



Every Car Event - Everywhere

2024 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



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

144000*

EMAIL LIST

5000

INSTAGRAM

4796

SESSIONS

136000*

FACEBOOK

1200

USERS

120000*

X [TWITTER]

1009



CARSHOWSAFARI.COM FEATURES 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
- DEDICATED EMAIL BLASTS / SOCIAL POSTS
- MAIN MASTHEAD BANNER
- DEDICATED SPONSOR PAGES
- EMAIL BANNER ADVERTISING
- WEBSITE BANNER ADVERTISING
- INFO-RAMA ADVERTORIALS



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 ▼



Put your car show or motorsport event up front, in a prominent location on our homepage with our **Featured Event** slider. It's the first thing our audience sees, and all **Featured Events** receive a ★★★★★ designation bringing extra attention to your listing and acting as a recommendation from CarShowSafari.com. Best of all, it gets the full use of our nationwide exposure. Clicking on the **Featured Event** slide brings viewers directly from the homepage to your event listing, skipping the "search by state" path.

Featured Event slides reach car enthusiasts in your area, and those visiting your area from all across the country, who would love to add your event to their itinerary because they saw it on CarShowSafari.com! **Featured Event** slides are available for placement by the month, and links to your event's listing in the Safari listings section.

- And we can create the graphics for your Featured Event slide, based on your event graphics, **absolutely FREE!**

POSITIONED RIGHT ON THE HOMEPAGE, YOUR **FEATURED EVENT** SLIDE LINKS TO YOUR EVENT LISTING PAGE AND ADDS A ★★★★★ DESIGNATION!



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.



DEDICATED EMAIL BLASTS

Your message will be the main, singular focus of an email blast reaching 5000 inboxes of car show enthusiasts nationwide, including a second mailing to any inboxes that did not open the first mailing. With a very high open rate, our email blasts are a very effective way of getting your message out to the right audience.

SOCIAL MEDIA POSTS

In addition to the email blasts, your message will also be posted to social media platforms Facebook and Instagram, again, with a singular focus on your event, product or service.

- And we can create the graphics for your email blasts / social posts, based on your existing graphics, **absolutely FREE!**



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about building your email blasts and social media posts. 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!



Come out to the very first...



**GREAT CARS!
GREAT LOCATION!
GREAT PEOPLE!**

Sunday, July 21st from 8am-10am.
All Classic & Collector Cars welcome!
Bring your favorite ride to:

**Crown Classics and Exotics
6100 King Drive in Ventura!**

"Hot Rod" Bob Beck will be the MC with fun tunes and commentary.
Admission is **FREE!** Registration is **FREE!**
AND they're offering **FREE** Kalamita Coffee Car! drinks



The Big Kahuna:

MAINSCREEN BANNER ►

Mainscreen Sponsorship is the big kahuna and puts your company out front and top center on our homepage.

- Your **Mainscreen Banner** will appear as one of a limited number of slides in our huge, prominently displayed 1080 x 304 pixel **Mainscreen Banner Slideshow** at the top of the site. Your banner can be linked to either your event listing, or your website, or better yet, it can link to an optional **Dedicated Sponsor Page**, (see next page)
- And we can create the graphics for your Mainscreen Banner, based on your existing graphics, **absolutely FREE!**

The screenshot shows the Car Show Safari website homepage. At the top is the Car Show SAFARI .com logo. Below it is a navigation bar with links: HOME, FIND AN EVENT, LIST AN EVENT, NEWS, COOL STUFF, CLUBS, and DASHBOARD. The main banner is for 'CROWN CARS & COFFEE' and includes the text: 'FREE DONUTS & COFFEE', 'ALL CLASSIC & COLLECTOR CARS WELCOME!', '3rd Sunday every month • 8-10am • Ventura, CA', and a 'Click for more info' button. Below the banner is a small text line: 'Car shows and motorsport event listings nationwide. Automotive and racing news, history and editorial. Car club resources.' The page also features a 'LOG IN / LOG OUT' button, a 'BECOME A MEMBER' button, and a 'Find an Event!' button with a yellow car illustration. On the right, there is a 'FEATURED EVENTS' section with a 'Safari Five and Dime' advertisement that says 'CLICK HERE FOR THE COOLEST MARKETPLACE ON THE WEB!' and includes an illustration of a woman and a red polka-dot bag.



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about a mainscreen banner, 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!



DEDICATED SPONSOR PAGE

A *Dedicated Sponsor Page* is a full page (or more) of your content that can include text, images, and video link, including your company logo and information, and a link to your website prominently displayed.

The *Dedicated Sponsor Page* is a stand-alone page with only a CarShowSafari masthead, and no other advertising or branding competing for attention.

The *Dedicated Sponsor Page* can be linked to from your *Featured Event* slide, your *Mainscreen Bannerslide*, your dedicated *email blasts* and *email banner ads*.

- And we can create the graphics for your Dedicated Sponsor Page, based on your existing graphics, **absolutely FREE!**



CONCIERGE CREATIVE SERVICES

Contact us if you have questions about a Dedicated Sponsor Page, 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!

Every Car Event - Everywhere!

Car Show SAFARI .com

HOME FIND AN EVENT LIST AN EVENT NEWS COOL STUFF CLUBS DASHBOARD



EVENT SPACE

Zimmerman Automobile Driving Museum event space

Rent the Museum For Private Events!

Centrally located in the South Bay Beach community of El Segundo, California, the Zimmerman Automobile Driving Museum offers a unique venue for private parties and corporate events. Conveniently located 5 minutes south of LAX, right off the 405 and 105 Freeways.

