

**COMEDI**  
COMUNICHIAMO PASSIONE

# Automobilismo D'EPOCA

MEDIA KIT  
2022

[automobilismodepoca.it](http://automobilismodepoca.it)



# Automobilismo D'EPOCA

It has been an immediate success since its creation in 2003. The recognition of leading industry experts and readers' appreciation convinced the publishing house to make it a bimonthly and, from 2006, a monthly. Automobilismo d'Epoca as well as offering a careful selection of vintage cars (with plenty of space for images and technical insights) is presented as a valuable handbook with buying guides, suggestions for restorations, competent specialists, quotes and appointment calendars for car enthusiasts. Everything is described with a young and dynamic style. It presents an original approach to the Automotive industry and, at the same time, has the same accuracy, competence and authority of Automobilismo and Motociclismo. Automobilismo is the magazine from which Automobilismo d'Epoca was created. Thanks to its exclusive and enormous archive of images and articles, we are able to create a prestigious magazine with news, photographs, characters, past race cars and, of course, vintage cars, to meet the needs of both beginners and more competent enthusiasts.

## MISSION

Our goal is to make those who do not own a vintage car dream, inform those who own one and offer tailor-made products that combine image and content. We also offer investors a channel of steady visibility in order to help them to increase their business. We guarantee a supreme precision and insights that no other Italian magazine can give.

# EDITORIAL CONTENT

## EVERY MONTH WE TALK ABOUT YOUR PASSION AND INTEREST FOR VINTAGE CARS

**Latest news:** all the news from the shining world of vintage cars. Auctions, exhibitions, races, classic car revivals and contests of elegance.

**Exhibitions and events:** extensive and detailed reports on the most important national and international exhibitions.

**Protagonists:** interviews of pilots, entrepreneurs, collectors and specialists: a world of passion.

**Beautiful vintage cars:** we narrate the history of road cars and racing cars explaining why they were created, what is their importance in history, the context that surrounded them and their current value.

**Dossiers:** all you need to know about a car model. History, production numbers, versions, engines, colours and accessories available in the past.

**Technique:** history, solutions, progress of cars, present-day restoration technologies and techniques.

**Pre-war:** cars built before 1940s have such a particular charm that they are considered a class of their own in the world of collecting.

**Sports and competitions:** vintage motor racing increasingly gathers fans with more and more high spending capacity. We deal with Monaco Grand Prix and Le Mans Classic, as well as Regularity rallies organized by clubs.

**Me and my car:** owners talk about the story behind their collector's cars: reasons for the purchase, how far they travelled together and the restorations they carried out. They can be cars of modest or low collectible value, but of great sentimental value.

**Quotations:** an extended list that illustrates the values of post-World War II collectible cars, those for which it is possible to indicate a reference value from which one should not deviate too much, neither negatively nor positively.

