

## **AutoTrader Classics and Source Interlink Announce Partnership for Online Classifieds**

ATLANTA, March 2 [/PRNewswire/](#) -- AutoTrader Classics, the leading classifieds destination for buyers and sellers of classic cars and trucks, will begin providing exclusive online classifieds listings to Source Interlink, the top publisher of magazines dedicated to automotive enthusiasts. This agreement covers all 22 Source Interlink Media enthusiast sites, including those for such magazines as *Hot Rod* and *Car Craft*, as well as *Mopar Muscle*, *Mustang Monthly* and *SuperChevy*, publications that reach 2.7 million readers every month.

In addition, AutoTrader Classics will also feature links on its site that allow readers an easy way to sign up for a subscription to any of Source Interlink's print publications.

As a part of the agreement, all marketplace pages within the AutoTrader Classics web site will be co-branded with the appropriate Source Interlink publication. There will also be editorial links from the top 100 most-searched vehicles to relevant online articles from Source Interlink publications.

"This partnership brings together two of the most well-respected names in the classic car sector," said Rob Huting, General Manager, AutoTrader Classics. "It serves to drive highly-qualified traffic from AutoTrader Classics to Source Interlink's editorial, and in turn drive editorial traffic back to our classifieds."

Dealers and private sellers stand to benefit greatly from this agreement, as they will see additional exposure to all of their listings, with every vehicle posted on AutoTrader Classics now reaching readers of a total of 23 different web sites. Individuals selling their own classic cars and trucks will also see the benefits of the additional exposure to a wider audience, plus the added cachet of advertising with Source Interlink's vaunted group of publications.

"Bringing in a strong, established classifieds section not only adds content to our web sites, but also serves to help bolster the classic car marketplace for the long-term," said Greg Goff, President Digital Source Interlink Media. "So much of the classic car hobby is built on enthusiasts always buying and selling classic vehicles, from unfinished projects to freshly-restored cars ready to be driven to the next cruise-in."

AutoTrader Classics classifieds will appear on all 22 Source Interlink enthusiast sites, including HotRod.com, CarCraft.com, SuperChevy.com, ChevyHiPerformance.com, PopularHotRodding.com, MustangMonthly.com, MustangAndFords.com, CorvetteFever.com, HighPerformancePontiac.com, VetteWeb.com, MuscleMustangFastFords.com, Mustang50Magazine.com, CircleTrack.com, MoparMuscleMagazine.com, CustomClassicTrucks.com, GMHighTechPerformance.com, CamaroPerformers.com, StreetRodderWeb.com, RodAndCustomMagazine.com, ClassicTrucks.com, KitCarMag.com and SuperStreetOnline.com.

### **About AutoTrader Classics**

AutoTrader Classics, launched in 2008 and headquartered in Atlanta, Ga., is the Internet's leading automotive classifieds marketplace dedicated to the classic vehicle sector, with more than 20,000 listings of classic cars and trucks, as well as parts for those vehicles. Utilizing the same innovative merchandising functionality as found on AutoTrader.com, AutoTrader Classics unites classic car enthusiasts with the vehicle of their dreams. In

addition to the online marketplace, AutoTrader Classics also produces a series of print publications designed to inform and entertain classic car enthusiasts and collectors. For more information, please visit [www.autotraderclassics.com](http://www.autotraderclassics.com).

#### **About Source Interlink**

Source Interlink Media LLC. is a subsidiary of [Source Interlink Companies, Inc.](#), a recognized provider of targeted media and marketing services, a leading U.S. distributor of home entertainment products and services and one of the largest publishers of magazines and online content for enthusiast audiences.

SOURCE AutoTrader.com

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