

# HAGERTY®

Media

## 2024 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 Verticals**  
**1.5 million** unique monthly visitors



**Digital Media**  
**2** editorial verticals



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



**Creative Services**  
Expert storytellers and strategists



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



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



**Original Video Content**  
**3 million** subscribers



**Podcasts**  
**2** engaging shows



**Social Media**  
**1.9 billion** total social impressions  
**118 million** engagements



Average Age:  
**64**

Gender:  
**93% Male**  
**4% Female**



# of Vehicles Owned: **5**

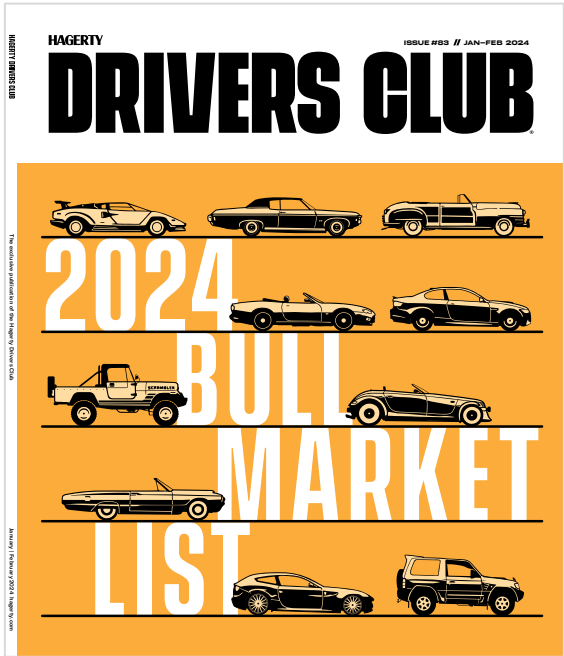
- **3 enthusiast vehicles**
- **2.5 daily drivers**

Income:  
**\$147K**

Average Net Worth:  
**\$2.3M**

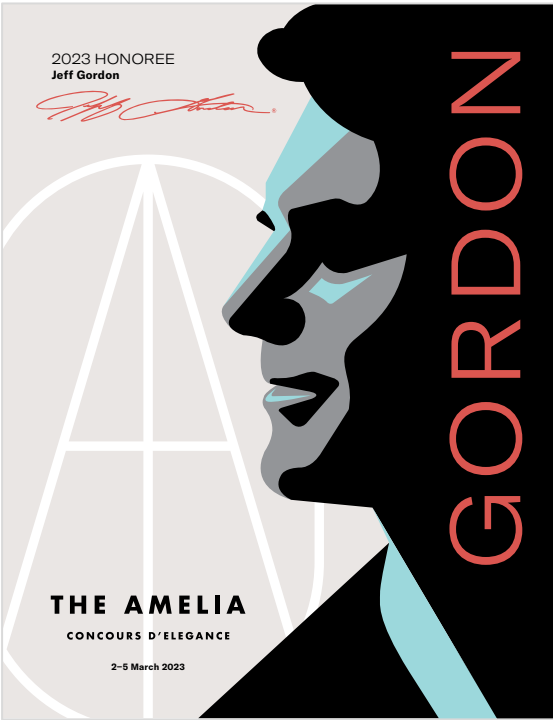
Intent to Purchase  
**41% report plans to purchase regular use vehicle in the next two years**





**Hagerty Drivers Club**

- Six issues per year



**Event Programs**

- The Amelia
- Greenwich Concours



**Radius**

- Three issues in 2024



## 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
- 175K monthly active users (3+ articles per visit)
- 45 articles published per week

