



**HONORING THE CLASSICS**

# **2020 Media Kit**







## Classic Tractor Fever and Aumann Auctions

In 2017 Classic Tractor Fever and Aumann Auctions created a joint partnership, which brought together the knowledge and resources of two of the most trusted names in vintage iron. The new shows are infused with knowledge and access that only Aumann's crew can bring. Through this new partnership we're able to tell more history, share more collector stories, produce "in the shop", tips on tractor restorations and release online content to a new audience. Aumann Auctions, Inc. was founded in 1962 and currently conducts over 120 auctions per year across the United States and Europe. Aumann Auctions holds many world records for auction prices, including most records set for vintage tractor and stationary engines. Partnering with Aumann Auctions also allows new opportunities for advertisers and sponsors.

- Direct email marketing to 30,000+ classic tractor buyers, sellers and enthusiasts
- Direct mailings to 10,000+ nation wide classic tractor buyers and sellers.
- Branding included in all Aumann Auctions yearly marketing materials focused to antique tractor buyers (more than \$100,000 spent annually)
- Brand exposure and links on Aumann Auctions website, averaging 70,000 unique viewers per month
- Onsite branding at live national Aumann Auction events





## ABOUT US

The Classic Tractor Fever television series is shown on a regular, weekly rotation on the RFD-TV network, which reaches over 35 million homes through cable and satellite providers.

**Watch Anytime:** Through RFD-TV's Country Club, Classic Tractor Fever is available to stream live or on demand 24-hours a day.

**Our Mission:** For over twenty-five years, the goal of Classic Tractor Fever has been to actively support and promote the preservation of American agricultural history so future generations can realize, understand and appreciate the importance of our rural heritage.

**Preserving History:** Throughout those years, we've helped create millions of memories by discovering and capturing the dedication, skills and expertise of professional and amateur restorers and collectors of antique farm power equipment through both print and video.



## CONTACT

Dan Boomgarden, *Producer*

📞 217-649-6910

✉️ [dan@classictractorstv.com](mailto:dan@classictractorstv.com)

🌐 [classictractorstv.com](http://classictractorstv.com)





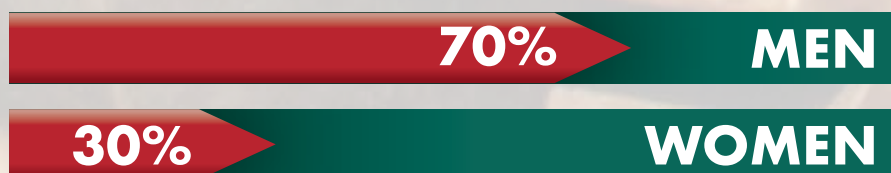
## CLASSIC TRACTOR FEVER ON RFD-TV

- Average over 1.9 Million monthly viewers
- Streams live and on-demand through RFD-TV Country Club
- Airs Saturdays at 12:30pm (EST) and Mondays at 1:00am (EST)

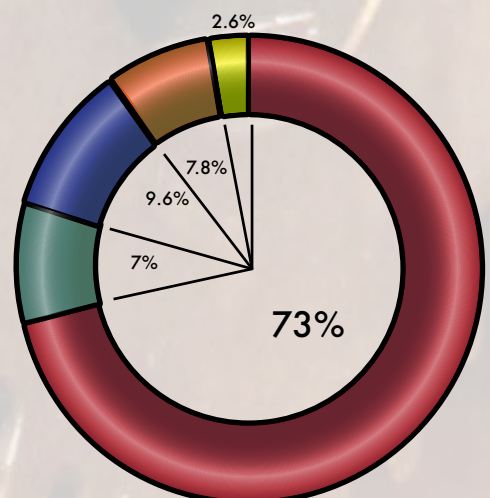
## RFD-TV TELEVISION NETWORK

- Reach 47.5 million pay TV households
- Average 12.5 million viewership per week Average
- 132,000 viewership in primetime

## Television Demographics



13-17 Years		2.6%	35-54 Years		7.0%
18-24 Years		7.8%	55+ Years		73%
25-49 Years		9.6%			





## ONLINE REACH

We are excited to announce the expansion of the Classic Tractor Fever television show to our online audience. Each week we release videos to Facebook and YouTube averaging between five and eight minutes. These videos include new online only content and segments from past Classic Tractor Fever episodes. These videos are promoted through RFD-TV, through five national classic tractor magazine publications, our existing social media channels and to our email marketing list.

This content allows for new opportunities in which sponsors will be featured during the content and promoted through social media, direct email marketing and the Classic Tractor Fever website. Along with our new online content, Classic Tractor Fever will continue to expand its social media reach, and online presence to become the main resource for collectors of classic and antique tractors.

