



duPont
REGISTRY™
2024 MEDIA KIT



Driving Luxury Since 1985

For over 40 years, duPont REGISTRY GROUP has been the premier exotic and luxury automotive marketplace. Having connected millions of buyers and sellers across the globe, duPont REGISTRY GROUP has facilitated billions of dollars in transactions.

Now, duPont REGISTRY GROUP is undergoing a momentous transition. By utilizing its advanced technology capabilities, duPont REGISTRY GROUP will further extend its leadership position as the most influential, innovative, and sophisticated ultra-luxury and exotic automotive marketplace.



Connect with an *Affluent Audience*

With an established name and reputation, we at duPont REGISTRY GROUP are proud to connect millions of qualified buyers with the luxury brands that we represent.

As part of our growing audience, the community of affluent readers includes celebrities, collectors, and influential individuals that share the same passion for the finer things in life.

Our diverse audience stems from an array of industries and lifestyles that rely on duPont REGISTRY GROUP when purchasing the world's most high end products.



Overview

Our audience consists of affluent in market shoppers that trust our platforms and pages to discover, search, shop and purchase luxury goods.

\$3.2mil. HH Wealth

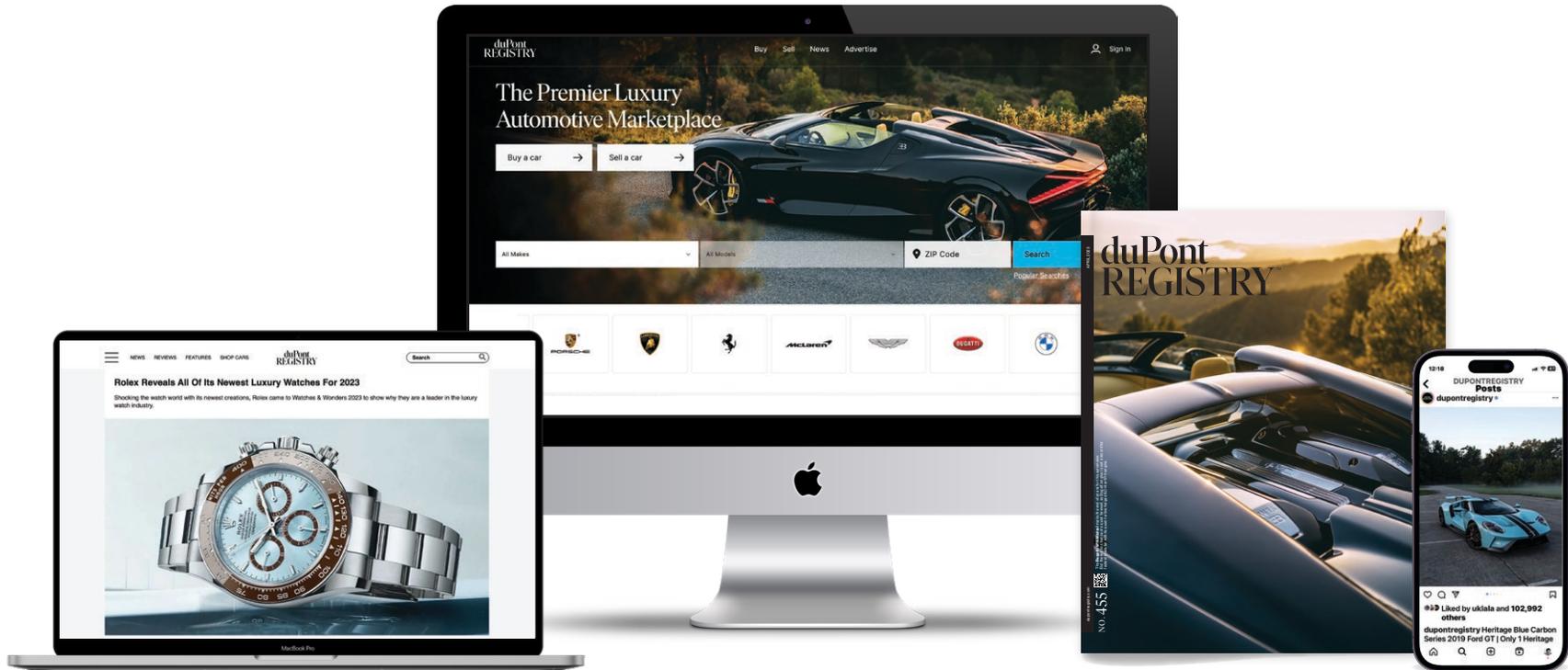
\$2.9mil. Avg. Home Value

35 avg. Years Old

\$670k avg. HH Income



