


HAGERTY[®]

Let's Drive Together



Spring 2020

Media & Membership Overview

An aerial, top-down view of a dark, winding road that curves through a rugged, textured landscape. The road is marked with white lines and has a small car visible on it. The overall scene is in shades of dark grey and black, with the text overlaid in white.

**We are a lifestyle
brand for automotive
enthusiasts.**

Our Purpose

Why we exist

Hagerty exists to save driving. We believe cars are vehicles to the best things in life – freedom, self-expression, family and friends – and we will pass the keys to the next generation.





**We illuminate and
ignite the passion of
people who love cars**

We are a member-focused organization that celebrates the automobile and its history, delighting and informing car nuts of every stripe.

We express the joy that drivers experience behind the wheel, the wonder of the mechanicals, and the fascinating stories and people behind the cars we love.

Hagerty Media Universe

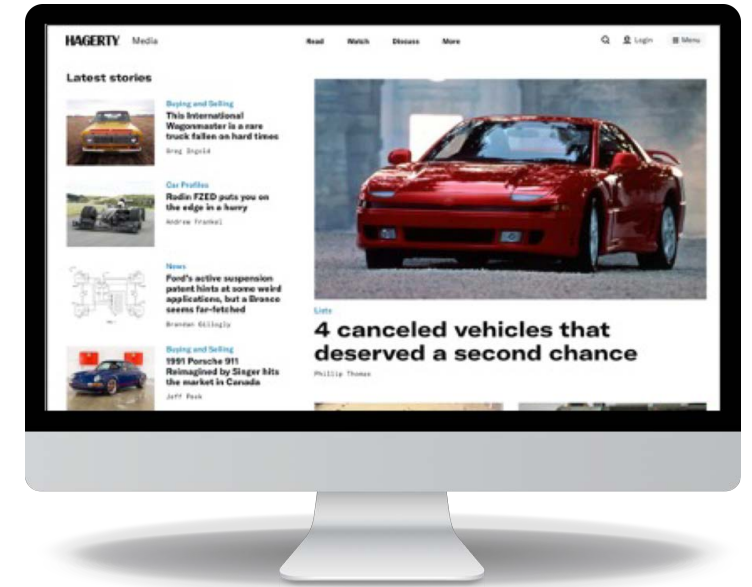
Print



Video



Online



Social



Newsletters



Magazine Readership

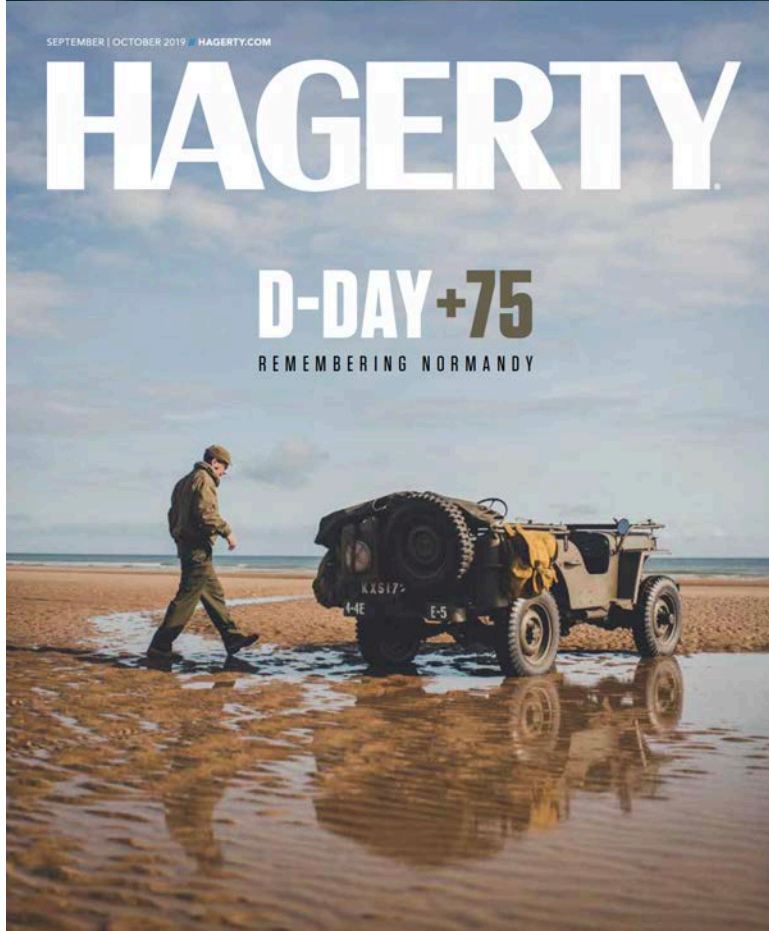
1.4M

Weekly Newsletter Readership

1.3M

Daily Newsletter Readership

400K



Magazine Circulation

600K

Social Media Following

2.1M

YouTube Subscribers

1.1M



**Our audience is
your opportunity**

Our Audience

They are **96% male** and **4% female**

They live in the **United States** and **Canada**

Two thirds of our readers are between the ages of 55 and 74, with a **median age of 62**

They are **college graduates**. 84% have a degree, 95% own their homes, and 25% own a second home worth \$420,000

They buy cars. Several. Most **own 5 or more vehicles**. 2.5 regular-use vehicles and 3 “fun” cars



