



# Barrett-Jackson®

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

**More than one billion dollars of documented buying power from thousands of bidders**

**Plus over 300 million dollars in regional economic impact from four auctions**

**And 180 million dollars in auction block results at the past four events**

**With 9.8 million dollars raised for charity across the last auction season**

**Supported by 35 million page views on Barrett-Jackson.com**

**That all adds up to over 440 thousand attendees at Barrett-Jackson auctions across the country**

And it only takes four print catalog editions to give you direct, dynamic and exclusive access to this powerful group

## EVENTBOOKS

SPECIALIZED EVENT PUBLISHING

**Exclusive Publishers For Barrett-Jackson Since 1998**  
**480-634-5953 ads@EventBooks.net EventBooks.net**

*Barrett-Jackson*

## TOP OF THE CHART Demographics

The auctions themselves are lifestyle events, featuring fashion shows, opening night charity galas and a marketplace offering classic automobilia, high-end jewelry, celebrity collectables and a myriad of other sought-after items. The unprecedented success of the Barrett-Jackson Scottsdale, Palm Beach and Las Vegas Auction Events and the addition of the Northeast auction, prove that attendees and bidders are still avidly fueling the hobby. With the combined \$180 million in record-shattering prices and a sales ratio that sets trends for the entire classic car industry, market analysts are predicting another solid year for the collector car market.

Barrett-Jackson's registered bidders brought \$960 million in bank letters of guarantee to the past four events. Add that to the Platinum VIP bidders' essentially unlimited purchasing power, and there was over \$1 billion in buying strength at the 2015 Barrett-Jackson Auctions. With thousands of registered bidders, only half ultimately could have gone home with a car. That amounted to nearly \$1 million in

purchasing power for each car that crossed the block. Total sales for the Auctions reached just over \$180 million, barely ten percent of what could have been spent. Eighty percent of the registered bidders – who had taken the time to arrange those bank guarantees and go through the sign up process – went home without a car. They represent a huge pool of latent enthusiasm for car collecting and immense financial resources that have yet to be spent to satisfy these bidders' cravings.

Data also shows that the average spectator at a Barrett-Jackson event holds similar spending power. With the average income exceeding \$100,000, this group is quick to spend disposable income to enhance their Barrett-Jackson experience.

**Bidders and spectators attend from all 50 states and from more than 15 different nations. Multiply that by 35 million of page views on Barrett-Jackson.com plus national online Event Catalog sales, and the formula is in place to put your message in front of the right buyers.**





## PROVEN CATALOG FORMAT

*FEATURES PAGES AND PAGES GEARED TO ENTHUSIASTS*

This is an exciting comprehensive print and digital Event Catalog format with hundreds of color pages presenting auction information, vehicle features, lifestyle stories and the auction cars in Lot order. It is geared directly to automotive attendees and enthusiasts and contains in-depth information about The World's Greatest Collector Car Auctions™.

## ON-TARGET DISTRIBUTION

- > Event Catalogs are given directly to registered bidders and V.I.P's when checking-in at the event.
- > Complimentary copies of the catalogs are available to a very select high net worth group in the onsite skybox suites.
- > A digital version of the Event Catalogs is distributed to Barrett-Jackson's exclusive customer base.
- > With thousands of Event Catalogs sold via Barrett-Jackson.com and EventBooks.net, the circulation reaches a truly global market.
- > Event Catalogs are also sold at six prominent locations throughout each auction venue.
- > Each press-run is paid and controlled.

## Barrett-Jackson.com Online Analytics

Recent monthly data shows:

- > 5.3 million sessions
- > 3.5 million users
- > 35 million page views
- > 60% are returning visitors, 40% are new

Innovative changes have sparked growth at Barrett-Jackson and vaulted the family-run auction company onto a worldwide stage. As a result, a hobby once dominated by dealers and the ultra-wealthy is now enjoyed by families, first-time buyers and general enthusiasts. As the industry continues to evolve, Barrett-Jackson will remain at the forefront by offering the world's most desirable vehicles and an experience that appeals to everyone.



## 2020 RATES

Scottsdale.....Palm Beach.....Northeast..... Las Vegas ..... ^All Four

Quarter Page.....	1,275.....	1,025.....	1,025.....	1,025.....	3,915
Half Page+ .....	2,350.....	1,850.....	1,850.....	1,850.....	7,110
Full Page* .....	3,750.....	2,950.....	2,950.....	2,950.....	11,340
Spread* .....	7,125.....	5,605.....	5,605.....	5,605.....	21,564
Inside Front Cover * .....	4,275.....	4,075.....	4,075.....	4,075.....	14,850
Inside Front Facing*.....	5,300.....	5,100.....	5,100.....	5,100.....	18,540
Back Cover* .....	8,500.....	6,500.....	6,500.....	6,500.....	25,200
Inside Back Cover *.....	5,300.....	5,100.....	5,100.....	5,100.....	18,540
Inside Back Facing*.....	4,275.....	4,075.....	4,075.....	4,075.....	14,850

### ADDED VALUE

All rates include ad in digital catalog.

\* Page size includes two event-long auction passes and invitations to the Opening Night Gala for two.

+ Half Page includes two single-day auction passes.

### FINE PRINT

^ Receive a 10% discount for ad placement in all four Event Catalogs.

All rates are net. Add 10% for special positioning. All ads are subject to content approval by the Publisher. Ticket packages are fulfilled on the sole discretion of Barrett-Jackson on a per order basis.

### SPACE/MATERIAL DEADLINES

SCOTTSDALE 2021: December 10, 2020 PALM BEACH 2020: March 20, 2020 NORTHEAST 2020: June 3, 2020

LAS VEGAS 2020: August 21, 2020

Specs Available Online At [Eventbooks.net](http://Eventbooks.net)

### INDUSTRY LEADER

For over 45 years, enthusiasts from all over the world have flocked to the Barrett-Jackson collector car auctions. Widely regarded as a barometer of the collector car industry, the auctions have evolved over the years into world-class automotive lifestyle events where thousands of the world’s most sought-after, unique and valuable automobiles cross the block in front of a global audience — in person and on live national and international television. Barrett-Jackson produces The World’s Greatest Collector Car Auctions® in Scottsdale, Arizona; Palm Beach, Florida; Mohegan Sun in Connecticut and Las Vegas, Nevada. In addition to the millions watching the events via live worldwide television coverage on Discovery Channel and Velocity, over 500,000 people are in attendance at all four auctions, looking to witness auction action at its best, capture the car of their dreams, learn more about collector cars through “Behind the Hobby” symposiums, mingle with celebrities, experience heart-stopping thrill rides in the latest vehicles from America’s top automakers – or shop in the vast Exhibitor Marketplace.

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