

RARE RIDES HUB

COLLECTOR CAR INVESTMENT INTELLIGENCE

ABOUT

RareRidesHub is the definitive investment intelligence platform for the collector car market. We serve high-net-worth collectors, wealth managers, and serious investors making capital allocation decisions on vehicles valued from \$100,000 to \$2,000,000+. Our audience does not browse cars — they buy them.

AUDIENCE AT A GLANCE

45K

Total Monthly Reach

3.7%

Engagement Rate

83%

European Audience

86%

Male Audience

WHO IS READING THIS

- Active collectors researching \$100K–\$2M+ vehicle purchases
- Wealth managers advising clients on alternative asset allocation
- Auction buyers: BaT, Gooding & Company, RM Sotheby's regular participants

CONTENT VERTICALS

MARKET INTELLIGENCE

Price trend analysis, auction results, buy/hold/sell signals by model

INVESTMENT THESIS

ROI frameworks, appreciation forecasts, collector car as asset class

MODEL DEEP DIVES

Air-cooled Porsche, Ferrari classics, JDM performance, German & British icons

DEAL ANATOMY

Real transaction breakdowns, valuation methodology, negotiation intelligence

PARTNER WITH US

Direct access to HNW collectors actively researching their next acquisition.

WHY ADVERTISE ON RARERIDESHUB

- Audience is actively spending — not browsing. 83% are in active research phase for a \$100K–\$2M+ vehicle purchase.
- No generic automotive traffic. Every reader self-selected into investment-grade collector car content.
- Engaged, not passive — 3.7% engagement rate is 3x industry average for automotive media.
- European concentration (83%) with global reach — ideal for UK, EU, and international collector brands.

ADVERTISING & PARTNERSHIP OPTIONS

<p>SPONSORED ARTICLE</p> <p>\$750 <small>per placement</small></p> <p>800–1,200 word investment-intelligence article featuring your brand, product, or service. Written in RRH editorial voice. Includes 2 dofollow backlinks, optional email newsletter feature, and social promotion. Indexed permanently.</p>	<p>NEWSLETTER SPONSORSHIP</p> <p>\$400 <small>per issue</small></p> <p>Featured placement in the weekly RRH collector intelligence newsletter. Dedicated sponsor block with your copy, logo, and CTA. Audience: active collectors, 40%+ open rate. No competing brand in same issue.</p>
<p>DISPLAY ADVERTISING</p> <p>\$600 <small>per month</small></p> <p>Premium banner placements: homepage hero, category page sidebar, and article footer. Impressions guaranteed. Monthly performance report included. Minimum 30-day commitment. Creative supplied by advertiser.</p>	<p>CAR FEATURE & LISTING</p> <p>from \$250 <small>per listing</small></p> <p>Featured 'Rare Spotlight' placement: dedicated article, top-of-homepage positioning, and dedicated social media post (Instagram + newsletter mention). Basic listing \$100/7 days. Spotlight \$250.</p>
<p>AFFILIATE / REFERRAL</p> <p>8–15% <small>commission per sale</small></p> <p>Revenue-share partnership for insurance, storage, finance, and service brands. \$150 setup fee. Commission: 8–15% standard products, 3–5% high-ticket items (\$2,500+). Monthly performance reporting included.</p>	<p>CUSTOM CAMPAIGN</p> <p>from \$2,000 <small>bespoke</small></p> <p>Full multi-channel campaigns: long-form editorial series, social content, email sequence, and video integration. Ideal for launch campaigns, brand repositioning, and major auction partnerships. Quoted individually.</p>

LET'S BUILD SOMETHING TOGETHER

contactus@rarerideshub.com

All packages include a performance report. Custom bundles available. Reach out to discuss your campaign.