

2025 MEDIA KIT



PRESENTED BY  MOTORWÖRKS



ABOUT



Classic Car & Collector Car Insights to Start Your Week Off Right.



The Z260 Newsletter is Motorwerks weekly flagship E-mail product. Reaching tens of thousands inboxes weekly, The Z260 originally began as a source for serious hobbyist and industry professionals, but has since expanded far beyond this. The Z260 offers a unique and unbiased perspective, as we touch nearly every area of the classic, collector and specialty automotive and motorcycle industries, and allow readers to benefit from this knowledge. Designed to be a two-way conversation, we give readers multiple ways to provide feedback and to influence real, direct decisions that are made out in the marketplace each week. Join the conversation and get your motor running with us!

AUDIENCE



Our Readers Are Your Customers

20,000 *Average Subscribers*

89% *Male Readers*

83% *Aged 50+*

LOCATION: *Primarily USA Based*

AUTO ENTHUSIASM: *High*

Z260 Subscribers are knowledgeable, passionate, intelligent and they love Collector Cars!

RATE CARD



BANNERS

Deployments	x1	x2	x3
Top Banner (each)	\$100	\$190	\$275
Lower Banners (each)	\$75	\$140	\$200

Banner size is 600 x 135. We can use your design or make you one for just \$100. We'll even include it on our website as a bonus!

DEDICATED E-BLASTS *(NOW AVAILABLE!)*

Tuesday, Thursday or Saturday Deployment \$550 Each

Need email creative? We've got you covered! Contact us for current rates.

Based on availability. Rates subject to change





MOTORWÖRKS
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