Your Opportunity

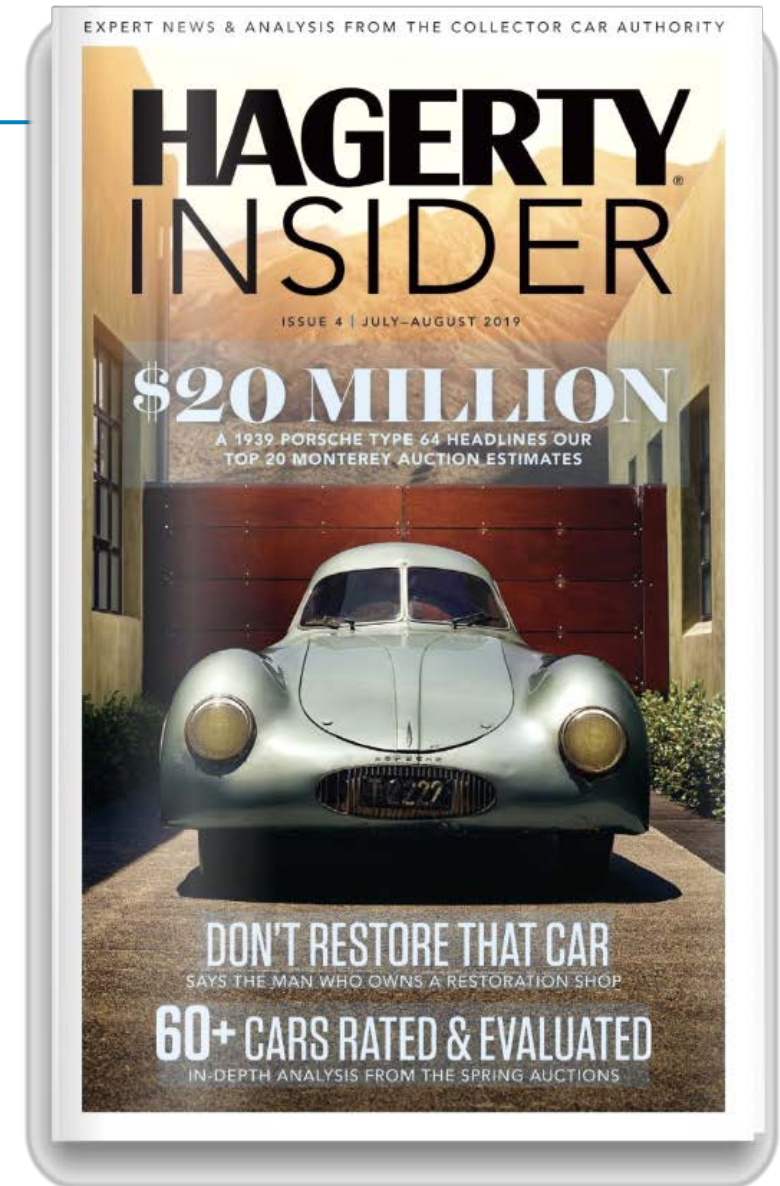
Work with our team of experts to craft just the right package for you based on your needs

- Want broad reach on specific topics? We'll align you with our video and online topics
- Want brand lift and authority? *Hagerty Drivers Club* magazine is your best bet
- Want measurability and scalability? Our digital properties will get you there

Contact:

Cody Wilson – Advertising Sales Executive
503.886.9464 or cwilson@hagerty.com

Doug Clark – Publisher & VP of Business Development
231-929-6020 or dclark@hagerty.com



An aerial, top-down view of a dark asphalt road that curves through a landscape of dry, scrubby vegetation. A single dark-colored car is visible on the road, positioned between the second and third items of the list. The list items are numbered 01 through 05 and are presented in a clean, modern font. Each item is followed by a horizontal blue line that extends to the right.

01 **Digital**

02 **Video**

03 **Social & Custom**

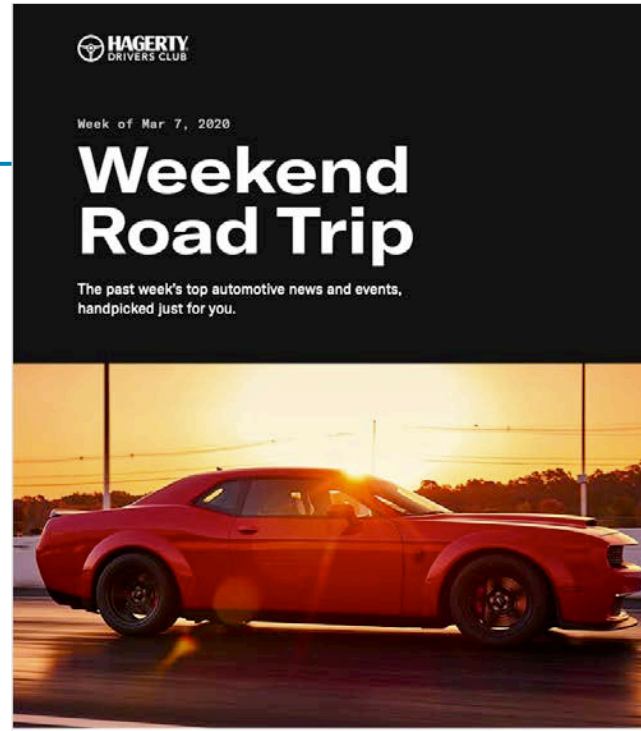
04 **Print**

05 **Hagerty Drivers Club**

Digital Content

Our fans stay connected with us regularly via our newsletters:

- Weekend Road Trip – 1.2 million circulation
- Daily Driver – 400K circulation
- Hagerty Insider newsletter – 45K circulation
- Quarterly special interest newsletters on topics like Corvette, Porsche, Camaros, Mustangs, Motorcycles and more




HAGERTY
DRIVERS CLUB

Week of Mar 7, 2020

Weekend Road Trip


The past week's top automotive news and events, handpicked just for you.



