2027
AACA Media Kit

Reach Engaged Classic Car Enthusiasts
through Print, Digital & Email Marketing

www.AACA.org

TRUSTED SINCE 1935

Serving the collector-car community since 1935 as the nation's oldest and most respected automotive historical society.

DEDICATED AUDIENCE

More than 45,000 AACA members who are affluent and passionate collectors and restorers. Most own multiple antique vehicles.

HIGHLY ENGAGED

National events, active online forums, and award-winning publications keep members engaged with AACA all year long.

MULTI-CHANNEL

Magazine, website, forum, and email newsletter placements provide multiple opportunities to reach engaged enthusiasts.

Award-winning *Antique Automobile* magazine
Monthly *SPEEDSTER*® e-newsletter
AACA.org & Forums.AACA.org websites

ANTIQUE AUTOMOBILE

28.2K
MAGAZINE CIRCULATION

70K
READERSHIP ESTIMATE

SPEEDSTER® E- NEWSLETTER

34.3K
MONTHLY NEWSLETTER SUBSCRIBERS

55.7%
NEWSLETTER OPEN RATE

WEBSITE & FORUMS

28.1K
AACA.ORG AVG. MONTHLY USERS

216.7K
FORUMS.AACA.ORG AVG. MONTHLY USERS

MEMBER STATS & DEMOGRAPHICS

AACA members are **active buyers** of parts, restoration services, tools, insurance, transportation, & memorabilia

45,000+ **MEMBERS**

>50% OWN **MULTIPLE** CLASSIC VEHICLES

$144,000
AVERAGE HHI

58
AVG. AGE

80%
MALE

20%
FEMALE

REACH THE AUDIENCE TRUSTED BY INDUSTRY LEADERS

Leading brands choose AACA to connect with collectors, restorers, enthusiasts, and buyers who actively participate in the collector vehicle hobby.

INSURANCE

Protecting collector vehicles and automotive investments

J.C. Taylor INSURANCE

HAGERTY

Grundy INSURANCE

AUCTIONS & EVENTS

Connecting buyers, sellers, and enthusiasts across the hobby.

RM | Sotheby's

COBBLE BEACH Concours d'Elegance

MECUM AUCTIONS

CARLISLE Events

PARTS & RESTORATION SERVICES

Parts, products, and restoration services trusted by collector vehicle enthusiasts

NPD NATIONAL PARTS DEPOT

GATSBY AUTOWORX RESTORATION & COACHWORX

COKER TIRE Wheels Too!

TP TOOLS & Equipment

Join the companies reaching 45,000+ engaged collector vehicle enthusiasts through AACA's trusted print and digital channels.

RATES

Antique Automobile magazine

	1x	1x	3x	3x	6x	6x
AD SIZE	**B&W**	**COLOR**	**B&W**	**COLOR**	**B&W**	**COLOR**
Full Page	$1,234	$1,665	$1,172	$1,582	$1,139	$1,538
2/3 Page	864	1,167	820	1,107	777	1,049
1/2 Page	716	967	679	917	644	869
1/3 Page	457	616	434	586	411	554
1/4 Page	371	501	352	475	333	449
1/6 Page	284	383	270	364	255	344
1/12 Page	173	234	164	222	155	210
Directory	Text Business Listing (15-25 words)				60	
Polybag Insert	$2,500 (advertiser supplies printed sheet - contact for details)					

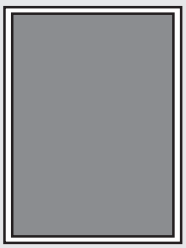
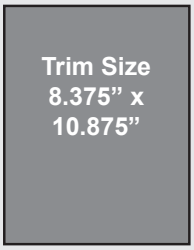
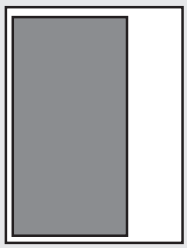
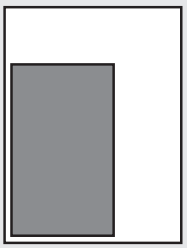
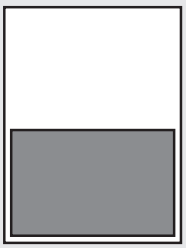
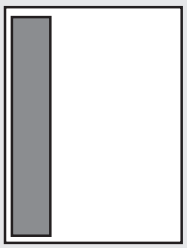
PRINT DATES

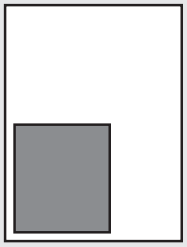
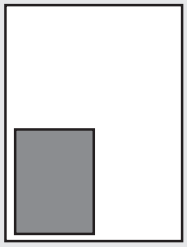
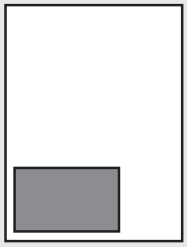
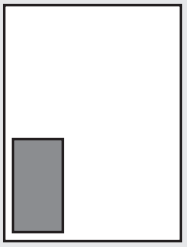
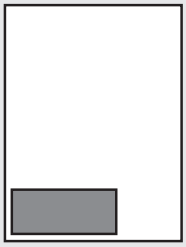
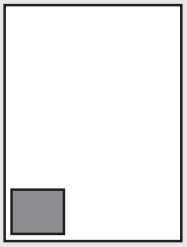
Antique Automobile magazine