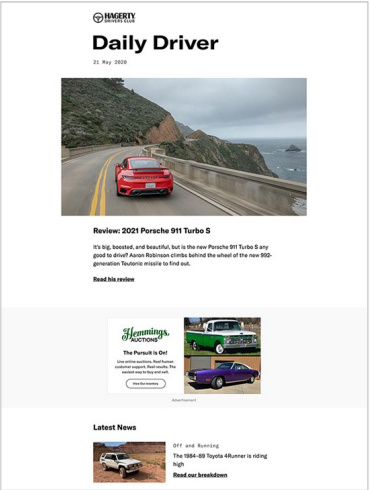


## Hagerty UK

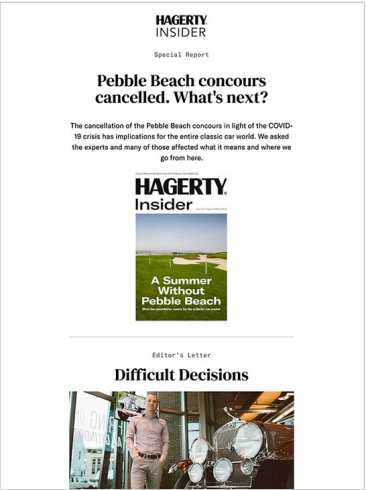
**The fast-growing site for a daily fix of Britain's thriving car culture.**

- 223K+ monthly PVs
- 161K monthly UVs
- 5.52 minutes for average time on site
- 33K+ newsletter subscribers

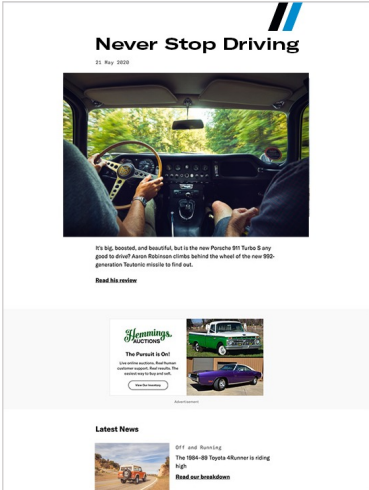




Daily Driver



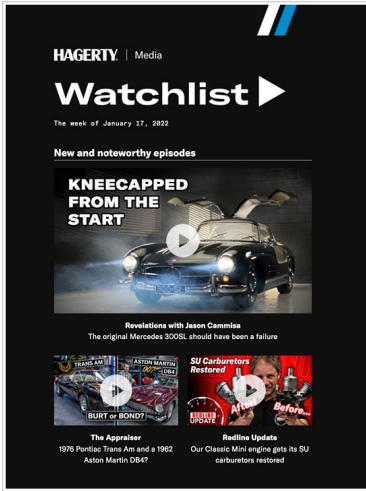
Insider



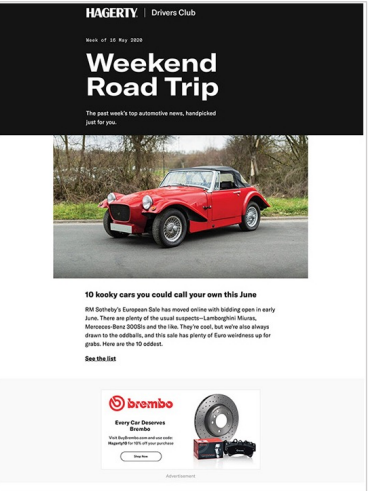
Never Stop Driving



On Track



Watchlist



Weekend Road Trip

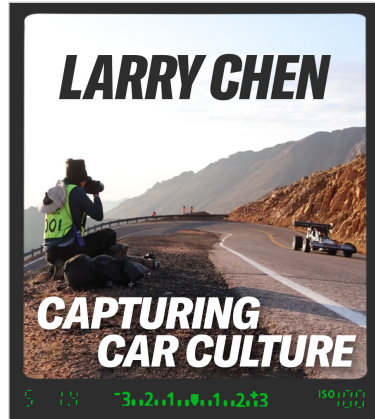
The latest news and stories delivered straight to members' inbox. Content spanning from auction reports to automotive history, car culture, car news, celebrating the love of driving, industry trends, motorsports, and upcoming events.

- 1.55 million subscribers
- 53% open rate
- 11% click-through rate
- 9.7% 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
- **101.3 million** total video views 2023
- **3 million** channel subscribers
- **8.44 million** average monthly views 2023
- **6.18 minutes** average view duration 2023
- **151.8 million** average monthly impressions 2023
- **34.6% average** percentage viewed 2023







## 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.

**2,022,070 total episode downloads in 2023**



## Never Stop Driving with Larry Webster

The Never Stop Driving podcast from Hagerty Media is free to everyone because one of Hagerty's goals is to spread car passion. On the show, host Larry Webster covers a wide range of automotive topics, including interviews with the people doing the most interesting work in the car world.