25 cars lagging behind the collector market for spring 2020

Our latest Hagerty Vehicle Rating has quite a few car models returning to the Bottom 25, along with a couple of noteworthy additions. Each car's reasons for being on the list can vary and, as usual, we warn that a car's place on the list isn't a dig at its worth.

[See the list](#)



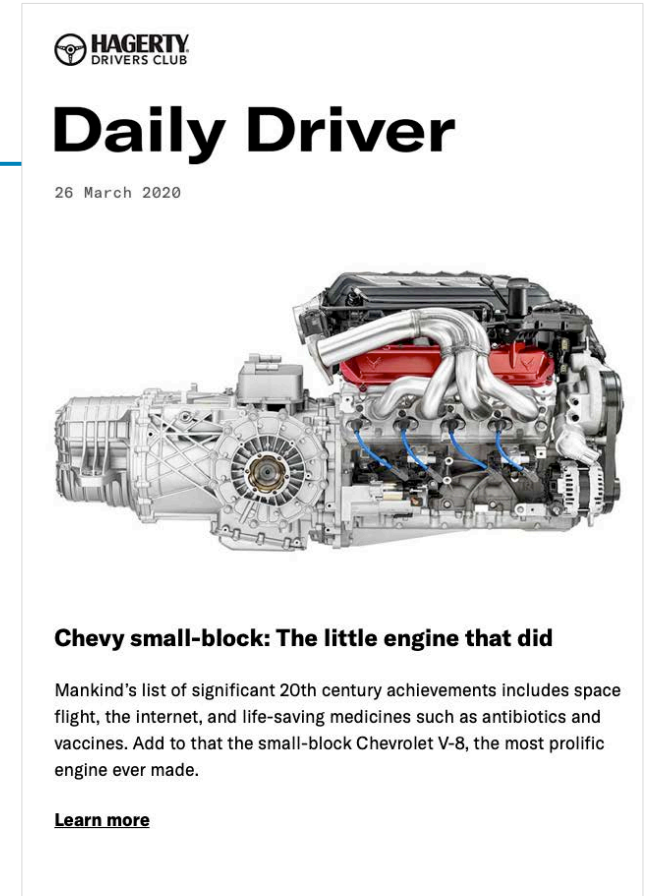
Hemmings
AUCTIONS

The Pursuit is On!

Live online auctions. Real human customer support. Real results. The easiest way to buy and sell.

[View Our Inventory](#)

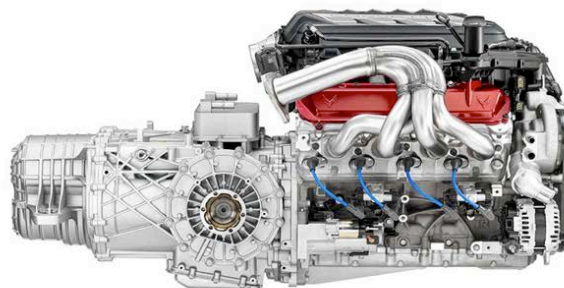
Advertisement



HAGERTY
DRIVERS CLUB

Daily Driver

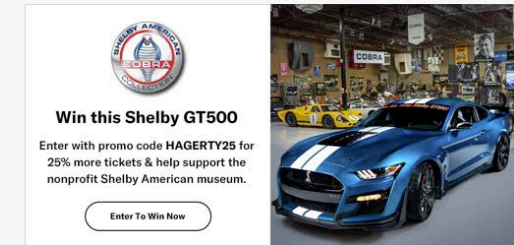
26 March 2020



Chevy small-block: The little engine that did

Mankind's list of significant 20th century achievements includes space flight, the internet, and life-saving medicines such as antibiotics and vaccines. Add to that the small-block Chevrolet V-8, the most prolific engine ever made.

[Learn more](#)



Win this Shelby GT500

Enter with promo code HAGERTY25 for 25% more tickets & help support the nonprofit Shelby American museum.

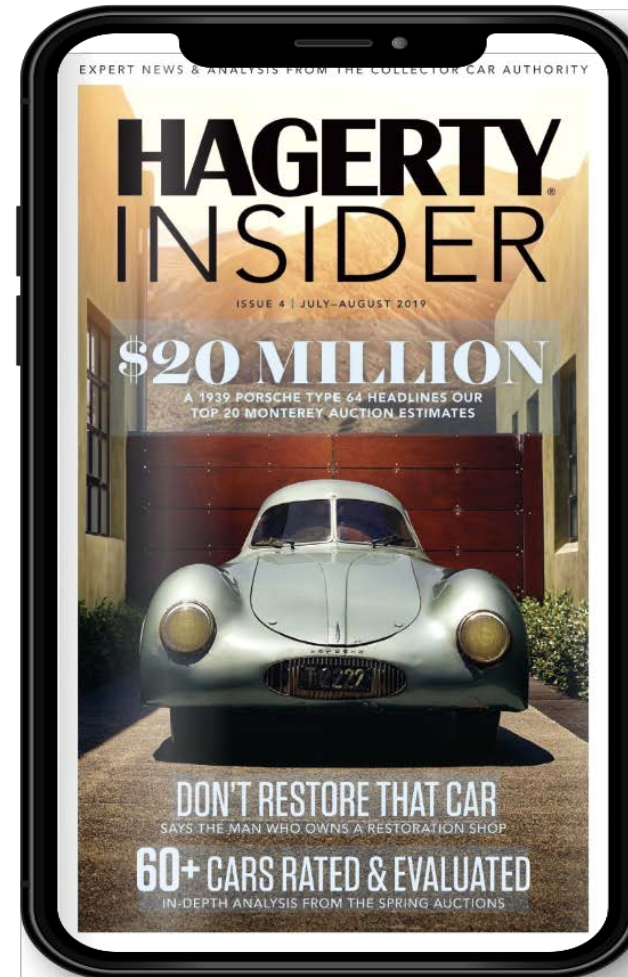
[Enter To Win Now](#)