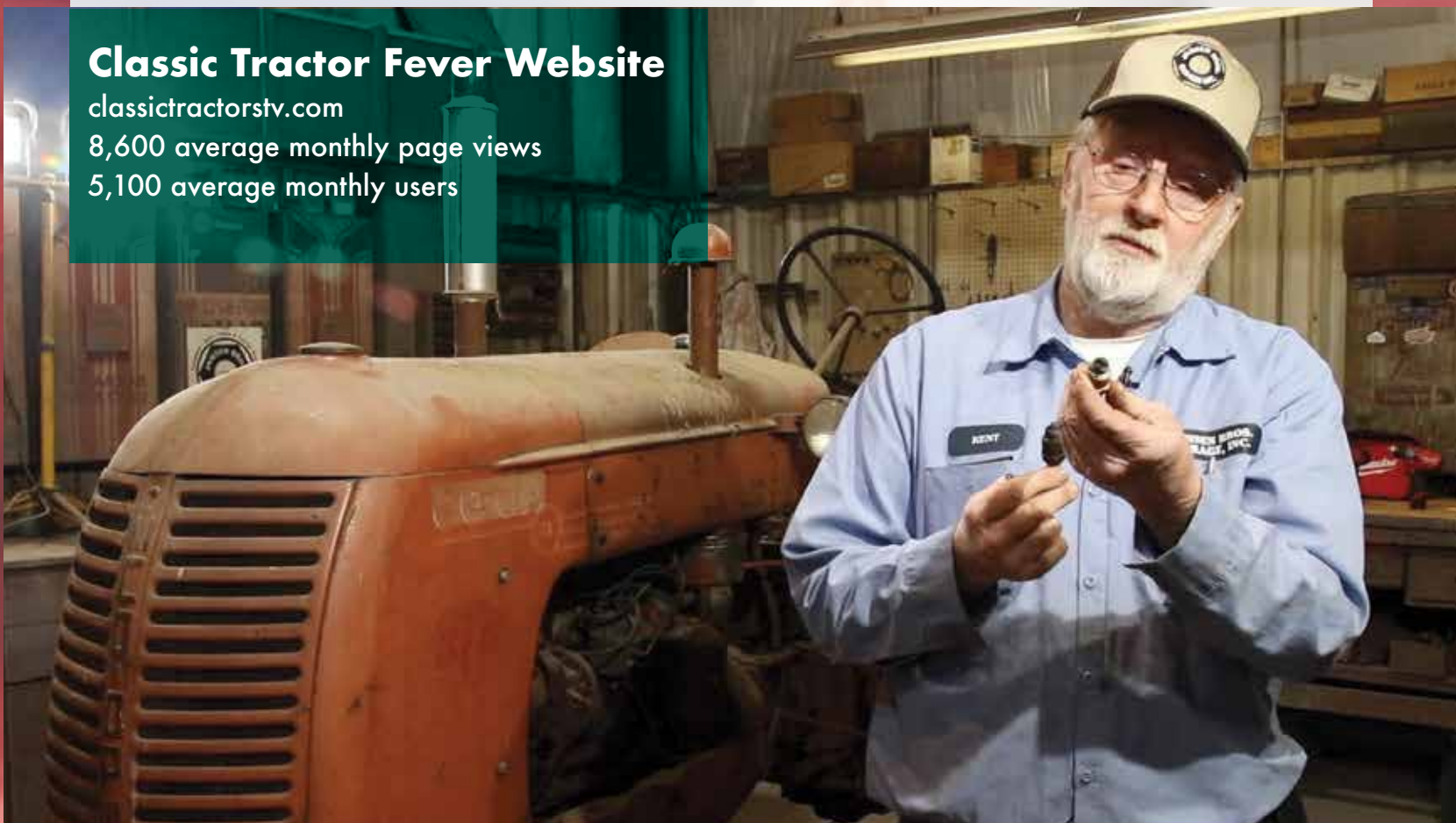


## Classic Tractor Fever Website

[classictractorstv.com](http://classictractorstv.com)