ISSUE	AD DEADLINE	EST. IN-HOME
January/February	November 25	January 15
March/April	January 25	March 15
May/June	March 25	May 15
July/August	May 25	July 15
September/October	July 25	September 15
November/December	September 25	November 15

SPECS

Antique Automobile magazine

Full Page	Full Bleed	Vertical 2/3	Vertical 1/2	Horizontal 1/2	Vertical 1/3
					
7.375" x 9.825"	8.625" x 11.125"	4.85" x 9.85"	4.85" x 7.35"	7.375" x 4.85"	2.3" x 9.85"

Square 1/3	Vertical 1/4	Horizontal 1/4	Vertical 1/6	Horizontal 1/6	1/12 Square
					
4.85" x 4.85"	3.56" x 4.85"	4.85" x 3.2"	2.35" x 4.85"	4.85" x 2.35"	2.35" x 2.35"

TERMS & GUIDELINES

Antique Automobile magazine

Advertising space is available for AUTOMOTIVE RELATED ADS ONLY
(including products, events, and auctions)

FILE REQUIREMENTS

- Press-ready PDF preferred
- 300dpi JPEG/PNG acceptable
- CMYK only; convert spot to process
- Embed all fonts
- Flatten transparent objects

PLACEMENT

- Full page advertisers may request general placement
- Guaranteed placement is available for an additional 15% fee per ad (subject to availability)

SUBMISSION

- Email to carnold@aaca.org
- If file exceeds 10 MB, email link from shared drive to carnold@aaca.org

FINE PRINT

- All rates are per issue in US dollars
- NEW advertisers must PRE-PAY for first ad
- No cancellation/no refund after deadline

RATES & SPECS

PLACEMENT	INCLUDES	SPECS	DURATION	RATE (per month)
AACA.org Homepage *38K+ monthly users*	leaderboard banner	980x90	1 month	$700
			3 months	$600
			6 months	$500
Forums.AACA.org Homepage *216K+ monthly users*	leaderboard banner	728x90	1 month	$1,000
SPEEDSTER® E-Newsletter Sponsorship *34K+ subscribers* *55%+ avg. open rate*	leaderboard	600x100	Monthly	$2,000
	advertiser supplied informational, educational, or editorial-style article with image	300 words 600x400		
	footer banner	600x100		

TERMS & GUIDELINES

Digital ads are AVAILABLE TO CURRENT PRINT ADVERTISERS ONLY
(advertisers with a confirmed print ad in the same campaign period)

WHAT'S INCLUDED

- Leaderboard and newsletter ads include link to advertiser URL

IMPORTANT DATES

- Digital and Newsletter ads are run on a calendar month basis
- Creative deadline is 10 business days prior to start/publication date

FINE PRINT

- Digital ads are subject to availability
- Leaderboard inventory for AACA.org and Forums.AACA.org limited to 3 rotating advertisers each
- Must be running print ad in same month(s) as digital ad
- All rates are per month in US dollars
- No cancellation/no refund after deadline

MULTI-CHANNEL ADVERTISING PACKAGES

PACKAGE	AD UNITS INCLUDED	DURATION	BUNDLED RATE
Auction & Event Spotlight *Promote an auction, event, or seasonal campaign*	1/2-page color print ad	1 issue	**$3,300** *($3,667 value)*
	AACA.org banner ad	1 month	
	SPEEDSTER® e-newsletter sponsorship	1 issue	
Consistent Presence *Build awareness and remain top-of-mind*	1/3-page color print ad	3 issues	**$5,000** *($5,558 value)*
	AACA.org leaderboard banner	3 months	
	SPEEDSTER® e-newsletter sponsorship	1 issue	
Market Leadership *Expand reach across multiple AACA channels*	1/3-page color print ad	6 issues	**$8,900** *($10,124 value)*
	AACA.org banner ad	3 months	
	Forums.AACA.org banner ad	3 months	
	SPEEDSTER® e-newsletter sponsorship	1 issue	
Year-Round Visibility *Maintain a year-round presence with dedicated enthusiasts*	1/2-page color print ad	6 issues	**$12,900** *($15,214 value)*
	AACA.org banner ad	6 months	
	Forums.AACA.org banner ad	3 months	
	SPEEDSTER® e-newsletter sponsorship	2 issues	

Bundled rates are all inclusive and reflect the total cost of the package.

CUSTOM PACKAGES AVAILABLE

Custom packages, multi-year commitments, and event sponsorships available upon request. Let's build a campaign tailored to your goals.

Sponsorship opportunities for national AACA events and programs are also available.

RESERVE YOUR PLACEMENT:

Chrissy Arnold
AACA Marketing & Advertising

CArnold@AACA.org
717-534-1910

ANTIQUE AUTOMOBILE CLUB of AMERICA

www.AACA.org