Advertisement

Digital Content

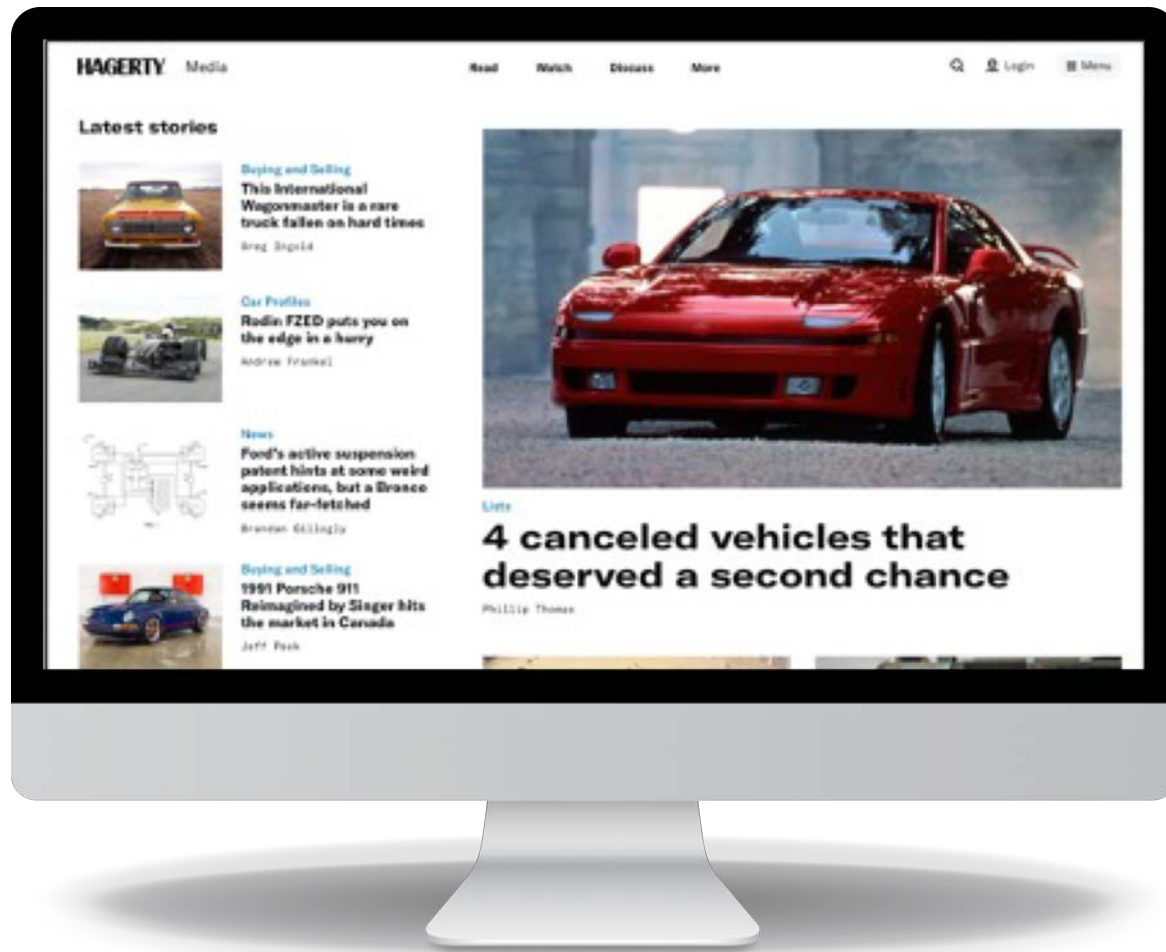
Digital

- Our bimonthly digital publication Hagerty Insider Digital Magazine is distributed to **40,000 readers**. Each Insider features 60+ pages of **comprehensive market reporting and analysis**
- Insider readers are not “tire kickers.” They’re mostly Hagerty clients who have insured **vehicles worth \$100,000 or more**
- Hagerty Valuation Tools (HVT) have **412,000+ monthly users** who research 675,000+ prices per month
- **80%** of HVT users are new
- A **dynamic ad unit is available at HVT** to target just buyers by marque and or make