Delivering Qualified Audiences Across Multiple Channels



880k
Active
Monthly Users

7.5M
Social Media
Audience

88k
Total Email
Subscribers

35k
Monthly Print
Circulation

Offering a Wide Variety of *Effective Digital Capabilities*



RETARGETING

Targeting customers of digital display ads can be used for retargeting, which means showing ads to people who have already interacted with your brand or website. This can help increase conversions and drive more sales.

CONQUESTING

Targeting customers of your competitors with the aim of winning them over to your brand. It involves creating targeted campaigns and messages that highlight your brand's unique selling points, competitive advantages, and value proposition.

TARGETING

Targeted ads geared towards specific audiences based on factors like demographics, interests, behaviors, and location. This allows advertisers to reach the right people with the right message at the right time.

CREATIVE FLEXIBILITY

duPont REGISTRY GROUP offers a wide range of digital display ads that can be highly customizable with different ad formats, sizes, and styles. Giving you the opportunity to create ads that are visually appealing and engaging to their target audience.

BRAND AWARENESS

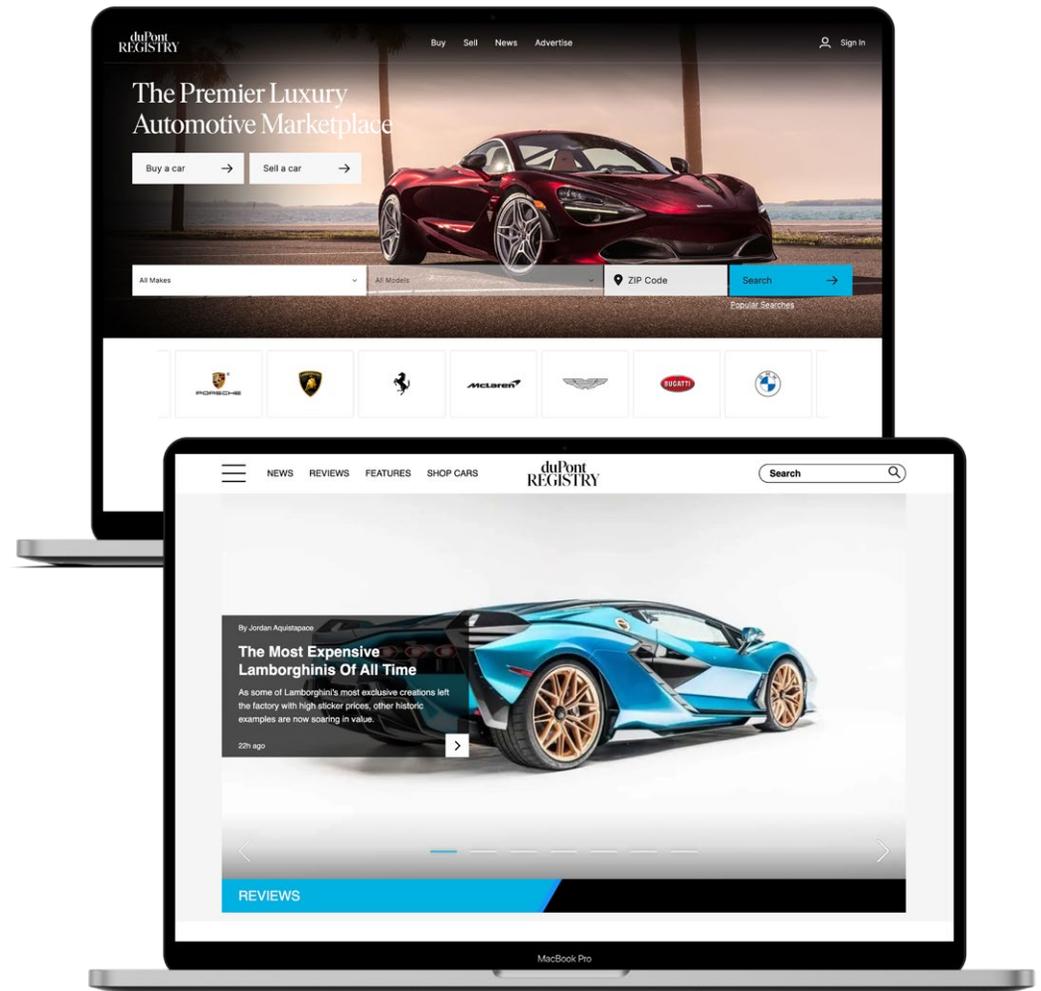
Build brand awareness and increase visibility. By showing your ads to a wide audience, you can help build brand recognition and reach new customers.

