

Media Kit



duPont
REGISTRY

duPont REGISTRY Group

Trust built from legacy. Transactions powered by data.

For more than **40 years**, duPont REGISTRY has been a trusted authority at the center of the luxury automotive lifestyle. Today, duPont REGISTRY Group is building the leading AI-powered technology platform for enthusiasts and collectors, enabling clients to seamlessly buy, sell, finance, protect and experience the world's most exceptional automobiles.

Through trusted marketplaces, financial services, insurance solutions and more than 120 curated events annually across the globe, we bring together buyers, sellers, collectors and industry partners through extraordinary experiences rooted in a shared passion for automotive excellence.

Powered by proprietary data, **AI-driven** intelligence and advanced technology, we are creating the foundation for the next generation of collector experiences—transforming ordinary transactions into extraordinary experiences while cultivating a vibrant global community and setting the pace for innovation across the luxury automotive lifestyle.

Buy + Sell
Finance
Insurance
Events

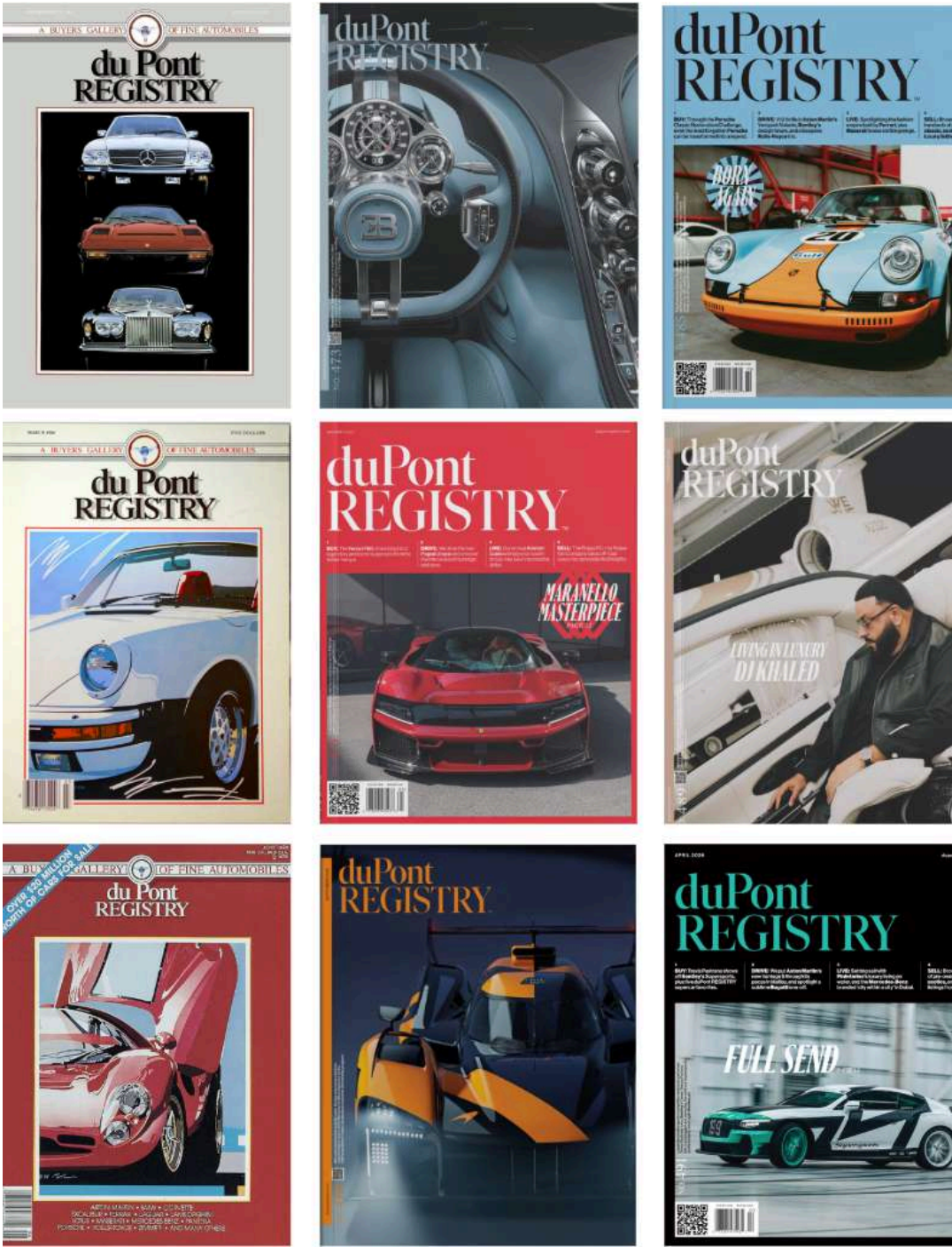


Since 1985

For over 40 years, duPont REGISTRY has been the definitive destination for exotic and luxury automobiles, connecting discerning buyers and elite sellers around the globe. With billions of dollars in transactions facilitated, it has become a trusted authority in the world of high-performance vehicles, rare collectibles, and automotive excellence.