Digital – Hagerty Media Site & In Article Ads

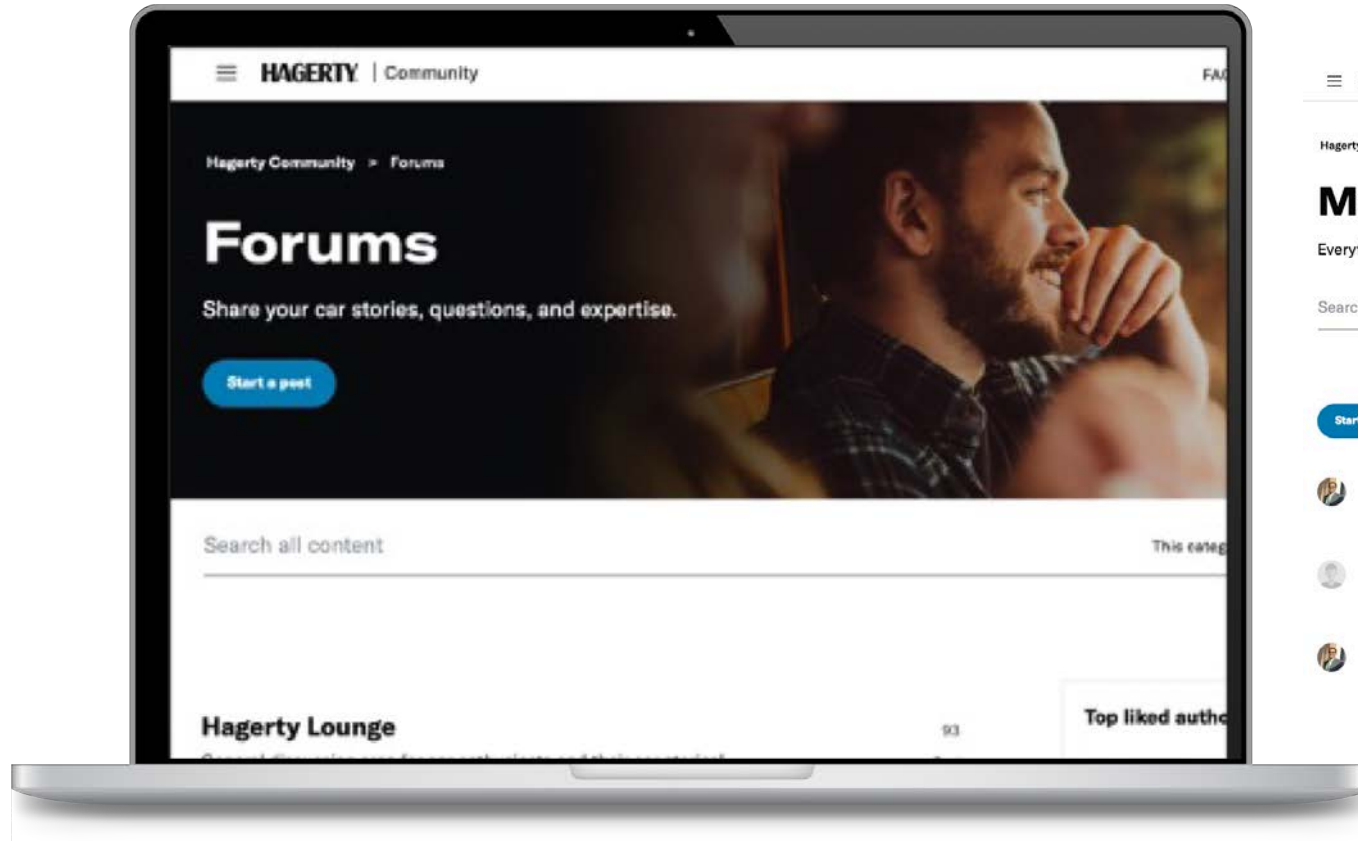
Digital



Reach the **1.0M+ visitors** to our website every month through an ad placement on the Media homepage or an ad at the bottom of every story. Visitors spend more than 4 minutes on site per visit and we are growing like no other automotive digital property.

Digital – Community Forums

Digital



HAGERTY | Community FAQ Log in

Hagerty Community > Forums > Maintenance & Tech Options

Maintenance & Tech

Everything you need to know to maintain and work on your car from DIY tips to shop recommendations.

Search all content This topic

[Start a post](#)

	VIDEO: How to Bend & Flare brake or fuel lines	2	27
	by Sajeev 2 weeks ago · Latest post 5 hours ago by Sajeev	Comments	Views
	84 corvette manual clutch	2	22
	by 195serenity Tuesday · Latest post yesterday by 195serenity	Comments	Views
	VIDEO: All about torque wrenches	0	24
	by Sajeev 2 weeks ago	Comments	Views

Unanswered posts

- VIDEO: All about torque wrenches**
- VIDEO: How to repair a flat tire using a tire plug...**
- VIDEO: Replacing brake shoes with simple tools**
- VIDEO: GM 12-Bolt rear diff upgrade (positraction ...)**
- VIDEO: Paint Protection Install**

Video – Sponsorship

Video

Our videos live across our social platforms of YouTube, Facebook, and Instagram as well as on our media site. Integrated sponsorship includes a company's logo in the actual video footage as well as text copy under the video in the description field.

Sponsoring our high-quality videos allows brands to align with Hagerty while reaching our loyal automotive fan base.



Social – Sponsored Post

A sponsored post is a post on Hagerty’s Facebook page that we will apply money to in order to increase the post’s reach to our page audience.

When you boost a post, it will show up in the page follower’s Facebook News Feed as an ad
Boosting a post is a great way to maximize visibility and grow audience engagement.

HAGERTY Hagerty with Shell. Published by Matt Lewis [?] · Paid Partnership ·

The flathead four-cylinder engine in our “Swap to Street” 1930 Ford Model A was leaking oil like crazy and wasn’t running particularly well, either. Which made it the perfect candidate for a rebuild!

BEFORE **AFTER**

Ford Model A 4-cylinder engine rebuild time-lapse | Redline Rebuilds - S3E4

3,765,529 People Reached 498,240 Engagements [Boost Again](#)

Boosted on Sep 11, 2019 Completed
By Matt Lewis

People Reached **105.0K** ThruPlays **39.1K**
[View Results](#)

33K 702 Comments 8,371 Shares

Social



Social – Content (Dark Post)

Facebook dark posts are newsfeed-style ads that don't publish to our timeline or in our fans' feeds organically.

A dark post lets you pick and choose who sees your ad, even though the content will never actually show up on your own page.

Dark posts allow brands to modify their outreach, message, and impact to deliver specific content to a targeted audience.



