

DEALER **ADVERTISING PROGRAM**



duPont
REGISTRY

A BUYERS GALLERY OF FINE AUTOMOBILES®

Ron Kimball Studios



**PUT THE POWER OF THE LUXURY MARKETPLACE TO WORK
FOR YOUR STORE.**

duPont REGISTRY™ has accomplished something no other publication can claim—an environment dedicated exclusively to reaching buyers.

Whether you are an independent or authorized dealership, for 23 years duPont REGISTRY™ has delivered results that have helped dealers across the country grow their business.

**duPont REGISTRY™
WHERE THE BUYING AND SELLING NEVER ENDS...**

**THE duPont REGISTRY™ READER IS ACTIVE, AFFLUENT,
AND READY TO BUY.**

- 96% Male
- Average age: 38 years old
- \$261,500 average income
- \$1.65 million plus net worth
- Owns 4.35 cars and trucks
- 55% plan to buy in the next 12 months
- 81.5% respond to ads
- 306,788 buyers per month
- 130 times more likely to own or lease a Porsche
- 327 times more likely to own or lease a BMW
- 71.6 times more likely to own or lease a Land Rover
- 62.7 times more likely to own or lease a Mercedes-Benz

SOURCE: SIMMONS RESEARCH





TARGETED DISTRIBUTION MEANS QUALIFIED BUYERS.

duPont REGISTRY™ is distributed to private jet centers, NFL, NBA, MLB, and NHL sports locker rooms, PGA golfers, select upscale automotive concours, collector car auctions, boat shows, special events, commuter terminals, select newsstands, and upscale bookstores worldwide.

Our elite subscription list is a who's who among top Fortune 500 executives, celebrities, and entertainers.



REACH THE MOST ACTIVE, PASSIONATE, AND INFLUENTIAL BUYERS VIA www.duPontREGISTRY.com

We have several Dealer Online Packages suited to fit your store's specific needs.

- Monthly unique visitors—nearly 300,000
- Monthly page views—7 million
- Impressions—25,000,000



**BEAU BOECKMANN, President, Galpin Premier Collection
GALPIN ASTON MARTIN, Van Nuys, CA**

"Not only is the **duPont REGISTRY™** great to work with, but it has been a valuable and effective tool in reaching the right buyers in this extremely competitive automotive luxury market."



**DON SKUTA, Vice President
CHAMPION PORSCHE, Pompano Beach, FL**

"Our sales success has always been based on reaching qualified buyers. We have had a presence in every issue of the **duPont REGISTRY™** for over 18 years. There is no better way to reach our affluent clientele than the **duPont REGISTRY™**."



**SCOTT A. MONTGOMERY, General Sales Manager
LES STANFORD CHEVROLET-CADILLAC, Dearborn, MI**

"For the past 11 years **duPont REGISTRY™** has generated results for our business. We thank **duPont REGISTRY™** for their commitment to our success."



**STEPHEN BURKS, Marketing Director
MOTORCARS INTERNATIONAL, Springfield, MO**

"Motorcars International has advertised in the **duPont REGISTRY™** for over fifteen years. They are one of our most successful advertising sources. The magazine and the Web site are powerful marketing tools I would recommend to all dealers."

**THE NUMBER ONE MARKETPLACE
FOR EXOTIC, LUXURY AND COLLECTIBLE AUTOMOBILES.**

For 23 years, automobile dealers have relied on **duPont REGISTRY™** to build their business. Today, we offer a multi-media platform that includes display ads in our targeted publication, classified ads, complete internet dealer programs, and targeted direct mail campaigns along with special event marketing.

Look no further...

duPont REGISTRY™
IS YOUR PARTNER IN THE AUTOMOBILE BUSINESS.





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