The Premier Luxury Marketplace + Media Source

For over two decades, duPont REGISTRY GROUP has had a digital presence that spans many platforms with the sole purpose of reaching the most affluent customers. From our online marketplace to our luxury lifestyle news center, duPont REGISTRY GROUP has every corner of the web covered. The result of our far reach on our digital platform is the ability to specifically target the right audience for our most discerning clients.

880k Active Monthly Users

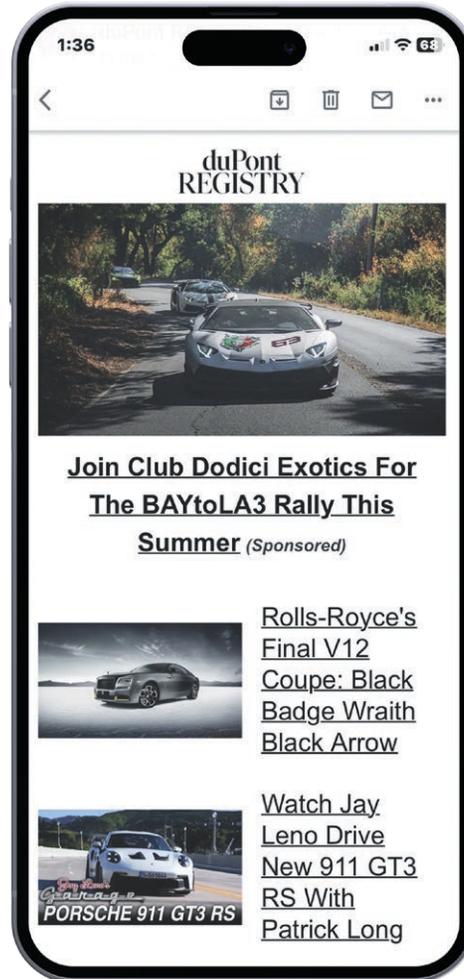
195+ Countries Reached



Newsletters

88k

Newsletter Subscribers



DAILY NEWSLETTER

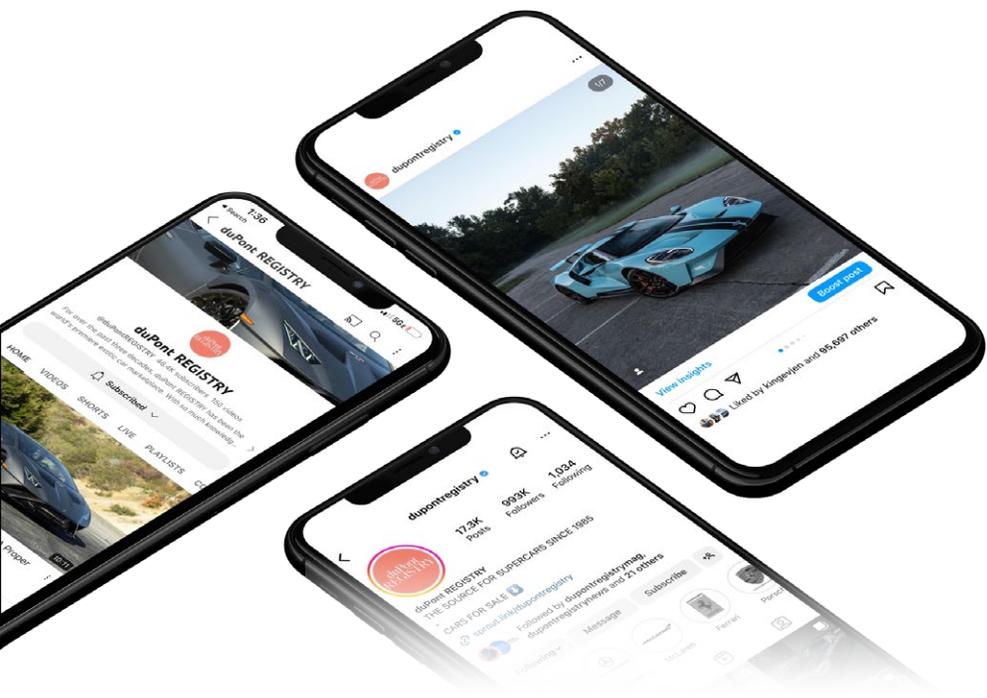
duPont REGISTRY GROUP's daily Newsletter will put the focus on your brand with limited positions sold per newsletter and dedicated fan base.

