



AUTOTRADERCLASSICS.COM IS THE #1 CLASSIC CAR SITE IN THE NATION

With more cars than any other Classic Car site and more visitors than our competitors, AutoTraderClassics.com is the site where classic car enthusiasts are.

Whether they are actively shopping for cars or visiting to dream about thousands of cars, car lovers keep coming back to AutoTrader Classics.

In addition to cars, the site features parts, services and dealers. AutoTraderClassics.com has everything the car enthusiast needs to acquire, own and maintain his pride and joy.

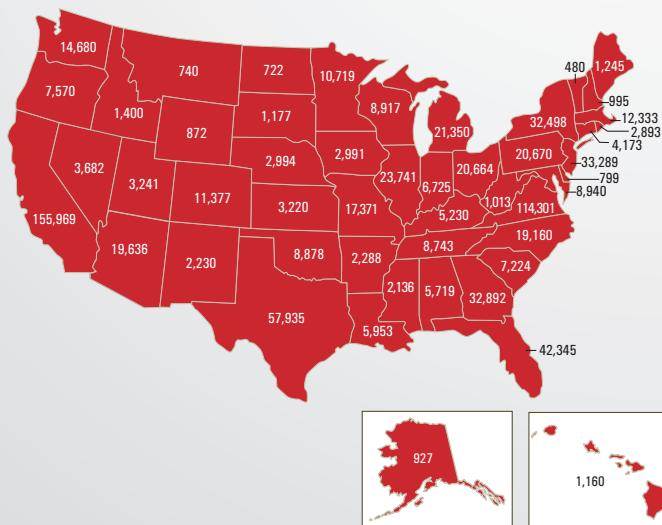
Traffic continues to increase since the site received a new look. The number of unique visitors is increasing in addition to the time spent on site. Stay tuned because this site will continue to grow exponentially!

Who visits AutoTraderClassics.com?

The enthusiast reading our site is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our visitors are men between the ages of 34-64. Our average visitor is 47 years old.
- **Affluent.** The median annual income of our visitor is \$70,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still Active.** Over 50% of our readership is still employed full time while 24% are retired.
- **Family Oriented.** More than 70% of our audience is married.
- **Educated.** 72% of our audience have had some college or more.
- **Committed.** Our visitors own an average of 3 muscle cars.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

AUTOTRADERCLASSICS.COM MONTHLY TRAFFIC BY STATE



Advertising Options

Banner advertising includes leaderboards, skyscrapers and other positions. Site integration is also available with AutoTraderClassics.com. Link your business to our visitors in our resource or catalogue section. You can also feature parts or accessories through a feed.

High Quality Traffic

- Over 700,000 monthly unique visitors.*
- Nearly 14 million average page views.*
- The average visitor spends 12 minutes and 44 seconds on the site.*



*Source: Webtrends

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