

# HAGERTY®

Media

## 2023-24 OVERVIEW





#### Who We Are

**Hagerty is an automotive enthusiast brand and the world's largest membership organization for car lovers everywhere**

#### Why We Exist

**To save driving and car culture for future generations**

#### Who We Reach

**Hagerty's robust automotive enthusiast audience covers all channels and platforms with millions of touch points each month to inform, engage, and convert**



**Largest Automotive Magazine**  
**2.1 million** readership per issue



**Digital Media**  
**3** editorial verticals



**Creative Services**  
Expert storytellers and strategists



**National Clubhouses**  
Garage + Social in **4 major cities**



**Podcasts**  
**1 weekly** show



**Digital Verticals**  
**1.5 million** unique monthly visitors



**Daily Newsletters**  
**1.6 million** email subscribers



**Events**  
**2500+** in-person experiences



**Original Video Content**  
**2.8 million** subscribers



**Social Media**  
**1.8 billion** total social impressions  
**108 million** engagements



Average Age:

**56 US | 58 CAN | 62 UK**

Gender:

**90% Male**  
**9% Female**



# of Enth. Vehicles Owned:

**2.4 enthusiast vehicles**

Income:

**US: \$144K | CAD: \$127K | UK: £76K**

Annual Hobby Spend:

**\$9,825**

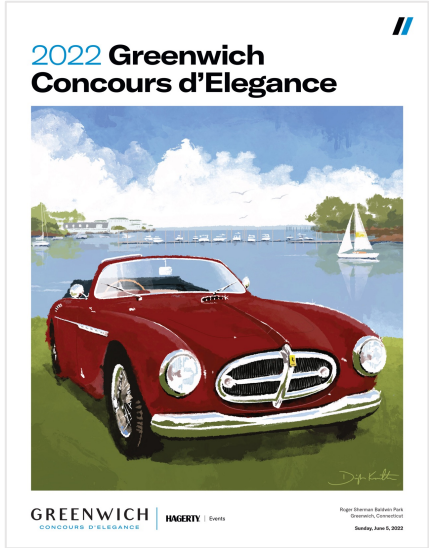
*Compared to average of \$7,000  
Enthusiast Report*

Enthusiasts under 40 spend  
\$10.5k a year on the hobby



**Hagerty Drivers Club**

- Six issues per year



**Event Programs**

- The Amelia
- Greenwich Concours
- Detroit Concours



**Radius**

- 4 issues per year



## Hagerty US

**Hagerty Media is the big tent for automotive enthusiasts of all stripes, serving a highly informed and passionate mass-market audience through history, deep dives, DIY, and car news.**

- 2.3 million monthly PVs
- 1.2 million monthly UVs
- 154K monthly active users (3+ articles per visit)
- 45 articles published per week



## Hagerty UK

**The fast-growing site for a daily fix of Britain's thriving car culture.**

- 288K monthly PVs
- 162K monthly UVs
- 5.52 minutes for average time on site
- 32K+ newsletter subscribers



## Insider

**Hagerty Insider draws on a wealth of data and industry expertise to keep collectors informed of value trends in the classic car market.**

- 137,000 monthly PVs
- 65,000 monthly UVs
- 21,000+ monthly active users



## Daily Driver



## Insider



## Never Stop Driving



## On Track



## Watchlist



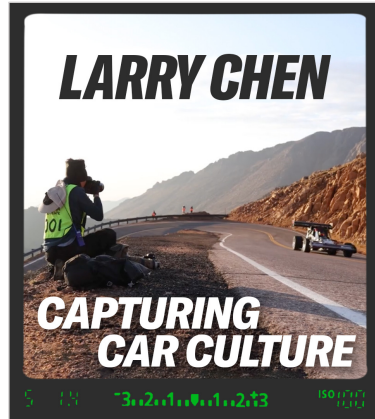
## Weekend Road Trip

- **1.6 million** subscribers
- **53%** open rate
- **8.7%** click-through rate
- **8.7% growth** in subscribers year-to-year
- **4 to 13 articles** in each newsletter



## Hagerty Media creates exciting and engaging original video content for automotive lovers, featuring big names across the car culture world.