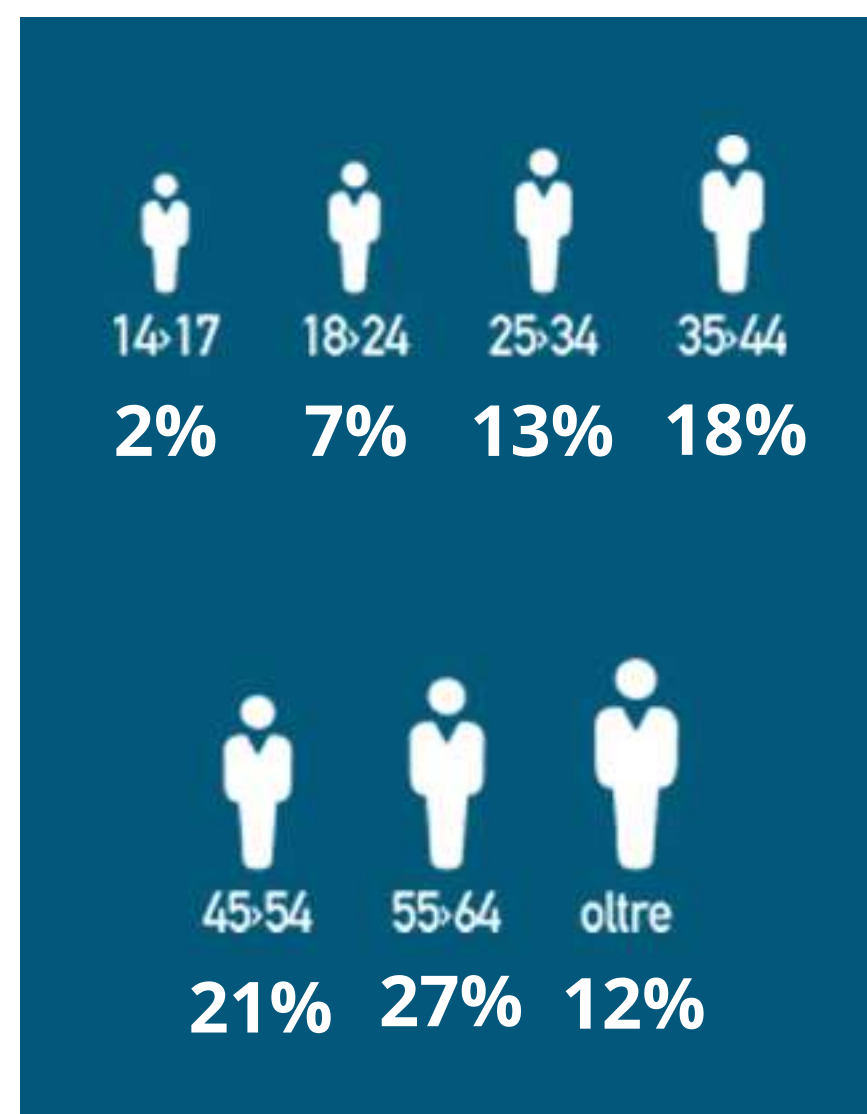
# TARGET

Automobilismo d'Epoca readers are mostly male people with a high socio-economic status and a higher average age than those of Automobilismo. Their passion for collecting cars makes them the perfect target for all high-level products with a strong masculine connotation. People with high spending possibilities are increasing in the world of car collecting; and more and more these people are becoming readers of Automobilismo d'Epoca.