8,600 average monthly page views

5,100 average monthly users





## SOCIAL MEDIA DEMOGRAPHICS



/ClassicTractorFever



/ClassicTractorFever



/classic\_tractor\_fever\_tv



/classictractorfever

### Facebook Demographics



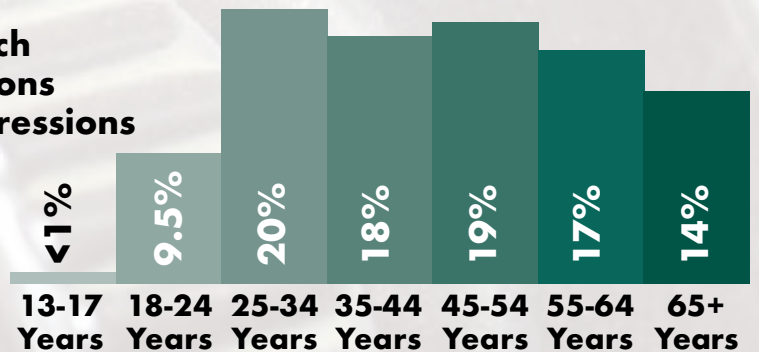
**134K+**

following

8.4 Million Average Monthly Page Reach

10.5 Million Average Monthly Impressions

10 Million Average Monthly Video Impressions



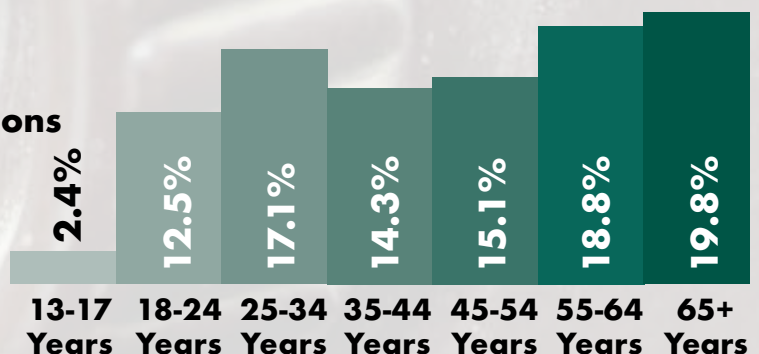
### YouTube Demographics



**69K+**

subscribers

10.5 Million Average Monthly Impressions





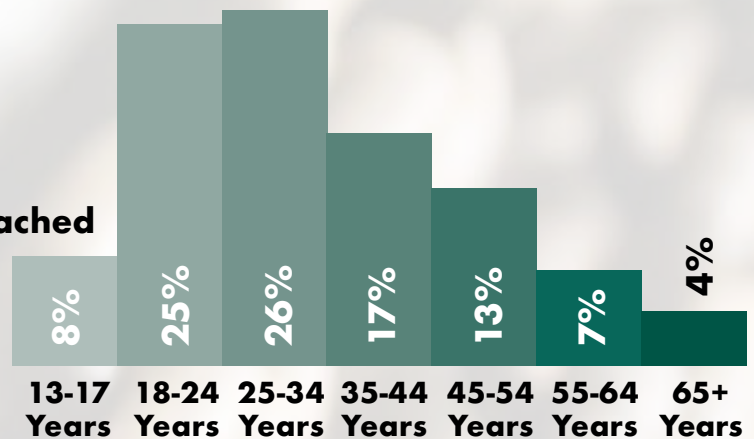


## Instagram Demographics



**28.2K+**  
following

98,000+ Average Weekly Impressions  
25,000+ Average Weekly Accounts Reached

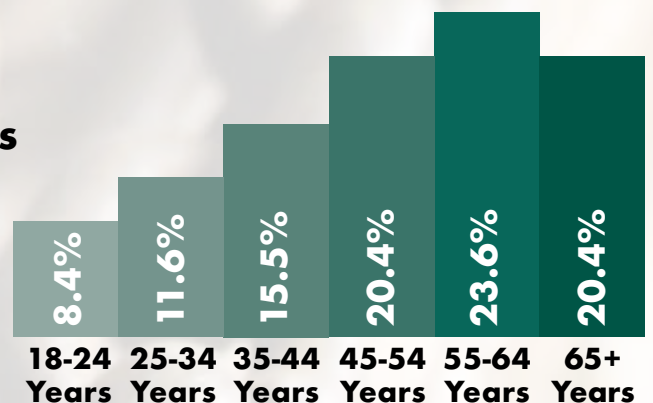


## Pinterest Demographics



**99.6K+**  
average monthly impressions

29,100+ Average Monthly Audience





## SPONSORSHIP OPPORTUNITIES

- "Brought to you by" sponsorship ID between segments on television episodes airing on RFD-TV
- Product usage, placement and giveaways
- Product review and usage on our "In The Shop" segment airing on RFD-TV and distributed through social media.
- Logo and link on Classic Tractor Fever website
- "Brought to you by" with link and logo included in Classic Tractor Fever online videos, New videos are released weekly on social media
- Logo with link to sponsors website in email campaigns
- Create customized Social Media posts with tags and shares
- Create customized video content to share sponsors story while showcasing their brand and products
- Logo and information included in print materials distributed by Aumann Vintage Power's Quarterly Publication (10,000 to 14,000 subscribers)
- Logo and information included in recurring one page ad in the tractor magazine publications: Antique Power, Red Power, Green Magazine, Hart-Parr Oliver Collectors Association, and Engineers and Engines