Hagerty
Sponsored · 🌐

Driving season is just around the corner - are you ready?
<https://www.hagerty.com/.../how-to-spring-clean-your-car-afte...>



HAGERTY.COM
How to spring clean your car after winter storage | Hagerty Articles

👍 🗨️ 🤔 Donald Rarer, Albert Torres and 155 others 24 Comments 48 Shares

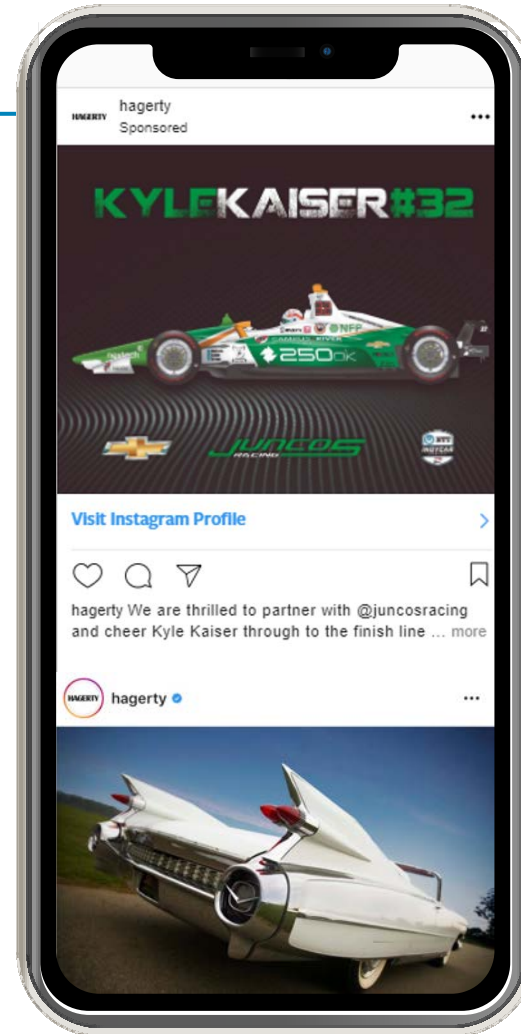
Social



Social – Sponsored Feed Post

On Instagram, branded content is defined as any post from media companies that features a third-party product, brand, or sponsor.

Consumers like branded content because they believe the content is more consumer-focused. Since the message isn't a sales pitch, it creates trust between the brand and the consumer.



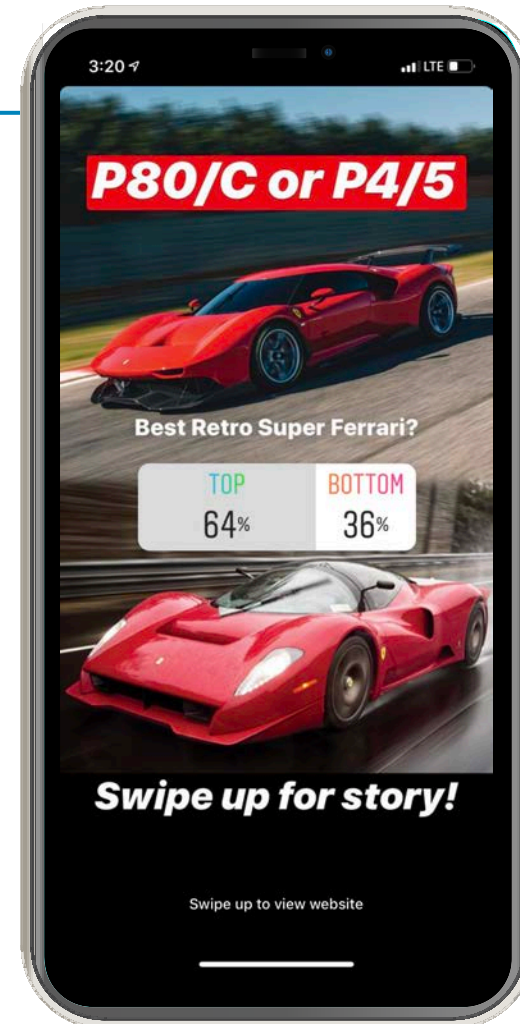
Social



Social – Sponsored Instagram Story

The Story feature enables brands to share multiple photos and videos that then appear together in a "slideshow format." This differs from sharing images on your feed that then permanently exist on the profile.

An Instagram Story can be as simple as a cobranded post with a click-through or as elaborate as an engaging poll (as shown in screenshot).