The 6100 Airport space has a vintage feel surrounded by our primary automobile collection. We offer several different venues inside and outside our facility for diverse events. Choose from our Packard Ballroom, which can seat 250 people for a special event, or our museum floor, available for parties of 300 or more. The 1950s themed Ice Cream Parlor is perfect for smaller groups of 40 or less as well as children's birthday parties. An executive conference room in our library is available for private or corporate meetings with 25 people or less.

Weddings, Private Corporate Events, bar/bat mitzvahs, retirement parties, birthdays, anniversaries, fundraisers, corporate holiday parties and more!

3200' Sq. Ft. Ballroom

- Access to an 8 foot square stage with large dance floor
- Guest photo opportunity in vintage cars
- Customizable marquee with retro yellow flashing sign
- Climate controlled temperature system



UNIQUE BANQUET HALL RENTALS



EMAIL BANNER ADVERTISING

Every week, CarShowSafari.com produces and sends an email correspondence to over 5000 addresses, with substantial open rates. Each contains advertising and sponsorship opportunities so that you can reach the target audience beyond the website.

Email Leaderboard
728p x 219p
(5" x 1.5")

SHOWN ACTUAL SIZE

- And we can create the graphics for your ads, based on your existing graphics, **absolutely FREE!**



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!

View Online

Car Show SAFARI .com
Easy Car Lead - Everywhere

This Halloween, don't let a black cat cross your path!

Happy Halloween!
from
Car Show SAFARI .com

Check out our very cool sponsors!

MARTIN AUTO MUSEUM
and Event Center
4320 W. Thunderbird Rd. Glendale, AZ [Click for info](#)

CARS YEAR 1,750+ INTERVIEWS
PODCAST

GENERATOR
AUTOMOTIVE MEDIA
AWARD-WINNING CREATIVE
FOR THE AUTOMOTIVE UNIVERSE



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

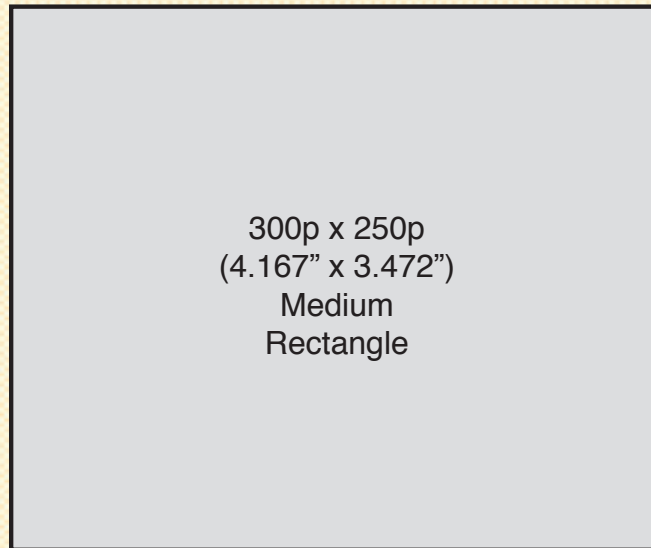
- Standard image formats (GIF, JPG, PNG)
- Rich Media – JavaScript, Flash (SWF), HTML
- Text
- Video (SWF)
- Third-party ad serving accepted

SPECIFICATIONS

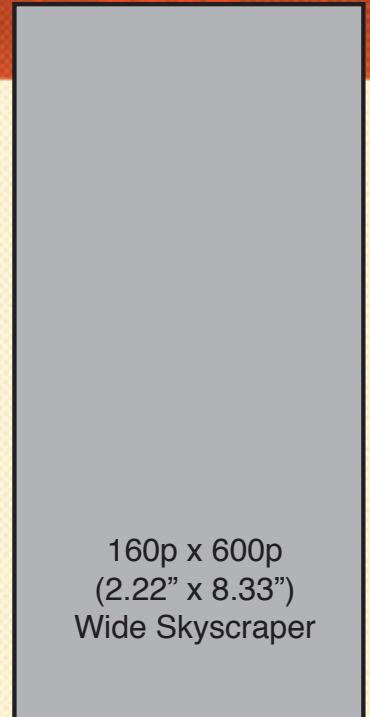
- Hosted files may not exceed 100K
- No limit on creative hosted elsewhere
- Animation length max 15 seconds, 3 loops

(All ads here are shown smaller than actual size)

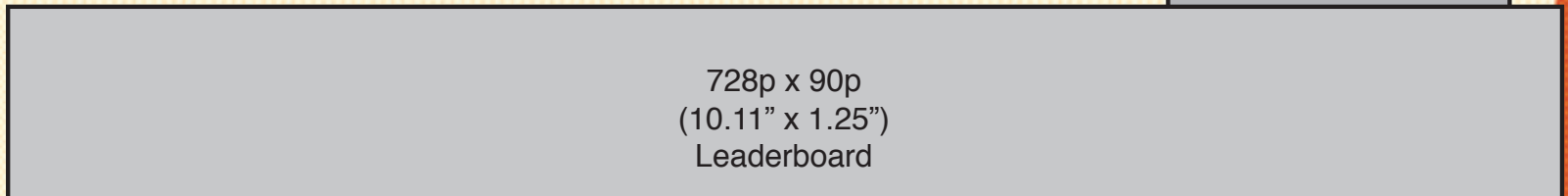
- And we can create the graphics for your ads, based on your existing graphics, **absolutely FREE!**



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!



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 their own **Dedicated Advertorial page** with a full article or video, providing 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.

- And we can create the graphics for your Info-Rama Advertorial, based on your existing graphics, **absolutely FREE!**



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.



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

