevrolet C-10 Custom two-door short-wheelbase half-ton pickup truck. Lot 431, VIN C14455221023. Light blue, white accents,



Fawn beige and black vinyl and Nylon bench seat interior. NOM 350 CID V8 with column shift 3-speed automatic transmission. Between the crate 350 with power steering, power dual master cylinder front disc brakes, rotary compressor for the modern air conditioning, and aluminum radiator, the only thing that's stock from 1965 is the air cleaner. Yet the installation for all the new stuff was quite good. Great body prep and repaint, to include the masking for the roof and trim accent two-tone. New reproduction bumpers, grille, body side moldings, Custom cab trim, and hub caps. Black painted. Modern aftermarket windshield in new rubber, along with the doors and back window. Reproduction seat coverings and aftermarket full carpeting show no perceivable wear. Duckwork tacitly added below the dashboard. Overall condition 2, bid to \$35,000 SOLD! (Leake). Despite the updates, quality workmanship, and a good original VIN tag in place, this was sold on a Bill of Sale only, no title. It was also one of the vehicles from the featured John Staupig's "Cars of Dreams Collection", and the only one with title issues. No, we did not pick the truck because of it, rather it was revealed in the online description after the sale (but not on the windshield description beforehand, or we'd have avoided it). This was a strong sale even if there was a title that came with it—having to get one (and all the pitfalls that could involve) made this sale a bit rich for us.

## Auction Report

### Mecum Indy Results, 2012 vs 2011



## Market Profile

### 1955-57 Ford Thunderbird

Changing Times for a Postwar Classic



It can be argued that the 1955-1957 Thunderbirds were the first true modern collector car. By this we mean a vehicle that was designed with the sleek, modern look of the Jet Age and which sparked broad, mass collecting appeal. Chevy's Corvette and Buick's Wildcat were also top sellers, but the Thunderbird was the one that truly captured the imagination of the postwar generation.

**Buying Tips**

**Look For**

- Manual transmission (rare)
- Both tops (1949-1950)
- Avoid cars with poor fitting doors

**Notes:** Many expertly restored birds are fitted with new wire wheels and air conditioning. Thunderbirds were original equipment.

**Comments:** If you're not worried about investment, this is a great time to bargain hard and get a great deal on this beautiful, iconic American automobile.

**General**

**Type:** Postwar classic convertible  
**Base Price (1955):** \$2,344

**Engines:**

- 232-4V 150-180hp (C code 1955)
- 252-4V 202hp (C code 1955)
- 225ci 241ci 249ci (C code, Dealer installed intake)
- 212-4V 215-222hp (C code 1956)
- 285ci 4V 212hp (C code 1957)
- 212-4V 249ci (C code 1957)
- 212-24V 270hp (C code 1957)
- 312-6V fuel injection 300hp (F code 1957)

**Transmissions:**

- 3-spd manual
- 3-spd manual w/od
- Automatic

**Production:** 33,186  
1955: 16,185 • 1956: 15,631 • 1957: 21,360

**Price Availability:** Fair High Good Excellent

**Restoration:** Low High Very High

**Return on Investment:** Poor Good Excellent

are could be considered contenders, but if we had to pick one it would undoubtedly be the "little bird".

By the mid-sixties enthusiasts across the country were already collecting and enjoying the original Thunderbird not just as transportation but as a hobby, with clubs, parts networks, newsletters and meet-ups on a scale far larger than had ever been seen. This organization was, in fact, a blueprint for the collector cars to come.

The Thunderbird's reputation, and desirability grew through the years as incomes and leisure time grew. Hollywood joined in by often featuring it in popular movies. When can't forget Suzanne Sommers and her white '57 in "American Gothic".

Along the way values rose, and kept rising. Even the big crash of 1992 affected them far less than most other vehicles.

Restoration standards continued to rise, too, with many restored to levels far beyond original production specifications.

Recently, however, even as the market moved has been recovering from the fall of the late 2000's, value trends have not been favorable for the Thunderbird. This phenomenon is not unique to the Thunderbird, as

many other iconic fifteen cars are displaying similar market behavior. For all but the most spectacular of examples, there is a divided softness to values, as many other collectors seek to sell to a smaller population of younger enthusiasts. And even the best, most desirable examples do not always find the demand they once did.

**Market Forecast**

In some ways the Thunderbird's success early on is holding back values now. This popularity kept most of them from the original so they have a high survival rate. This, coupled with the fact that many of them have been restored at some point or may be leaving a very large supply. Too many sellers chasing too few buyers means a soft market at best or even bleak, falling values.

Still, there will always be some demand for the iconic Thunderbird, and going forward you'll find it in examples with the best equipment and the best restorations. Many of these come to auction, and they are still selling very well and at fair—not too strong—prices. Even for the rest of them, the bottom isn't suddenly collapsing. But as market demographics shift, we see a stagnant market with slowly-sliding values.

**1955-57 Base Thunderbird Values**  
All Conditions, 1975-2015



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# Why You Should Advertise with *CCMR*

## **Our Readers are Young and Affluent:**

- 96% Male
- Average age: 56 (print) 48 (web) - Among the youngest of all collector car publications
- \$173,200 yearly household income
- 38% of households above \$200,000 yearly income
- Own primary residence (95%)
- Own second home (48%)

# Why You Should Advertise with *CCMR*

## Our readers LOVE cars:

- Own an average of 4.6 collector vehicles, 2.8 late model vehicles
- Spend an average of \$10,800/yr on car parts/supplies
- 80% own one or more domestic collector vehicle(s); 65% own an import ( >100% due to multiple ownership)
- 71% own one or more late model domestic vehicle(s); 64% own one or more foreign make

# Why You Should Advertise with *CCMR*

## **Our Readers are VERY active in the hobby**

- Attended at least one collector car auction in the last 12 months - 66%
- Will attend at least one collector car auction in the next 12 months - 74%
- 69% bought or sold a collector vehicle in the past year; 76% plan on purchasing one within the year
- 77% attend car shows/swap meets
- 59% are members of a car club
- 78% do at least some of their own repairs or maintenance on their collector car

# Why You Should Advertise with *CCMR*

## Our Readers have Diverse Interests (top ten):

• Travel . . . . .	43%
• Hunting/fishing/camping/hiking . . . . .	39%
• Cruises . . . . .	36%
• Automobilia . . . . .	33%
• Hot Rods . . . . .	32%
• Boating . . . . .	28%
• RVs/Campers . . . . .	26%
• Antiques . . . . .	24%
• NASCAR . . . . .	22%
• Vintage Motorcycles. . . . .	21%

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## ***Collector Car Market Review* is extremely efficient:**

- Each issue of CCMR 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
- 64% of digital edition subscribers share their copy
- 84% save back issues

Source: All reader data from 2018 Reader Survey

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