DEDICATED EMAIL

duPont REGISTRY GROUP's dedicated email is 100% owned by our clients. Need to make an impact or need to tell your story to a proven audience of automotive enthusiasts? We have you covered.

POPULAR CARS EMAIL

duPont REGISTRY GROUP's Popular Cars email showcases the most popular exotic and luxury inventory daily.



Social Snapshot

duPont REGISTRY GROUP has been at the forefront of creating large social media followings, amassing 7 million+ followers across all of the most important social platforms. Because of this, we have been able to reach celebrities, athletes, collectors and more. What's more, our social platform has led to a substantial amount of high-dollar transactions of exotic automobiles and more.

-  **6.22M** Fans
-  **1.02M** Followers
-  **462k** Followers
-  **52.8k** Subscribers
-  **41.2k** Followers
-  **32.5k** Followers
-  **10.4k** Followers



An *Ultra-Luxury* Magazine

The redesigned duPont REGISTRY magazine reflects the exclusivity, artfulness, and luxurious quality of the cars featured in its pages. The first things you will notice are a brand-new layout, new cover art, improved paper quality, and larger page dimensions. With this redesign, we created a magazine that's more than just a marketplace of fine automobiles.

The NEW duPont REGISTRY magazine cover and pages are now of higher quality material, providing readers with a more premium and substantial reading experience than ever before. It features an all-new design for the cover and pages inside that showcase a new layout displaying four distinct sections: Buy, Drive, Live and Sell.

35k Distribution

463+ Issues

102k Monthly Readership **2.9** Readership/Copy



Exclusivity Through *Strategic Distribution*

ULTRA-AFFLUENT CONSUMERS

350+ FBO's

National Sports Teams Locker Rooms

Newsstands / Bookstores in Affluent Areas

5-Star Hotels

Fortune 500 CEO's

Top 300 Luxury and Exotic Dealerships in U.S.

TARGETED LISTS

Millionaires/Billionaires

Luxury Yacht Owners

Waterfront Property Owners

RS Wealth Management Groups

Powerful Brand Partnerships

ASTON MARTIN

BELL FLIGHT

BELL & ROSS

BENTLEY

BMW

BRABUS

FERRARI

HUBLOT

JURA

LAMBORGHINI

L'ATELIER PARIS

LOTUS

MARANELLO DESIGN

MB&F

MCLAREN

MERCEDES-MAYBACH

NETJETS

PORSCHE

PXG

RALPH LAUREN

RICHARD MILLE

ROLLS-ROYCE

STEFANO RICCI

STEINWAY & SONS

SUPERCAR CAPSULE

TECHART



BRABUS



HUBLOT



LOTUS

MASERATI

MB&F

McLaren



NETJETS



PXG

RALPH LAUREN

RICHARD MILLE



STEFANO RICCI

OCTOBER 2023

dupontregistry.com

duPont REGISTRY™

1 BUY: The Porsche Classic business unit in Allanra represents the marque's commitment to enthusiasts of any model generation. *page 12*

2 DRIVE: The luxury sports sedan goes electric with the Lucid Sapphire. *page 36*

3 LIVE: See the finest of watchmaking up close at Glashütte Original. *page 76*

4 SELL: Browse hundreds of pre-owned classic, exotic, and luxury listings. *page 93*



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For More Advertising Information**

800.233.1731 | advertise@dupontregistry.com