

## Our Purpose

Motorsportauctions.com is now one of the world's leading motorsport online classified advert and auction sites. With seamless functionality, it's easy to use. The site provides listing platforms that enable both the motorsport industry and privateer alike to sell race & rally cars, surplus parts, transporters, clothing, workshop and pit equipment. Ours is a global marketplace, aimed at finding a buyer for every item.





# Our Audience



Site Visitors  
**220,000/month**



Impressions  
**1,150,000/month**



Facebook likes  
**136,000**



Twitter followers  
**950**

Average of 5.3 pages viewed per site visitor / session. This is high compared with national averages. It displays a high level of engagement from our website users. We have a "bounce rate" of just 1.42%













An  
amazon.com  
company

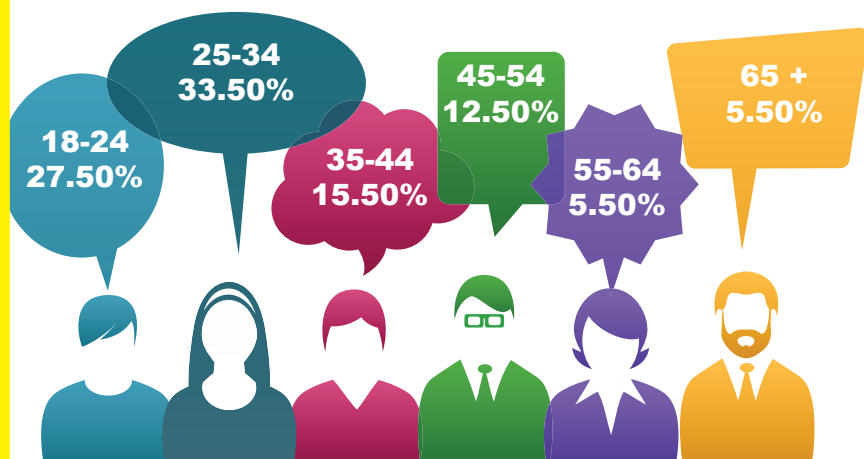
Alexa ranking 68,102





## Top 10 countries served:

1. **United Kingdom** 94,388 (46.29%) 
2. **Ireland** 16,914 (8.29%) 
3. **United States** 14,205 (6.97%) 
4. **Spain** 7,178 (3.52%) 
5. **Sweden** 6,442 (3.16%) 
6. **Belgium** 5,984 (2.93%) 
7. **Australia** 5,269 (2.58%) 
8. **Norway** 4,628 (2.27%) 
9. **Italy** 3,820 (1.87%) 
10. **New Zealand** 3,809 (1.87%) 

## Age of Audience



**MEN** 54.15%  **WOMEN** 45.85% 

*These statistics are correct as at March 2017*



# Our USPs

- Highly-targeted industry marketing, including targeted adverts on Motors TV
- Dual targeting of privateers and Motorsport industry - both locally & internationally
- Equal emphasis on Race and Rally competitors and teams
- Latest technology to give an unsurpassed experience irrespective of viewing device
- Uniquely, we offer mobile apps to make access both quick & easy on mobile devices
- On-going attendance at Motorsport Trade Shows, ensuring industry wide visibility





# Advertising Banner Slots

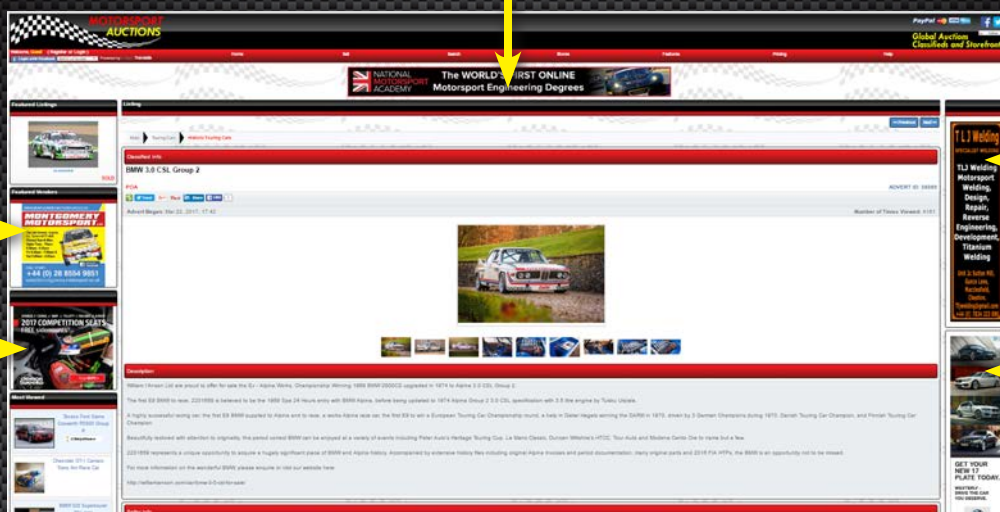
**Leaderboard**  
970x90

**Featured Vendor MPU**  
300x250

**MPU**  
300x250

**Upper Skyscraper**  
160x600

**Lower Skyscraper**  
160x600



## Motorsport Auctions Ltd

Graham Lorimer

35 Galileo Gardens

Cheltenham GL51 0GA

United Kingdom

Tel: +44 7730 676576

Email: [graham@motorsportauctions.com](mailto:graham@motorsportauctions.com)

Website: [www.motorsportauctions.com](http://www.motorsportauctions.com)



[motorsportauctions.com](http://motorsportauctions.com)