Social



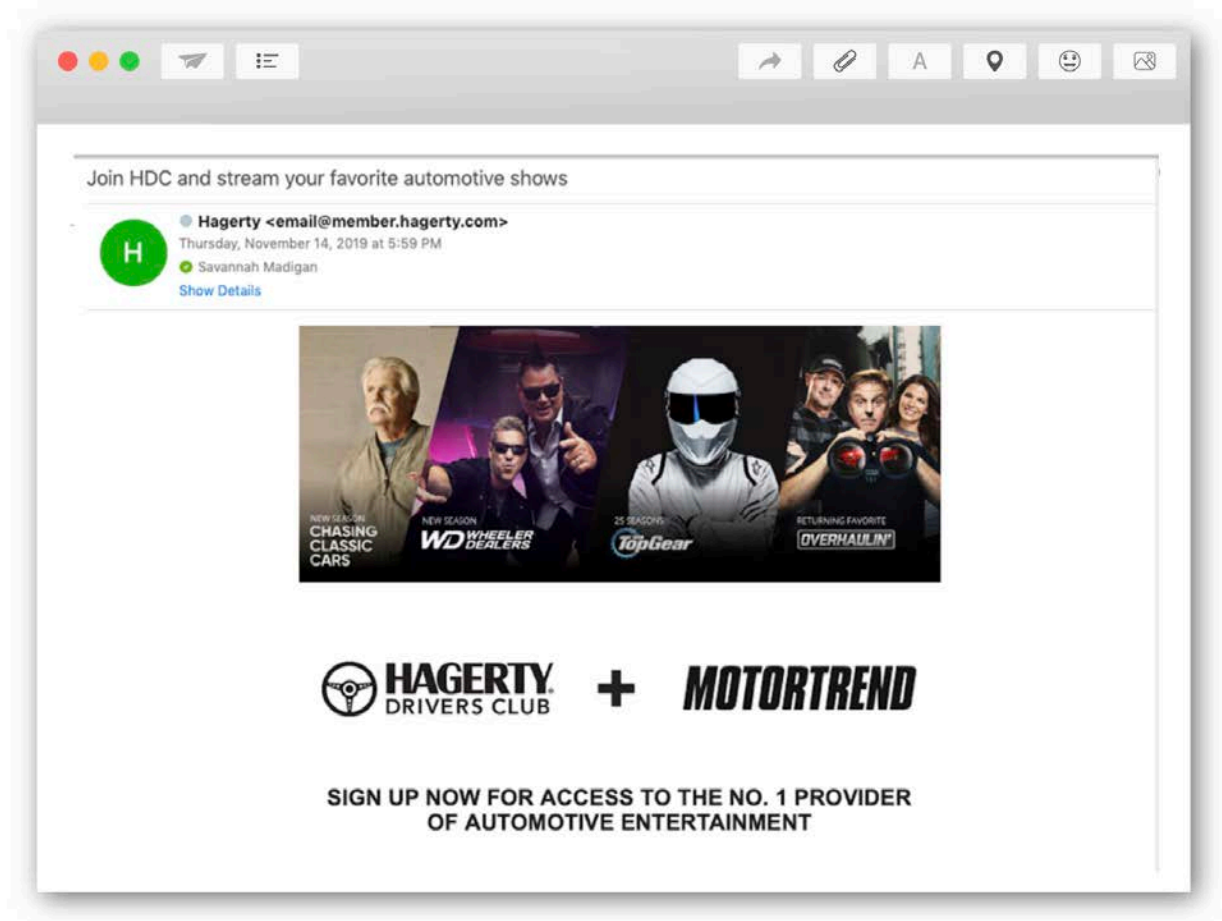
Custom Content

Custom

From email to branded content to original videos—tell us your business objective and we can work with you to develop something that will move the needle.



Check out the Shell Oil Expert video [here](#).





Our Readers Love Cars

They spend **over an hour** with each magazine issue

They read each issue **cover to cover**.
70% read more than three-quarters of every issue

They pass along the magazine to **2.8 people** when they are done reading it

Hagerty Drivers Club Magazine

Print

Topics that Excite

Great Cars. Vintage, new, and the extraordinary

Heroes. We celebrate and share the adventures of those riding with us – our members and the luminaries that make this hobby great

DIY. The techniques and tools needed to fuel the passion

Racing and performance. The pointy end of automotive enthusiasm

Travel. The automobile as the gateway to adventure and the good life

Buying and selling. Inside knowledge including data, trends, and auction results

Advocacy. Ensuring our culture and history survives for future generations

News. The latest events in both classics and new cars that matter to enthusiasts

Historic companies. The stories behind the products we love



Hagerty Drivers Club Magazine

Print

Written By Car Lovers Like You



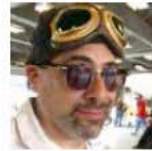
Larry Webster, Editor-in-Chief. Larry Webster oversees all Hagerty media. He was previously the editor-in-chief of *Road & Track* where he revitalized the title and also worked at *Popular Mechanics* and *Car and Driver*. Webster is an amateur racer and car collector, who is obsessed with cars and telling stories.



Jay Leno, Contributor. A night-club stand-up who hit it big, Jay Leno formerly hosted *The Tonight Show* until 2014. Leno also boasts a 130-car collection and shares his passion for motoring on his TV show *Jay Leno's Garage* and relates his experience as an owner, collector, and driver in his column "The Comedian."



Wayne Carini, Contributor. With a lifetime of experience in automobile restoration, Wayne Carini has been featured in the *New York Times*, numerous automobile magazines, and hosts *Chasing Classic Cars*, now in its twelfth season on Velocity channel. Wayne owns and operates F40 Motorsports.



Aaron Robinson, Editor-at-Large. Working in auto publications for 24 years, including 17 years at *Car and Driver*, Robinson once set a landspeed record for hybrid cars at Bonneville and drove across Europe in a World War II ambulance. He lives in California with his wife Tina and his mistress, a 1970 Lamborghini Espada.



McKeel Hagerty, CEO. McKeel Hagerty is CEO of Hagerty, the world's largest automotive lifestyle organization, and an in-demand speaker on business success, leadership, and personal growth. In 2016-2017, he was elected as the international Chairman of the Board for YPO, the world's largest CEO organization.



Colin Comer, Contributor. Colin Comer has spent a lifetime studying, collecting, restoring, racing, and trading collector cars. Comer is the author of five best-selling automotive books including "Shelby Cobra Fifty Years" which was named the "Greatest Car Book of All Time" by *Esquire*.



Advertising Rates

Print

Full page magazine ad rate \$15,800

Half page magazine ad rate \$9,500

Issue Date	Space Close	Materials Close	Begin Mail
Jan/Feb 2020	11/18/19	11/25/19	1/20/20
Mar/Apr 2020	1/13/20	1/20/20	3/5/20
May/Jun 2020	3/9/20	3/16/20	4/28/20
Jul/Aug 2020	5/11/20	5/18/20	6/30/20
Sep/Oct 2020	7/13/20	7/20/20	9/1/20
Nov/Dec 2020	9/14/20	9/21/20	11/3/20

Download ad specs at [hagerty.com/magazine/specs](https://www.hagerty.com/magazine/specs).