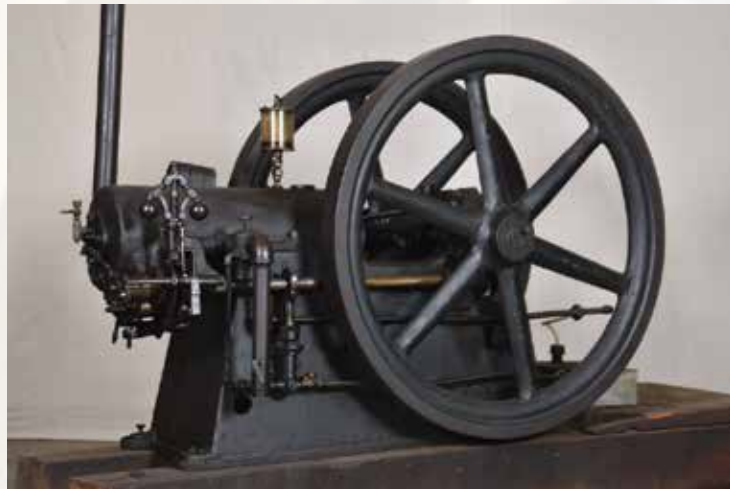


## TELEVISION ADVERTISING

Promote your business and brand on RFD-TV with a television spots that airs during the Classic Tractor Fever television show.

When an advertisers buys one television spot, it airs twice a week, once Saturday at 12:30pm (EST) and once Monday at 1:00am (EST). The television spots can be 30 or 60 seconds in length.

Advertisers can provide a pre-edited spot or Classic Tractor Fever can produce the spot using professional production company partners.



## SPONSER "IN THE SHOP"

"In The Shop" is an on going segment on Classic Tractor Fever TV. In this segment we give restoration tips and promote helpful restoration products. Advertisers can sponsor an "In The Shop" segment, which airs on RFD-TV and shared on Classic Tractor Fever's social media channels. This segment is also an opportunity for advertisers to do product placements, product reviews and product endorsements.



## SOCIAL MEDIA ADVERTISING

Reach our engaged social media audience to acquire new customers and grow awareness of your brand, product or service. We will work with you to strategize a campaign to our Classic Tractor Fever Facebook, Instagram and other social media channels

## DIRECT EMAIL MARKETING

Market your brand, products or services to thousands of classic tractor enthusiasts.

- 3,500+ Classic Tractor Fever viewers and followers
- 20,000+ Aumann Vintage Power classic tractor buyers, sellers and enthusiasts





## WHAT OUR ADVERTISERS ARE SAYING

*"We had been anxious to begin a working relationship with Classic Tractor Fever and Dan Boomgarden has made it easy to allow this to happen. We noticed an increase in the amount of people who are finding us after they see our ads on RFD-TV, reaching people we couldn't reach using print ads! Whether they are new subscribers or old subscribers who were reminded of our publications, we are happy to be able to catch their eye using this mode of advertising and to continue growing our subscriber base."*

*- Carol and Richard Hain owners of Green Magazine*

Dan Boomgarden works to grow Classic Tractor Fever's online content, build new advertising and sponsorship partnerships, and use his years of experience in the hobby to create new video content. Dan has been around antique tractors his entire life. Dan and his father collect and restore early International Harvester Tractors and Engines.

### CONTACT

Dan Boomgarden, *Producer*

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Dan is thankful to be able to combine his passion for video storytelling and antique tractors into his new position with Classic Tractor Fever. He has over 14 years of video production experience with over 10 years experience in marketing and promotion.



## OUR HOST

Brian Baxter is the producer and host of Classic Tractor Fever. For over 20 years he has worked to promote the preservation of America's agricultural history, classic farm tractors and machinery.

Though he did not grow up on a farm, Brian's grandfather and Uncle did farm in Indiana with Farmall, Ford and Oliver tractors.

And, as a teenager Brian spent part of one harvest season driving a 1949 Farmall M with a mounted two-row corn picker.

Brian spent nine years as a television farm broadcaster, and began producing Classic Tractor Fever in 1997. In that role, Brian has interviewed collectors from across the United States as they've shared their passion, knowledge and personal stories. Classic Tractor Fever has covered tractors and tractor shows from coast-to-coast, and even covered a classic tractor plow day in Alaska. Classic Tractor Fever also creates the popular Classic Farm Tractors Calendar and DVD series each year.



### Brian Baxter

*Producer and Host*

Baxter Communications

☎ 317-638-2338

🌐 [classictractortv.com](http://classictractortv.com)







**HONORING THE CLASSICS**