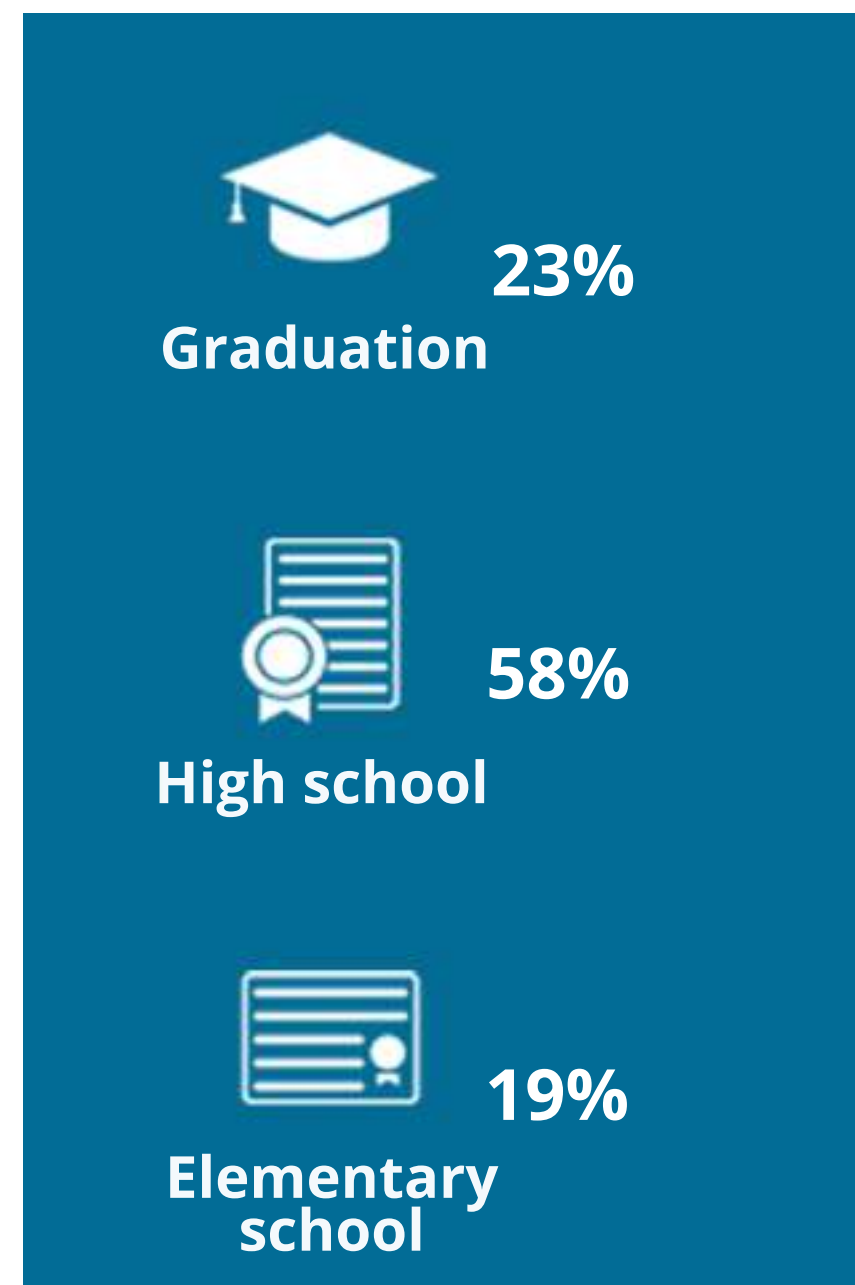
## GENDER



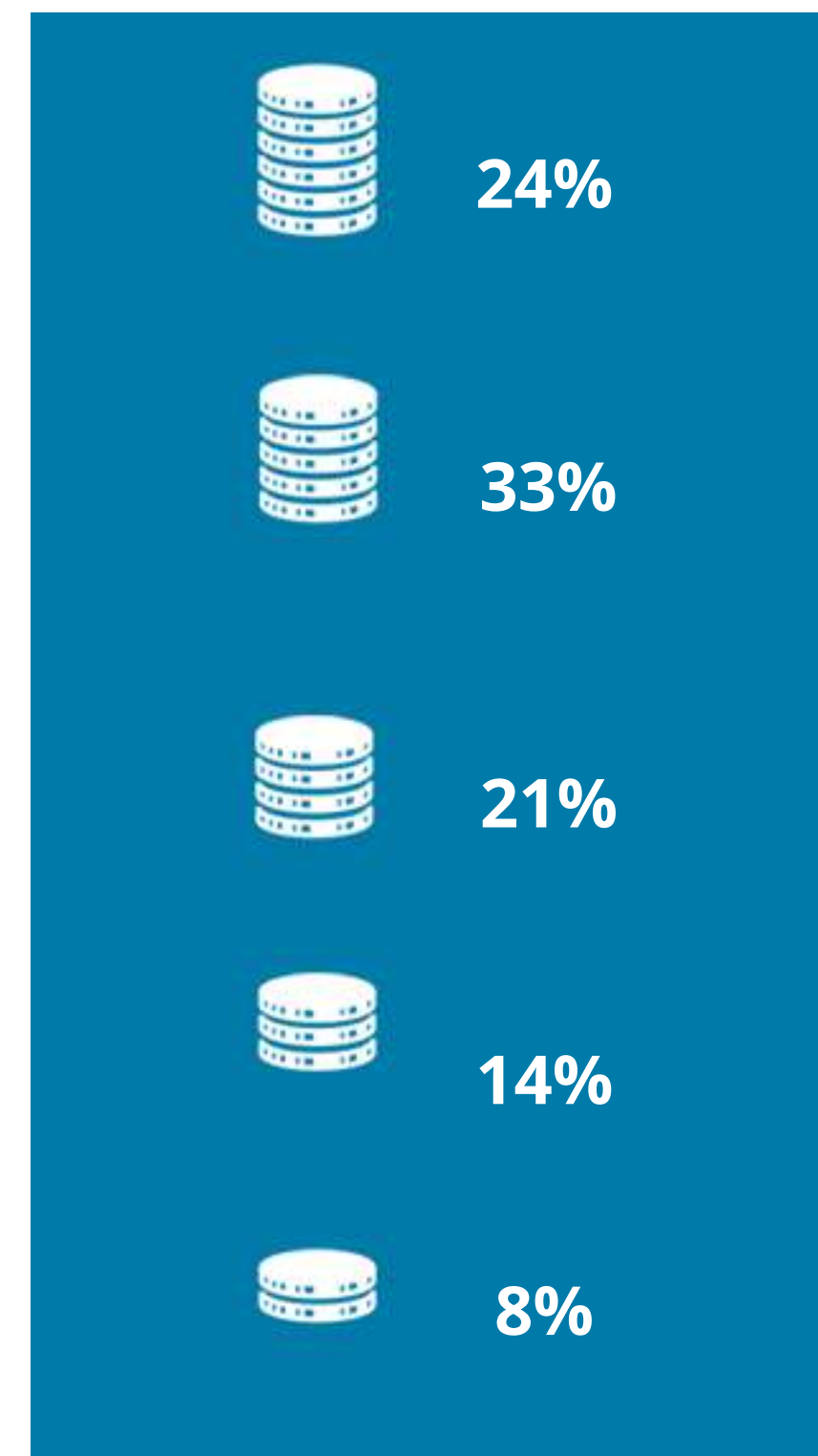
## AGE



## EDUCATION



## INCOME



## GEOGRAPHICAL AREAS



# TARGET

Our digital edition is currently available in more than 1,450 4-star and 5-star hotels and international lounges. About 200 of them are located in Italy, with a potential audience of over 127,000 daily users.

1.450  
\*facilities

200  
\*facilities in Italy



127.000  
\*potential  
daily users



\* Digital: Source Mediapad 2020

# WEBSITE

Automobilismodepoca.it was created a few years ago but it was able to build a community of loyal readers from day one. The latest news that come every day from the world of vintage cars, linked to the history of the automobile and the presentations of the manufacturers involved, provide a complete overview of this world of passion and beauty. Together with the Facebook page and the Instagram profile, the website opens a window on the "vintage" world that provides information almost in real time, alongside with evocative and suggestive images appreciated by users.