2020 Editorial calendar

Print

Month	Print	Digital	Insider	Video	Newsletters	HPG
January	Bull Market List; How to detail your car before a car show; car-inspired watches; Epic Engine Series: Coventry Climax	The Bull Market List / Scottsdale	Special Scottsdale Print Edition	Barn Find Hunter / Redline Rebuild / Project Car	Mustang / Corvette / Porsche / Pontiac	Update published 01/01/20
February	—	Hagerty Market Index Update / Brand Supplements	—	Barn Find Hunter / Why I Drive	Trucks/SUVs / Ferrari / Motorsports / Motorcycles	—
March	Corvette C8 and History of the Chevy Small-Block; The Class of 1995: A celebration of cars that reset the standards of performance and engineering	Amelia Island / The Classic Auto Show / New York Auto Show / Radwood Car Show	Amelia Preview / Scottsdale Analysis	Redline Rebuild / Project Car	Canada	—
April	—	Luftgekühlt Porsche Show / Swap Meets / Cars at the Capitol / Lemons at the Mitty	—	Barn Find Hunter / Redline Rebuild / Why I Drive	Mustang / Marine / Corvette / Porsche / Pontiac	—
May	The Road Trip Issue: Weekend destinations across the USA; Member Story Bonus	Indy 500 / Auburn Auctions / New vs. Old Head to Head Test	Summer Auction Preview	Barn Find Hunter / Why I Drive / Project Car	Trucks/SUVs / Camaro / Military / Canada	Update published 05/01/20
June	—	Hagerty Market Index Update / 24 Hours of Le Mans / Race of Gentlemen / Detroit Show	—	Barn Find Hunter / Redline Rebuild / Dyno Challenge	Motorsports	—
July	25 Greatest Mustangs of All Time	Concours of America / Goodwood Festival of Speed / Pikes Peak	Pebble Preview	Barn Find Hunter / Best of DIY	Mustang / Corvette / Porsche / Pontiac / Trucks/SUVs	—
August	—	Pebble Beach / Dream Cruise / Hagerty Market Index Update / Bonneville Speedweeks	Pebble Beach Print Edition	Barn Find Hunter / Why I Drive	Ferrari / Motorsports / Canada	—
September	The Race of Gentlemen in Photos	Drag Week / Goodwood Revival	—	Redline Rebuild / DIY / Project Car	Mustang	Update published 09/01/20
October	—	Hershey Swap Meet / Hagerty Market Index Update / New vs. Old Head to Head Test	—	Barn Find Hunter / Why I Drive	Corvette / Porsche / Pontiac / Trucks / SUVs / Camaro	—
November	The Hot Rod / Resto-Mod Issue	SEMA / Holiday Gift Guide	—	Barn Find Hunter / Project Car / Why I Drive	Motorsports / Motorcycles / Canada	—
December	PRINTED PCS MAGAZINE: Tentative Debut	Year in Review Biggest Sales / Year in Review Market Index	—	Barnfind Hunter / Redline Rebuild	—	—



Hagerty Drivers Club



The ultimate membership experience for people who love cars



Award-winning
Hagerty magazine



Exclusive automotive
discounts



High-tech
roadside service



Automotive events
and experiences for
members only



Access to
automotive videos,
articles and forums



Premium Hagerty
Valuation
Tools@access



Hagerty Carcierge™
help desk



Weekly
e-Newsletter



Membership in the
Historic
Vehicle Association®

Our members spend money on what they love

Car ownership

2.5 Regular & 3 Fun

05

Hours with magazine

Pass along to 2.8 people

01+

Annual hobby spend

\$5K Parts & Accessories

\$25k+

HDC members purchased \$1 million in parts and services from our partners in 2019

Explore a persistent discount with us or an Exclusive Deal of the Week



Skip Barber Racing School

Hagerty Drivers Club members enjoy an exclusive 20% discount on all Skip Barber Racing School programs when registering online.

Save now: [Sign-in](#) or [Join the club](#)



15% off all liquids, 10% off all other items

Hagerty Drivers Club members will receive 15% off liquid car care products and 10% off all other items at the Griot's Garage website or through the contact center.

Save now: [Sign-in](#) or [Join the club](#)



Discounts Available from SCCA

Hagerty Drivers Club members enjoy a \$25 discount on all Track Night in America entries and a \$50 discount on all Starting Line performance driving schools when registering online.

Save now: [Sign-in](#) or [Join the club](#)



10% Off Entire Product Line

Hagerty Drivers Club members enjoy 10% off everything available at Coker Tire's online shop. Discount will automatically be applied at checkout.

Save now: [Sign-in](#) or [Join the club](#)



Discounted Vehicle Transportation

Hagerty Drivers Club members enjoy a 10% discount on scheduled moves in the continental US and 5% for transport to and from auctions when booking Reliable's transportation services online.

Save now: [Sign-in](#) or [Join the club](#)



10% Off All Website or Phone Orders

Hagerty Drivers Club members save 10% on all online or phone purchases at California Car Cover Co., including custom fit car covers, automotive accessories, car care essentials, tools and much more.

Save now: [Sign-in](#) or [Join the club](#)



\$50 Off Your First Car Rental

As a Hagerty Drivers Club member you'll save \$50 on your first DriveShare rental.

Save now: [Sign-in](#) or [Join the club](#)

Never Stop Driving

HAGERTY®