- Barn Find Hunter
- Capturing Car Culture with Larry Chen
- The Driver's Seat with Henry Catchpole
- Jason Cammisa on the ICONS
- Jason Cammisa's Revelations
- Cammisa's Ultimate Drag Race Replay
- Redline Rebuild
- Will It Run
- **73.8 million** total video views YTD
- **2.84 million** channel subscribers
- **8.71 million** average monthly views RTM
- **5.56 minutes** average view duration RTM
- **165 million** average monthly impressions RTM
- **36.3% average** percentage viewed RTM





## Carmudgeon



The comedic duo, Jason Cammisa and Derek Tam-Scott, prove you don't have to be old to be grumpy, they spend each episode talking about what's wrong with various parts of the automotive universe.

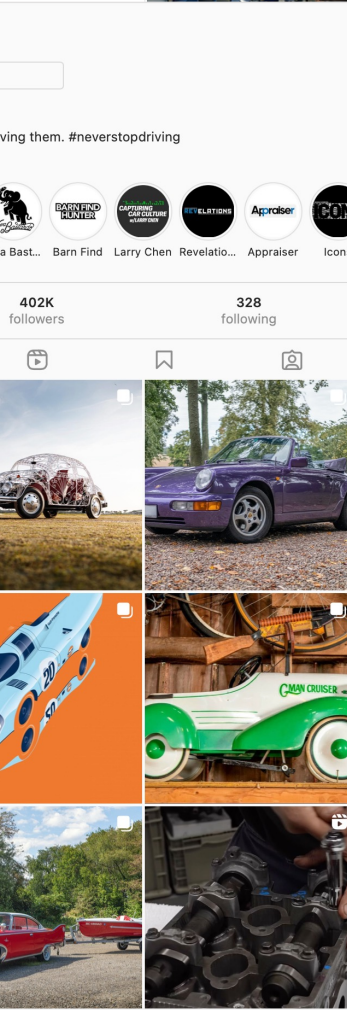
**616,962 total episode downloads YTD**



**Streaming on Spotify, Apple, and  
Android platforms**

Leading Automotive Brand on Social

- 4.9 MILLION social followers
- 4.4 MILLION Facebook followers (@Hagerty)
- 460,000+ Instagram followers (@Hagerty)
- 26,000+ Twitter followers
- 30,000+ LinkedIn followers
- 108 MILLION post engagements
- 1.8 BILLION impressions
- 60 MILLION social video views
- 5.8% social follower growth year-to-year