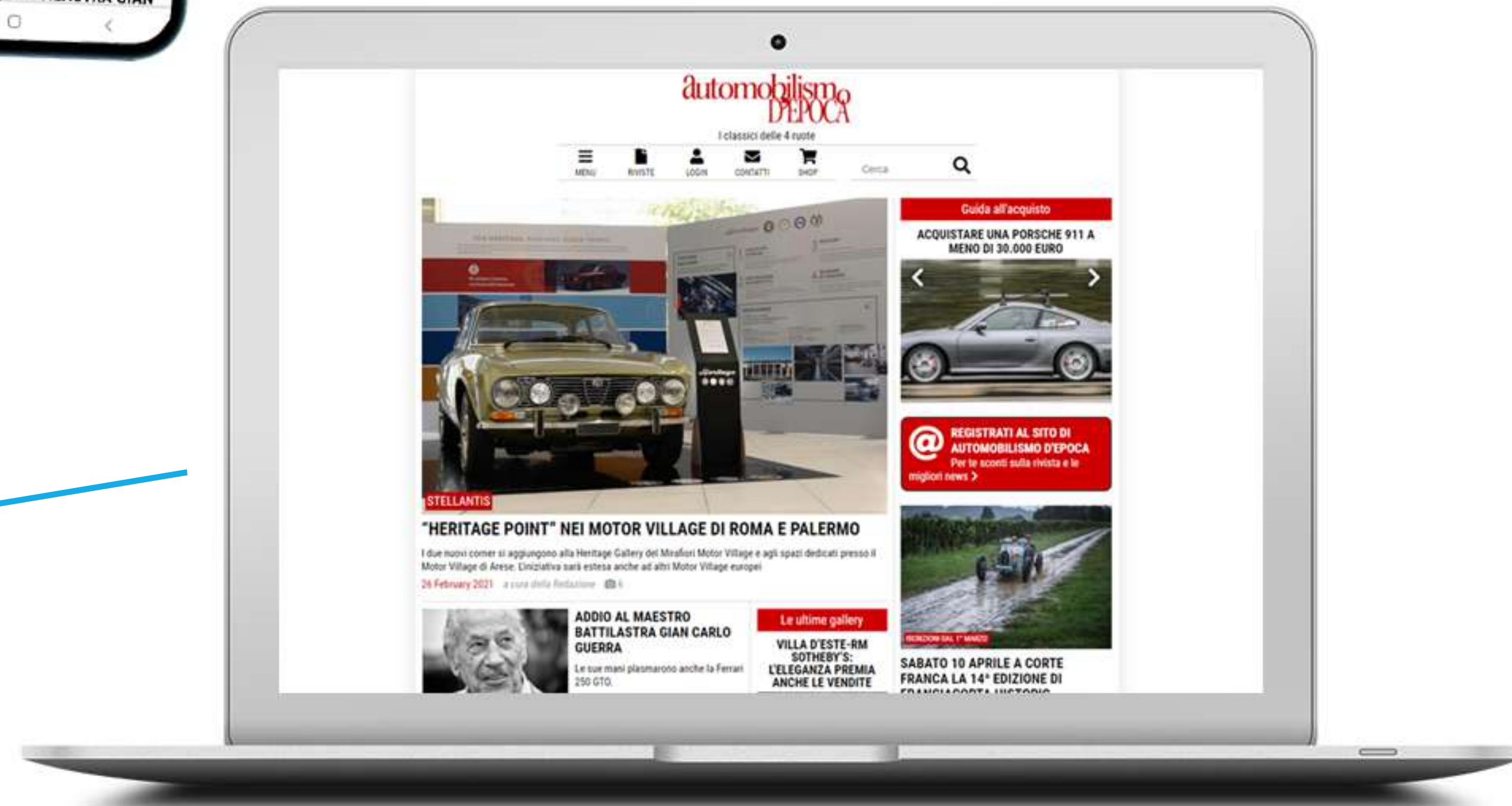


12.250  
\*Monthly single users

261  
DEM users

440  
Newsletter users

37.166  
\*Monthly page views



# THE MAGAZINE

Monthly magazine (10 issues)

Cover price: 6,00€



The digital edition of Automobilismo d'Epoca is available too. You can buy it on your tablet and smartphone after downloading our free app Automobilismo d'Epoca on App Store or Google Play. This digital version includes multimedial content (photos, videos, links, web applications), plus a news section connected to [automobilismodepoca.it](http://automobilismodepoca.it)

2.800

\*Digital edition subscribers

26.750

\*Single copy circulation



162.500

\*Average monthly readers

33.850

\*Average overall monthly circulation

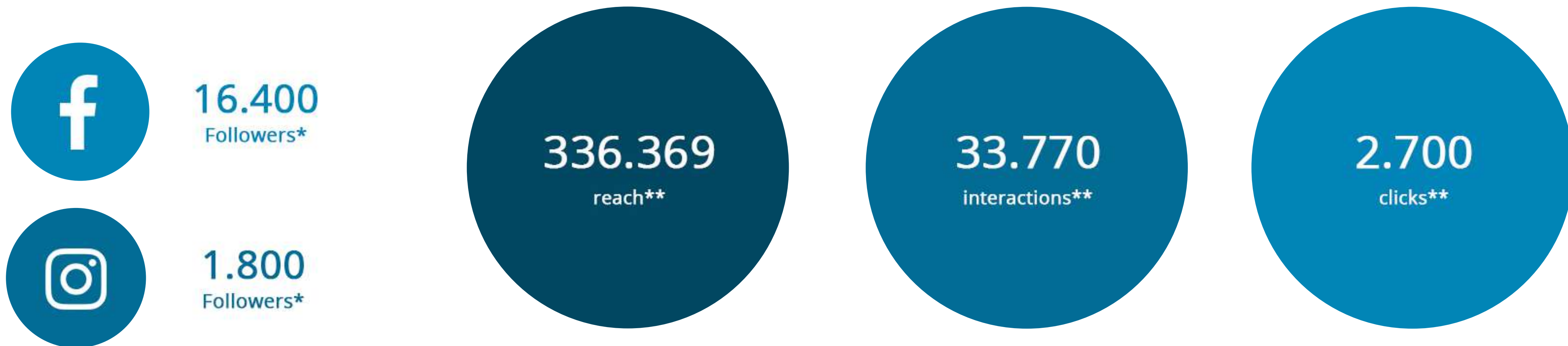
4.300

\*Paper edition subscribers

# SOCIAL

Social media platforms are used to summon a different audience towards digital properties.

We create and manage specific content production in order to anticipate content that can be analysed in depth on other channels.



\* Social Fanbase Dec 2021

\*\* Insights Meta Business Manager Nov 2021 - Jan 2022





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