



Every Car Event - Everywhere

2022 MEDIA KIT



YOUR KEY TO A \$28 BILLION MARKET

CarShowSafari.com is on a mission to list *EVERY CAR EVENT – EVERYWHERE!*... to be the most complete and accurate source for event listings across the country, tailored to the interests of the millions of auto and motorsport enthusiasts who spend \$27.8 billion* annually on their hobby.

Uniquely positioned at the center of car and motorsport enthusiasts, as well as manufacturers, suppliers and service providers, event organizers and vendors, the site is designed and built to serve as the focal point of the entire automotive hobby.

CarShowSafari.com has been built from the ground up with innovative advertising and sponsorship opportunities, offering unprecedented access to your customers.



CarShowSafari.com's broad scope will enable targeted advertising to reach a wide range of current and potential consumers in one site.



* SEMA, 2012



THE BIG AUDIENCE

Our audience is the “car enthusiast,” encompassing a wide demographic of more than 35 million men and women in the United States alone.

Car enthusiasts own and appreciate American cars, foreign cars, muscle cars, tuner cars, trucks, motorcycles, sports cars, exotic cars, pre-war, post-war, brass era, race cars, carting, just about every car you can imagine. This “enthusiasm” also includes aircraft, boats, personal watercraft, snowmobiles, and more.

A large portion of car enthusiasts are also motorsport enthusiasts, either as spectators and/or as participants. While NASCAR and IndyCar are well-known, there are also hundreds of semi-pro and hobbyist racing organizations across the country that race on oval tracks, road courses, and drag strips.

In all, thousands of racing events take place each year.

Car enthusiasts often plan their vacation and travel plans around a specific events. Most racing enthusiasts attend racing events regularly. Commercial sponsorship supports racing at all levels, and there is a high level of brand loyalty among fans and racers.

CarShowSafari.com provides easy access to the latest up-to-date information on just about every form of automotive event. No matter what the event, as long as it involves an engine with wheels, wings, or water, it can be found at

CarShowSafari.com

**Our audience is
broad, diverse and passionate
about all things automotive**





COOL DEMOGRAPHICS:

The enthusiasts who visit our site are the same people who purchase products and services like yours, making CarShowSafari.com the place to get your message out to them. And our audience returns regularly, so you'll be reaching them on a consistent, and reliable basis.

A vibrant, exciting website with fresh, continually-updated content brings an enthusiastic audience that returns frequently, making CarShowSafari.com your best choice to reach potential customers time after time.

*NOT JUST EYEBALLS
...CAR-GUY EYEBALLS!*



EDUCATED

80% of our audience have attended college.

PREDOMINANTLY MALE

between the ages of 34-64.

AFFLUENT

Average annual income is more than \$90,000.

SOCIAL

90% of our audience gets together with groups exchanging word-of-mouth information

FAMILY ORIENTED

72% of our audience is married,
91% own a home.

DEDICATED

72% of our visitors own two or more classic cars and attend an event at least once a week.

ACTIVE

More than 50% of our audience is employed full time, and more than 20% are retired leading active lifestyles.



TRAFFIC JAM:

CarShowSafari.com is constantly improving, so our traffic numbers are constantly growing. With visitors returning on a weekly basis, rather than *occasionally*, your message will reach the right audience on a consistent, dependable basis.

Additionally we are building a strong social network presence including live feeds from auto and motorsport events, as well as a dedicated weekly email audience.

*NOT JUST TRAFFIC
...CAR-GUY TRAFFIC!*



PAGE VIEWS

174154

INSTAGRAM

5620

PINTEREST

5200

SESSIONS

86561

FACEBOOK

1195

USERS

66296

TWITTER

791

EMAIL LIST

5187



BROADCAST YOUR MESSAGE WITH DYNAMIC AND INNOVATIVE SPONSORSHIP OPPORTUNITIES

CarShowSafari.com offers innovative sponsorships on select pages of the website giving you maximum exposure to your consumers. Unlike other sites that stack your message on the perimeters of the site below dozens of other companies, our sponsorship opportunities put your name front and center. Some of our promotional programs include:

- FEATURED EVENT SLIDES
- INFO-RAMA ADVERTORIALS
- SHOPPING GUIDE ARTICLES
- BANNER ADVERTISING
- EMAIL ADVERTISING
- VENDOR LISTINGS
- SITEWIDE SPONSORSHIP



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about our sponsorship opportunities. Our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.





