

# IRISH VINTAGE *Scene* MAGAZINE

## 2020 Media Pack



Driving you **straight**  
to your most valuable customers

“ Although already having a sales presence in Ireland, advertising in Irish Vintage Scene enhanced our position in a very important year for us with dual adverts with the Classic Vehicle Company, our Dublin-based distributor. Unlike many publications, Irish Vintage Scene regularly contact us to make sure every edition carries the message that we want, offering flexibility and the 'room to move' with regard to content and target audience. ”  
**Rob Manger, Powerlite-units.com**

“ Our advertisement in Irish Vintage Scene has changed our whole business - we have had to restructure our workforce to handle the demand created by our ad. It has been our best year to date, mainly due to the quality, and the readership, of Irish Vintage Scene Magazine. Many thanks, and long may it continue. ”  
**Jeff Wright, TJ Plating**

VISIT OUR WEBSITE AT

**[www.IrishVintageScene.ie](http://www.IrishVintageScene.ie)**



## Introduction

Put simply, Irish Vintage Scene has everything for the vintage and classic vehicle enthusiast. Since its introduction in 2006 it has become recognised as Ireland's leading vintage and classic vehicle publication. Each issue is jam-packed with news, event reports, feature stories, restoration projects, classified adverts and much more, and being a monthly publication the content is always fresh and up to date. The magazine is proudly written by enthusiasts for enthusiasts, and this passion enables the publication to relate to its readers and encourages them to form an emotional connection with the magazine. The content reflects the attitude of the market and makes for interesting and informative reading, and this has pushed Irish Vintage Scene into the premier position in the Irish market.

## A Growth Market

2018 saw the old vehicle hobby bounce back from a period of apparent dormancy. During the time that the Irish economy was struggling, the hobby seemed to have taken a back seat - the vehicles were possibly locked away with no time or money to spend on them, as more pressing matters took priority. This seems to have all changed since 2018, with shows experiencing larger attendances overall, and we here at Irish Vintage Scene have seen a marked increase in magazine sales, subscriptions and advertising, as well as far more positivity about the hobby, a trend that has continued through 2019. Five years ago the number of collectable vehicles in this country was calculated at around 100,000. There are hundreds of related clubs in Ireland, with thousands of members, and millions of euros are spent annually on the purchase, restoration and accessorisation of these vehicles, making this a growth market despite economy fluctuations. Irish Vintage Scene is unique in that it is a magazine that thrived in the tough economic environment of the last number of years - 2018 saw a turnaround in the hobby, and this has carried on through 2019, when we experienced a second year of growth in a row.

## A Targeted Readership

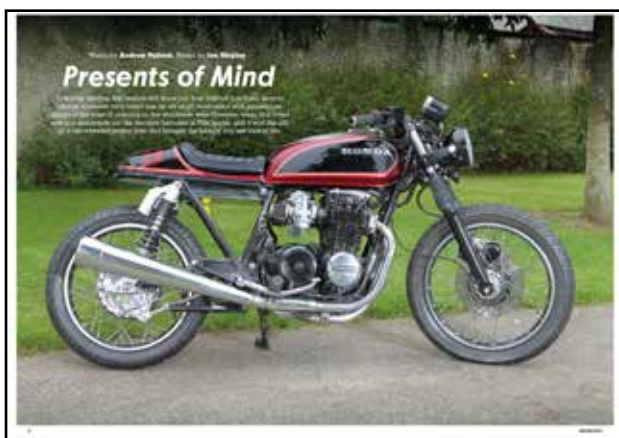
As opposed to general magazines, which tend to have a casual readership, Irish Vintage Scene appeals to everyone in the vintage and classic vehicle movement, regardless of age or gender. We have many female readers, and also appeal to future car owners. However, our primary readers are decision-makers in the family, being males aged 30 and over. This means that Irish Vintage Scene is a direct route to reaching a targeted audience. Combined with its low percentage of advertising content relative to other magazines, this means a more effective return on your advertising spend.