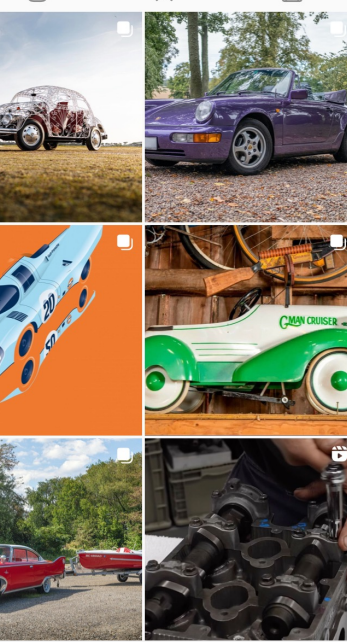
**hagerty**  

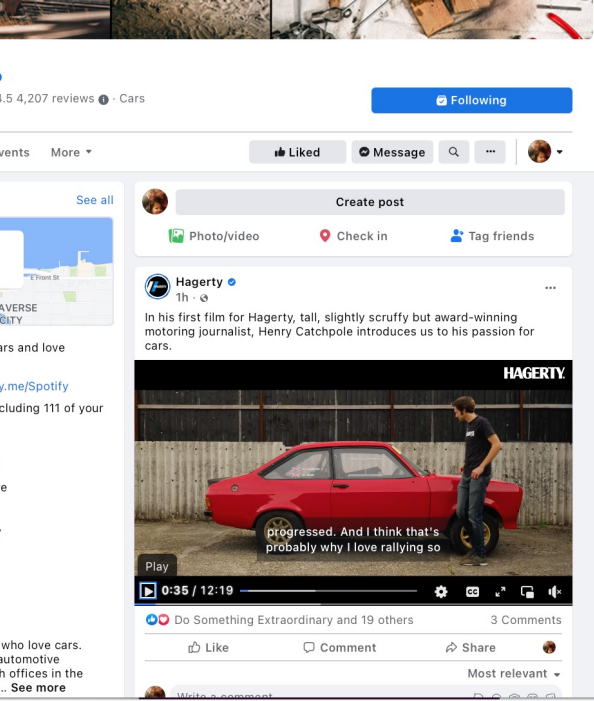
Edit profile

Hagerty  
We're for people who love cars and love driving them. #neverstopdriving  
[like2b.uy/hagerty](#)

12,444 posts   402K followers   328 following





4.5 4,207 reviews · Cars


Following

Events More ▾


Liked Message Search ...

Create post

Photo/video Check in Tag friends

**Hagerty** · Th · 

In his first film for Hagerty, tall, slightly scruffy but award-winning motoring journalist, Henry Catchpole introduces us to his passion for cars.




0:35 / 12:19

Do Something Extraordinary and 19 others · 3 Comments

Like Comment Share








Most relevant ▾

Write a comment



Events and Experiences

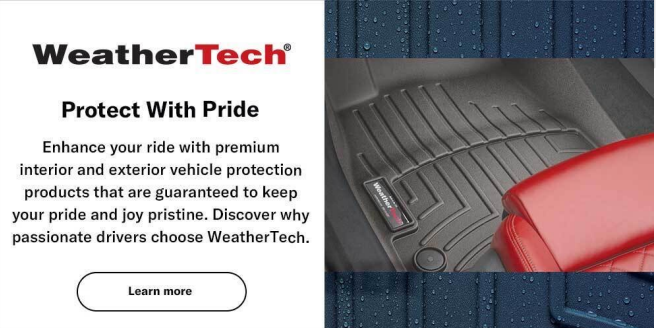


 THE AMELIA						
February 29 - March 3, 2024 Amelia Island, FL	April 21-25, 2024 California, USA	May 31 - June 2, 2024 Greenwich, CT	August 14, 2024 Monterey, CA	September 2024 Detroit, MI	6-8 events annually	13+ events annually
The Amelia is an award-winning motoring event held at The Golf Club of Amelia Island and The Ritz-Carlton, Amelia Island.	The California Mille brings car drivers together to explore the beautiful roads of Northern California.	One of the top 5 concours' in the world, the Greenwich Concours is a time for car lovers to celebrate the most prestigious and artfully designed automobiles.	Enjoy a stunning collection of over 150 cars and more than a dozen aircrafts culminating in an incredible wine and food festival atmosphere for motoring enthusiasts.	The Detroit Concours is curated to recognize the importance Detroit has in automotive history while also honoring automotive greatness from around the world.	Celebrating the oddball, mundane and truly awful of the automotive world, Concours d'LeMons has multiple events spanning across the United States.	RADwood is an automotive celebration showcasing 80s and 90s rad car culture, lifestyle, and automotive awesomeness.
<ul style="list-style-type: none"><li>• 450+ vehicles showcased across 3 fairways</li><li>• 80 judges from across the globe</li><li>• Over \$127 million in auction sales</li></ul>	<ul style="list-style-type: none"><li>• \$90,000 raised for the San Francisco Chronicle's "Season of Sharing" fund since 2013, providing resources for thousands of families in crisis</li></ul>	<ul style="list-style-type: none"><li>• 140 historically significant vehicles present</li><li>• Over 8,000 automotive enthusiasts in attendance</li></ul>	<ul style="list-style-type: none"><li>• Over 3,000 attendees in 2022</li><li>• 1 in 2 attendees have an HHI of \$250K or greater</li><li>• 10% have over \$5 million HHI</li></ul>	<ul style="list-style-type: none"><li>• Hosted at the Detroit Institute of Arts, events include Cars &amp; Community, live entertainment, Club Detroit, and Ride + Drive</li></ul>	<ul style="list-style-type: none"><li>• An average of 3,000 automotive enthusiasts in attendance</li><li>• Over 100 cars participate on average</li></ul>	<ul style="list-style-type: none"><li>• Over 500 cars and trucks present from the era</li><li>• 3,000+ event attendees on average</li></ul>