FEATURED EVENTS SLIDES ▼



BRONZE
LEVEL

SILVER
LEVEL

Put your event up front, right on the Homepage! CarShowSafari's **Featured Events** is a large "events-only" slideshow displaying a limited amount of slides! Available for short-term placement by the week, a **Bronze-Level Slide** links directly to your **event listing details page**. Upgrade to a **Silver-Level Slide**, and it will link to your very own **Full-Size Event Page** dedicated solely to your event's information, flyers, maps, registration forms, photos, etc! But when you upgrade to our best-selling **Gold-Level Slide**, you get all the features of the Silver-Level, **plus** a link to a **full photo slideshow of your event on its own page**! Talk about bang for your buck!



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about your Featured Event slide. Our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.



GOLD
LEVEL



INFO-RAMA ▲ (SPONSORED INFORMATIONAL ADVERTORIALS)

Providing informative, educational content is a great way to reach potential customers! Much more effective than a simple ad, informational advertorials create customer appreciation and loyalty, making them more likely to use your products or services. A large logo and headline on our home page will link to the full article or video, which will provide customers with useful information that ensures that they remain loyal, life-long customers. **Dedicated Advertorial pages** are full size pages with no other marketing or advertising, and multiple pages available.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your advertorial, or if you prefer, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.

SPONSORED INFORMATIONAL ADVERTORIAL PAGE

A showcase for sponsored informational content (instructional, historical, or informative), it can be print, video, or both, including your company logo and information, and a link to your website prominently displayed.

It comprises the full height and width of the site! A gigantic promotional space (1000 pixels x 1500+ pixels) that is all yours! And you can have multiple pages!



CarShowSafari SHOPPING GUIDE

The Shopping Guide is an article appearing in our News department showcasing your products or services recommended by our Editorial Team. These articles contain direct links for purchasing your product or service.

The Shopping Guide articles are supported by email blasts specifically featuring the article, and go out to our full membership.

Best of all, Shopping Guide articles stay in our News pages forever!



CONCIERGE CREATIVE SERVICES

Our seasoned, award-winning marketing team can work one-on-one with you to develop your Shopping Guide article, as well as other unique, dynamic and innovative promotional solutions specific to your brand and marketing needs.

Every Car Event - Everywhere!
HI TOMM JOIN LOG OUT CONTACT US

[HOME](#)
[FIND AN EVENT](#)
[LIST AN EVENT](#)
[NEWS](#)
[CLUBS](#)
[RESOURCES](#)
[DASHBOARD](#)

CarShowSafari SHOPPING GUIDE

Stuff you had no idea you needed.

5 Gifts for the Car Enthusiast Under \$35

by Tomm | Dec 11, 2020

CarShowSafari.com is an Amazon Associate and earns from qualifying purchases.

'Tis the season for gift-giving for your favorite car guy or car gal. So we have rounded up 5 cool holiday gifts for under \$35 that you can get online and give remotely so you don't have to actually get within 6 feet of anyone.

- Okay, so you wash, polish, and wax the outside of your classic... It's so gorgeous, it could appear on its own calendar. But what about the interior? Do your floors resemble the D-Train out of the Bronx? Well, have no fear! With the **ThisWorx Portable Car Vacuum Cleaner** you'll be free of any wet or dry messes, even liquids, cigarette ashes or pet hair, or any other nasty things that might end of on the floor of the D-Train!

Powerful, yet tiny, this handheld vacuum weighs only 2.4 lbs but has a high power, 106W & 8.8 amps motor and metal turbine for the ultimate suction power. The 16ft power cord connects to the car's 12V lighter port, for maximum coverage. This set features 3 all-purpose nozzles, a carrying bag for easy storage, a special filter cleaning brush and a spare HEPA filter. And you can get it to match the color of your car! (as long as your car is black or white) For \$34.99, you can't go wrong! [Click here](#) for more info.

FIVE GIFTS FOR THE CAR ENTHUSIAST UNDER \$35



WEBSITE BANNER ADVERTISING

CarShowSafari.com offers a variety of standard ad sizes in prominent locations around the site. We will be happy to help you choose the right ad sizes and placements to reach your customers.

ADVERTISING OPTIONS:

We accept a variety of ad formats and file types in accordance with the IAB (International Advertising Bureau) standards.