## Active on the Classic & Vintage Vehicle Scene

Irish Vintage Scene does much more than publish a collectable vehicle magazine; we have actively taken a role in many aspects of the collectable vehicle lifestyle. We have a commitment to developing the scene by reinvesting in it, providing sponsorship to several major events such as the RIAC National Classic Car Show, Classic Car Live, Mountbellew Vintage Show and the National Ploughing Championships, and liaising with all levels of interested parties from individuals to clubs, official bodies to government ministers. Irish Vintage Scene has become a well-respected presence in the Irish classic vehicle movement, and by extension our advertisers are seen to actively support this movement. Many of our long-term advertisers are now heavyweights on the classic vehicle scene. We also attend many of the events on the classic vehicle calendar, have an open, approachable attitude, and are in direct contact with our readership on a daily basis.

## A Well-Respected, Well-Read Source of Information

- High-quality features and photography as well as print & material quality
- 100% new content every month, with no repeats or reproduction
- All content is generated exclusively for Irish Vintage Scene
- A well-respected source of information, with many readers enquiring directly to the magazine about services or products
- Average 80:20 editorial/advertising content ratio (a much higher ratio than comparable publications), meaning greater impact for your advert
- Clear editorial policy focusing on readers, restorations, vehicle history, clubs, events, news and marketplace information



# Irish Vintage Scene Circulation

- Number 1 monthly motoring publication distributed by Newsread
- Far outsells imported motoring titles (outsells its nearest competitor 4 to 1)
- On average, Irish Vintage Scene achieves 6,250 copy sales per month
- Total readership of approx. 18,000 including officials, club-members, spectators and enthusiasts
- Countrywide availability in the Republic of Ireland and Northern Ireland
- Sold in over 1,200 shops, newsagents and petrol stations in ROI alone
- Sold in over 300 shops in Northern Ireland
- Sold at events and shows nationwide
- Sold online and posted worldwide

## Our Average Reader

- Is an enthusiast with an enduring passion for older vehicles
- Thoroughly enjoys working on, and restoring, older vehicles
- Enjoys the experience of buying, driving and admiring vehicles
- Often buys vehicles for emotional reasons
- Keeps our magazine after purchase, and will refer back to it time and time again
- Is an often-returning, 'brand-loyal' customer, meaning a sustained long-term return for advertising investment

## Subscribers

- 30% of Irish Vintage Scene buyers are subscribers (versus an industry average of under 20%), representing a high-quality, committed customer base
- We consider subscribers our "gold" customers, who typically spend more and remain readers for longer than casual purchasers
- A monthly subscriber newsletter provides further opportunities to reach these high-value customers directly; additionally, flyers and other marketing material can also be included in subscribers' magazines
- We focus our marketing on acquiring new subscribers.
- Sending Irish Vintage Scene to a list of subscribers is the most powerful form of direct contact.



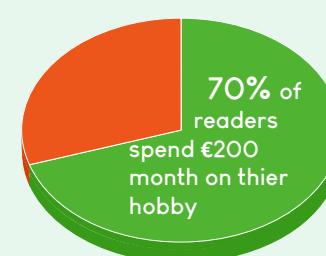
**Irish Vintage Scene carried out a reader survey in 2016 in which over 1,000 of our readers took part. Here are just some of the findings:**



- 58% of our readers have contacted a business or service they have seen advertised in Irish Vintage Scene in the last year.
- 95% of above sourced contact details from the advertisement.
- 62% of readers will check Irish Vintage Scene magazine first before online when looking for products or services related to the hobby.
- 70% of our readers are aged between 35 and 64.
- 40% of our readers are in full-time employment.
- 21% of our readers are self-employed.
- 27% of our readers are retired.



- 60% of our readers say that their copy of Irish Vintage Scene is read by more than three people, thus giving the magazine an average readership of over 22,000 per month.
- 56% of our readers own more than two vintage or classic vehicles.
- 70% of our readers spend up to €200 per month on their hobby on such things as fuel, insurance, parts, accessories and travel to events.
- 57% of our readers said that their purchases are influenced by adverts and editorial in Irish Vintage Scene.
- 94% of our readers visited Irish Vintage Scene's website in the last year.
- 92% of our readers visited [www.classiccarsales.ie](http://www.classiccarsales.ie) in the last year.
- 68% of our readers attend between two and ten events per year.



Contact us on (091) 388 805

VISIT OUR WEBSITE AT

[www.IrishVintageScene.ie](http://www.IrishVintageScene.ie)



## Wider Exposure

Irish Vintage Scene has an ever-increasing presence, and in recent years we've expanded our readership base through the launch of a sister publication entitled Retro Classics and the purchase of the car sales website [www.classiccarsales.ie](http://www.classiccarsales.ie), as well as developing a large following on social networking sites.