**Hagerty Media's in-house creative services team supports our strategic brand partners in developing custom content programs designed to drive awareness, authenticity, and acquisition.**

## Opportunities include:

- Bespoke events and experiences
- Branded content articles, videos, and print publications
- Custom microsites with digital distribution
- Dedicated email marketing
- Digital marketing initiatives
- Livestreams and other virtual events
- Programming and talent support
- Sponsored social media campaigns
- Sweepstakes and contests



2024 Editorial Calendar

**Email Newsletters:** Watchlist (Mon every other week), Daily Driver (Mon-Fri), Never Stop Driving (Fri), Weekend Road Trip (Sat), Hagerty Insider (Sun), On Track (Mon-Fri)

MONTH	PRINT	DIGITAL	VIDEO
JANUARY	HDC: 7 <sup>th</sup> Annual Bull Market List	US: Project Car Resolutions Insider: Scottsdale / Kissimmee Auctions	<div>New episodes debuting regularly on a rotating schedule throughout the year!</div> <div><ul style="list-style-type: none"><li>- Barn Find Hunter</li><li>- Capturing Car Culture with Larry Chen</li><li>- The Driver's Seat with Henry Catchpole</li><li>- Jason Cammisa on the ICONS</li><li>- Revelations with Jason Cammisa</li><li>- Cammisa's Ultimate Drag Race Replay</li><li>- Redline Rebuild</li><li>- Will it Run</li></ul></div>
FEBRUARY	—	US: Garage Hacks we Love Insider: Market Index Update	
MARCH	HDC: Best Drivers Car	US: The Amelia Insider: Amelia Auctions	
APRIL	—	US: Spring Prep for Classics Insider: Hagerty Price Guide Update	
MAY	HDC: Greatest Roads	US: Greenwich Concours / 100 Years of MG Insider: Best Buys for Summer / Affordable convertibles	
JUNE		US: '49 Ford and Post-War American Cars (75th Anniversary) Insider: Mid-year State of the Market Report	
JULY	HDC: DIY Issue	US: Joy of Open Air Insider: Hagerty Price Guide Update	
AUGUST		US: Pebble Beach Concours Insider: Monterey Auctions Update	
SEPTEMBER	HDC: 1980 Sports Cars	US: Detroit Concours Insider: Post-Monterey Market Index Update	
OCTOBER	—	US: New Car Group Test Insider: Hagerty Price Guide Update	
NOVEMBER	HDC: Hot Rod and Horsepower Issue	US: SEMA Insider: Customs and Modified market overview	
DECEMBER		US: 2024 Bull Market List Insider: Year in Review / 2025 Predictions	



2024 Publication Deadlines

ISSUE	AD CLOSE	AD CREATIVE DUE	IN-HOME DATE
JAN/FEB	11/2/23	11/9/23	1/6/24
MAR/APR	1/4/23	1/10/24	3/9/24
MAY/JUNE	3/7/24	3/14/24	5/4/24
JULY/AUG	5/2/24	5/9/24	7/6/24
SEPT/OCT	7/3/24	7/11/24	9/7/24
NOV/DEC	9/5/24	9/12/24	11/2/24



# HAGERTY® | Media



**CONTACT US:**  
**[PARTNERSHIPS@HAGERTY.COM](mailto:PARTNERSHIPS@HAGERTY.COM)**