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

# Leading Automotive Brand on Social

## 4.9 MILLION social followers

## 4.4 MILLION Facebook followers (@Hagerty)

## 480,000+ Instagram followers (@Hagerty)

## 29,000+ Twitter followers

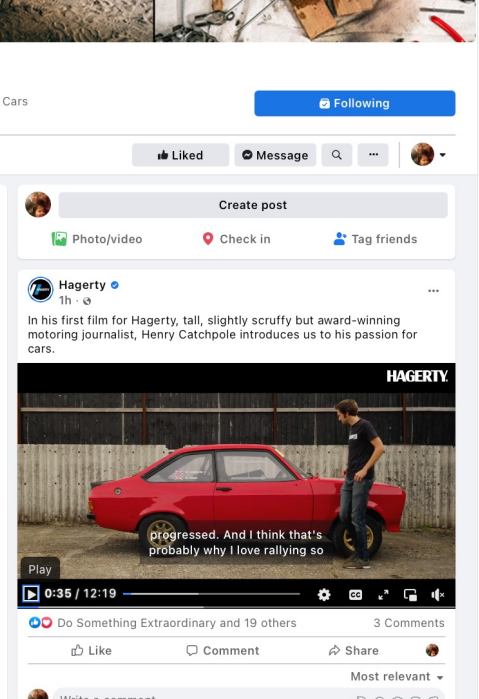
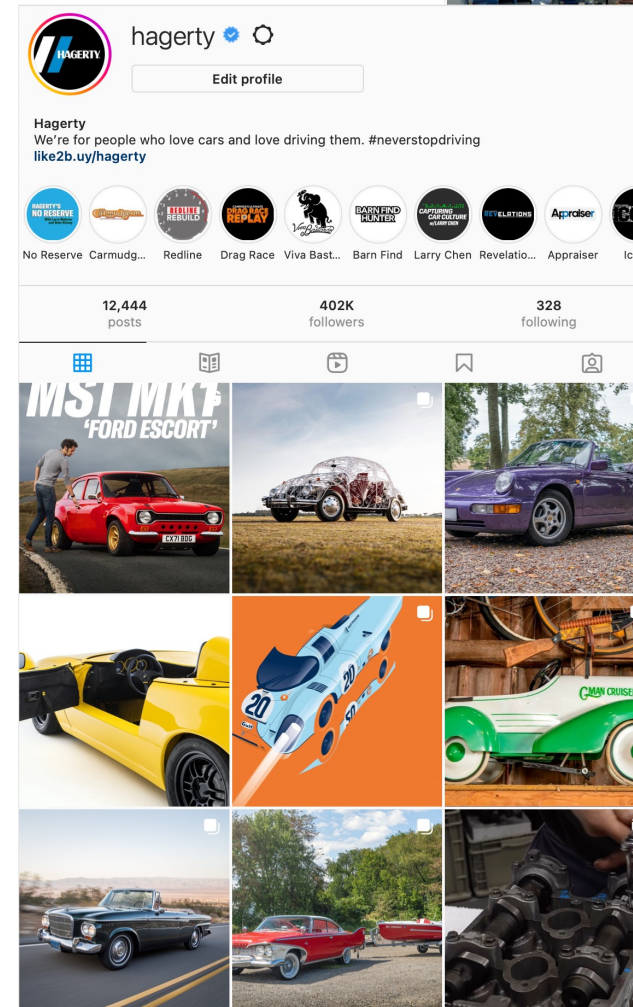
## 30,000+ LinkedIn followers

## 118 MILLION post engagements

## 1.9 BILLION impressions






## 63 MILLION social video views

### 5.3% social follower growth year-to-year







 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	5+ 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 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.	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 3,400 attendees in 2023</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>• 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




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**ARTURA**

McLaren

LIGHTNESS IS MEASURED IN MORE THAN POUNDS

0-60 MPH	POWER	TORQUE	TOP SPEED
3.0 SEC	671 BHP	531 LB-FT	205 MPH



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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 (Monthly)

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><div>- Barn Find Hunter</div><div>- Capturing Car Culture with Larry Chen</div><div>- The Driver's Seat with Henry Catchpole</div><div>- Jason Cammisa on the ICONS</div><div>- Revelations with Jason Cammisa</div><div>- Cammisa's Ultimate Drag Race Replay</div><div>- Redline Rebuild</div></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 RADwood 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	1/20/24	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



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