Available Ad Sizes include:

- Medium Rectangle: 300p x 250p (4.167" x 3.472")
- Leaderboard: 728p x 90p (10.11" x 1.25")
- Wide Skyscraper: 160p x 600p (2.22" x 8.33")

Accepted Ad Formats

- Standard image formats (GIF, JPG, PNG)
- Rich Media – JavaScript, Flash (SWF), HTML
- Text
- Video (SWF)
- Third-party ad serving accepted

SPECIFICATIONS

- Hosted files may not exceed 100K
- No limit on creative hosted elsewhere
- Animation length max 15 seconds, 3 loops

(All ads here are shown smaller than actual size)

300p x 250p
(4.167" x 3.472")
Medium
Rectangle

160p x 600p
(2.22" x 8.33")
Wide Skyscraper

728p x 90p
(10.11" x 1.25")
Leaderboard



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your ad, or if you prefer, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!



EMAIL BANNER ADVERTISING

Every week, CarShowSafari.com produces and sends an email correspondence to over 4000 addresses, with substantial open rates. Each contains advertising and sponsorship opportunities so that you can reach the target audience beyond the website.

Email ad sizes are shown below. You can choose individual ads or sponsor the whole email!

Email Leaderboard
560p x 70p
(7.77" x 0.97")
(a 77% reduction of web leaderboard)
SHOWN ACTUAL SIZE



CONCIERGE CREATIVE SERVICES

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Email Medium Rectangle
270p x 225p
(3.75" x 3.125")
(a 90% reduction of web medium rectangle)
SHOWN ACTUAL SIZE



The secret behind the success of
Washington's crossing of the Delaware in 1776.



Happy 4th of July!

all of the Independence Day Weekend
shows listed on CarShowSafari.com

ally free to Find an Event, List an
and to List your Car Club, so check
out CarShowSafari.com today!



Every Car Event – Everywhere!

Please check out these cool sponsors!



Email Med Rectangle:
270 x 225

Email Med Rectangle:
270 x 225

Email Leaderboard:
560 x 70

Email Leaderboard:
560 x 70

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You are receiving this email because of your interest in the automotive hobby.

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VENDOR LISTINGS ►

Our VENDOR LISTINGS is the area of the site where car and motorsport enthusiasts, car clubs, and event organizers across the country can connect with vendors in their area, and nationwide, for products or services. From DJs and food trucks, T-shirt vendors and tent rentals, parts suppliers and repair shops, this is where event organizers, *and the general car enthusiast public*, connect with vendors. VENDOR LISTINGS will be searchable by service, state, and by geographic area. Best of all, a VENDOR LISTING is super affordable!

Imagine your products or services, listed with your logo, description of your company, along with phone number, website link and email address in front of a wide range of car and motorsports enthusiasts as well as event organizers.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about a Vendor Listing, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!

The screenshot shows the Car Show SAFARI .com website. At the top is the logo. Below it are navigation links: HOME, FIND AN EVENT, LIST AN EVENT, RESOURCES, NEWS, and DASHBOARD. On the left is a social media sidebar with icons for Facebook, Twitter, Google+, Pinterest, LinkedIn, and Tumblr. The main content area features a large graphic that says "VENDOR LISTINGS" in a stylized font, with a banner below it that reads "Hey Vendors! Get listed below, click here!". Below this is a "Search By:" section with three dropdown menus: "All Specialties", "All States", and "All Regions". There are three vendor listings displayed:

- Bill Bravo Automotive Portraits**: Bill Bravo creates photographic portraits of classic automobiles that are custom-designed expressly for the owner of the car. The cars are all photographed outdoors, and the portrait designs are created in Photoshop. He'll remove background clutter, and then select certain details of the car as a new background. The result is a studio-like portrait that tastefully combines the up-close details one might only see when viewing the car in person.... Email: bbravo@epix.net | Cell: 570-280-6410 | Land: 570-992-0443 | Fax: 570-992-0976 | 2529 Ridgeway Dr., Sciota, PA 18354
- Fabulous Furniture on 28**: Live Edge Furniture • Space Age Sculpture • Cutting Edge Automobile Design. Steve Heller started Fabulous Furniture in 1973. We do all our own logging, and many of these trees have "defects" that produce incredible grain patterns. He does the milling, sawing and drying right at Fabulous Furniture in Boiceville, NY. Nothing is stained or dyed: all variations occur naturally in the wood. Steve's work also includes Space Age Sculpture as well as Cutting Edge Automobile Design. 3930 Route 28, Boiceville NY 12412 | Tel: 845.750.3035 | http://fabulousfurnitureon28.com | Email: fabfurn1@gmail.com
- G-Wiz Auto Entertainment**: At G-Wiz Auto Entertainment, we offer the best in Car Detailing & Accessory Services, giving you the attention and personal service you'll come to expect. Our rates are competitive, with no hidden fees. Our employees are friendly and will be there to help you every step of the way. We also have a Mobile Carwash as part of our services to make sure your automobile looks new for a long time. If you're looking for high quality and personal service, you've come to the right place. 908.482.8132 • http://www.gwizautoentertainment.com • gwiz2carwash@aol.com • Servicing Union, Somerset Middlesex, Essex, & Mercer counties, New Jersey

The Big Kahuna:

SITEWIDE SPONSORSHIP ►

With **SITEWIDE SPONSORSHIP**, your organization will benefit from a bundle of the best promotional opportunities available on CarShowSafari.com... or anywhere else! **SITEWIDE SPONSORSHIP** benefits include a slide on the **MAINSCREEN SLIDESHOW***, *the best location on the internet! A big, bold, opening page, up-front, full-width slideshow. Your customers can't miss it!*

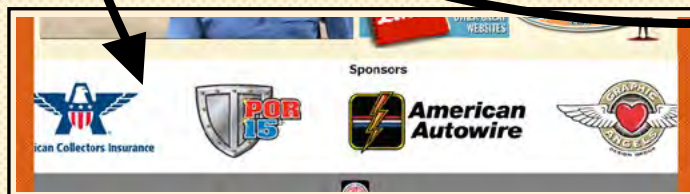
Your company's ad-slide will be one of **only eight** sponsored slides interspersed with other slides of editorial, news and promotional content. The entire slideshow will consist of only 16 slides total! Your slide will be a link to your own **DEDICATED SPONSOR PAGE** on the site, that contains no other sponsor's advertising or branding. The page is the **full wide and height** of the body of our site below the masthead: **a gigantic 1000 pixels wide x 1500+ pixels high!** Use this dedicated page as an advertorial with helpful information for your customers, or simply as dynamic, focused advertising to promote your product, service, or event!

SITEWIDE SPONSORSHIP benefits also includes **your logo at the bottom of every page** throughout the site, (excluding dedicated advertorials) and in our weekly email blasts sent to over 4000 recipients!



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about a sitewide sponsorship, our seasoned, award-winning marketing team can work one-on-one with you to develop unique, dynamic and innovative promotional solutions specific to your brand and marketing needs. Get creative!



Sponsor logos and images shown are trademarks of their respective organizations, and are not meant to represent endorsement by that organization.



Host a Car Show and Boost your Business!

CAR SHOW SAFARI CONSULTING can help you do it.

Turn your parking lot into a revenue generator

Car shows and cruise-ins are a powerful way to attract more customers, increase revenue, promote your business, strengthen your existing customer relationships and build community spirit. However, ensuring the success of a car show or cruise-in is not easy. Car Show Safari Consulting can help you achieve your goals.

Feasibility Study

Before you expend a lot of time and effort, our Feasibility Study ensures that the economics make sense and the event is right for you. Our study researches a variety of factors which includes:

- Recommendation of the type of event that best fits your needs
- Competitive analysis customized around your business and region
- Customer demographic analysis
- Identification of local resources and potential partners

Event Consulting

Once our Feasibility Study indicates that an event is a good fit, our Event Consulting Program will help you make that event a success. The services we offer include the following:

- Maximizing audience exposure and participation
- Strategies to ensure profitability
- Event logistics, operations and support
- Customer retention strategies
- Sponsorship recruitment and cross-promotion
- Charity identification and partnership
- Event marketing; collateral material creation & media strategy

A car show can be a fun and profitable addition to your calendar of events. Whether you are seeking to turn your parking lot into a source of revenue, promoting your core business, or building community spirit, Car Show Safari Consulting is ready to help you be successful.





For CarShowSafari.com advertising and sponsorship rates and information, please contact:



Tommy Scalera,
phone: (973) 342-6462
email: tommy@carshowsafari.com