## Online Presence

As well as print media, Irish Vintage Scene run two very successful websites - [Irishvintagescene.ie](http://Irishvintagescene.ie) & [Classiccarsales.ie](http://Classiccarsales.ie) - with 28,000 average visits per month.

Our official website at [www.irishvintagescene.ie](http://www.irishvintagescene.ie) successfully promotes our magazine worldwide, and it, along with our highly popular Facebook page, has become a vital source of information for our readers between publication dates. [www.irishvintagescene.ie](http://www.irishvintagescene.ie) attracts approx 6,000 unique visitors per month, while our Facebook page currently has over 8,500 likes and counting. News items and updates of interest to our readers are regularly posted up, and the traffic through both sites continues to grow.

[Classiccarsales.ie](http://Classiccarsales.ie) is Ireland's only dedicated website on which to buy or sell a vintage or classic vehicle. With over 20,000 unique visitors per month, advertisers on this site are not only achieving 100% penetration of the Irish market, but also of the worldwide visitors to the site.

## Online Advertising

Banner advert on one site: €150 per month or €1,500 per year.  
Banner on both websites: €250 per month or €2,500 per year.

To gain the best rates available we advise that you combine print advertising with online advertising. This way we can provide generous discounts to make your campaign even better value for money.

### Rates:

Advert Size	1 Issue	Size
Full Page bleed	€1,300	297 x 210mm
1/2 Page	€700	130 x 190mm
1/4 Page	€400	90 x 130mm
1/8 Page	€250	93 x 60mm

All prices exclude VAT @ 23%

\* Discount applies to multiple issue bookings

## Reasons to Advertise in Irish Vintage Scene

- It's the only Irish motoring magazine of its kind, catering to a niche market.
- Our passionate, knowledgeable, professional staff will maximise your campaign.
- The magazine attracts returning customers, willing and able to spend.
- We boast 100% penetration of a growing market.
- Our high production values and quality content create positive association for your brand.
- With our associated publications and websites we provide several added options for optimising the penetration of your campaign, including live web links to your own homepage or promotional web page.

## Specifications

- Artwork must be supplied as a high-resolution PDF or JPEG
- For full page adverts please supply 3mm bleed and crop marks
- Photographs and logos must have a resolution of at least 300 dpi

## Advertising Copy Deadlines

The deadline for all display advertising and editorial copy is the 1st of the month.



## Talk to us Today!

To book your advertising space in Ireland's leading vintage and classic vehicle magazine, call Tom to discuss your requirements:

Email: [mike@irishvintagescene.ie](mailto:mike@irishvintagescene.ie) Tel: +353 (0)91 388 805

## DON'T JUST TAKE OUR WORD FOR IT!

*"We have advertised in Irish Vintage Scene for a number of years, and our presence in the magazine is a key part of our marketing strategy. We have recently worked with Tom and the team at Irish Vintage Scene to update our advert, and have received great feedback from prospective and current customers on the new design."* **Alan Egan, Classic Vehicle Company.**

*"Irish Vintage Scene has been a very successful title for The Classic Motor Show. The show enjoys a strong Irish following and there has been a noticeable increase in Irish (Northern and Southern) visitor traffic since we began advertising with Irish Vintage Scene."*  
**Lancaster Insurance NEC Classic Motorshow**

*"By advertising in Irish Vintage Scene, we are getting directly to the market we wish to sell to."* **Myles O'Reilly, AXA Insurance.**

*"Advertising in Irish Vintage Scene has been the best marketing decision we've made. The overwhelming positive response that we have received over the past number of years from our advertisements in IVS has been an integral part of our strongly 'referral-based' business. What I have noticed is that people really look forward to reading your magazine, and they actually read the content and ads. We love it."* **Warren Reidy, Car Covers Ireland**

*"We have now been advertising with Irish Vintage Scene for some two years, promoting our unique laser engraving service. There is no better medium to reach the classic and vintage enthusiasts, and we have been very pleased with the results achieved. We have many satisfied customers around the country as a result. It is also a pleasure to deal with the Irish Vintage Scene team. Keep up the good work."* **Martin Taylor, Dublin Crystal**