But our influence extends beyond cars. Through our magazine, online platforms, social media channels, and curated newsletters, we connect with a sophisticated, high-net-worth audience that appreciates the full spectrum of the luxury lifestyle — from fine watches and yachts to designer fashion and bespoke experiences.

Our evolution continues with innovative products and experiences that make participation in the luxury automotive and lifestyle marketplace easier, more engaging, and more rewarding than ever. duPont REGISTRY remains the premier platform where passion, exclusivity, and performance meet.



Our Ecosystem of Luxury Brands

DUPONT REGISTRY

The world’s premier luxury marketplace, serving as the definitive authority for high-end automotive, aviation, and marine listings for over 41 years. It connects an elite global audience with the most exclusive luxury goods through its iconic magazine and sophisticated digital platform.

CANOSSA

The premier creator of world-class automotive events and rallies, specializing in high-end touring experiences and "bucket-list" driving adventures across the globe. By blending luxury lifestyle with a passion for the open road, they provide an elite platform for collectors and enthusiasts to celebrate automotive excellence in motion

CAVALLINO CLASSIC

The world’s leading authority on Ferrari heritage, renowned for its prestigious Cavallino magazine and the world-class Palm Beach Cavallino Classic Concours. It is dedicated to the preservation of Ferrari’s legacy, providing enthusiasts and collectors with unparalleled historical insight and elite networking opportunities.

ELFERSPOT

Is the leading global marketplace dedicated to the Porsche brand, connecting a specialized community of enthusiasts and collectors with high-quality Porsche vehicles. Through its curated digital platform, Elferspot offers a sophisticated ecosystem for buying and selling everything from vintage air-cooled classics to the latest high-performance models.

CARS ON 5TH

Cars on 5th has captivated enthusiasts with its stunning display of over 750 exotic, vintage, and muscle cars, transforming downtown Naples into one of America’s premier automotive showcases. Each February, collectors, connoisseurs, and industry leaders from across the country gather beneath the Florida sun to celebrate craftsmanship, design, and the thrill of motoring excellence. More to come on Cars on 5th future expansions.

FERRARICHAT

The world’s largest online Ferrari community, serving as a comprehensive social hub and resource for over 200,000 owners and enthusiasts globally. It provides an unparalleled platform for technical expertise, market insights, and passionate discussion surrounding all things Ferrari.

LLP EXOTIC AUTO FINANCE

Provides premier, personalized lending solutions tailored to the unique needs of collectors and enthusiasts within the high-end automotive market. They specialize in flexible financing for exotic, classic, and luxury vehicles, helping clients turn their passion for world-class automobiles into an attainable reality.

PETROLICIOUS

A world-class media platform and storyteller dedicated to the art, culture, and history of classic automobiles through award-winning films and high-quality editorial. By celebrating the deep emotional connection between drivers and their machines, Petrolicious inspires a global community of enthusiasts to "drive tastefully."

RETROMOBILE NY

The premier North American expansion of the world-renowned Parisian salon, serving as an elite destination for the celebration of classic car culture and automotive heritage. It brings together a curated collection of rare vehicles, top-tier exhibitors, and global collectors to showcase the artistry and history of the automobile at the Javitz Center in New York City.

SOTHEBY’S MOTORSPORT

A premier online auction platform dedicated to the high-stakes world of modern luxury and exotic automobiles. By combining the global reach of the Sotheby’s brand with a high-touch, digital-first experience, it provides a trusted and transparent environment for collectors to buy and sell the world’s most sought-after vehicles.

SUPERCAR OWNERS CIRCLE

The world’s most exclusive global network for discerning collectors, specializing in high-security, ultra-luxury driving experiences and events. It connects an elite community of supercar owners through a private platform that celebrates the pinnacle of automotive engineering and rarified lifestyle.

Connect with an Affluent Audience

As part of our growing audience, duPont REGISTRY reaches a highly affluent community that includes professional athletes, A-list celebrities, Fortune 500 executives, and other influential individuals who share a passion for the finer things in life.

Our reach extends far beyond our digital platforms. Through strategic distribution, our content is available in 350+ FBOs, private jet centers, and airport lounges, locker rooms of national sports teams, newsstands and bookstores in affluent areas, 5-star hotels, and the offices of Fortune 500 CEOs. Additionally, our magazine is present in the top 300 luxury and exotic dealerships across the U.S.

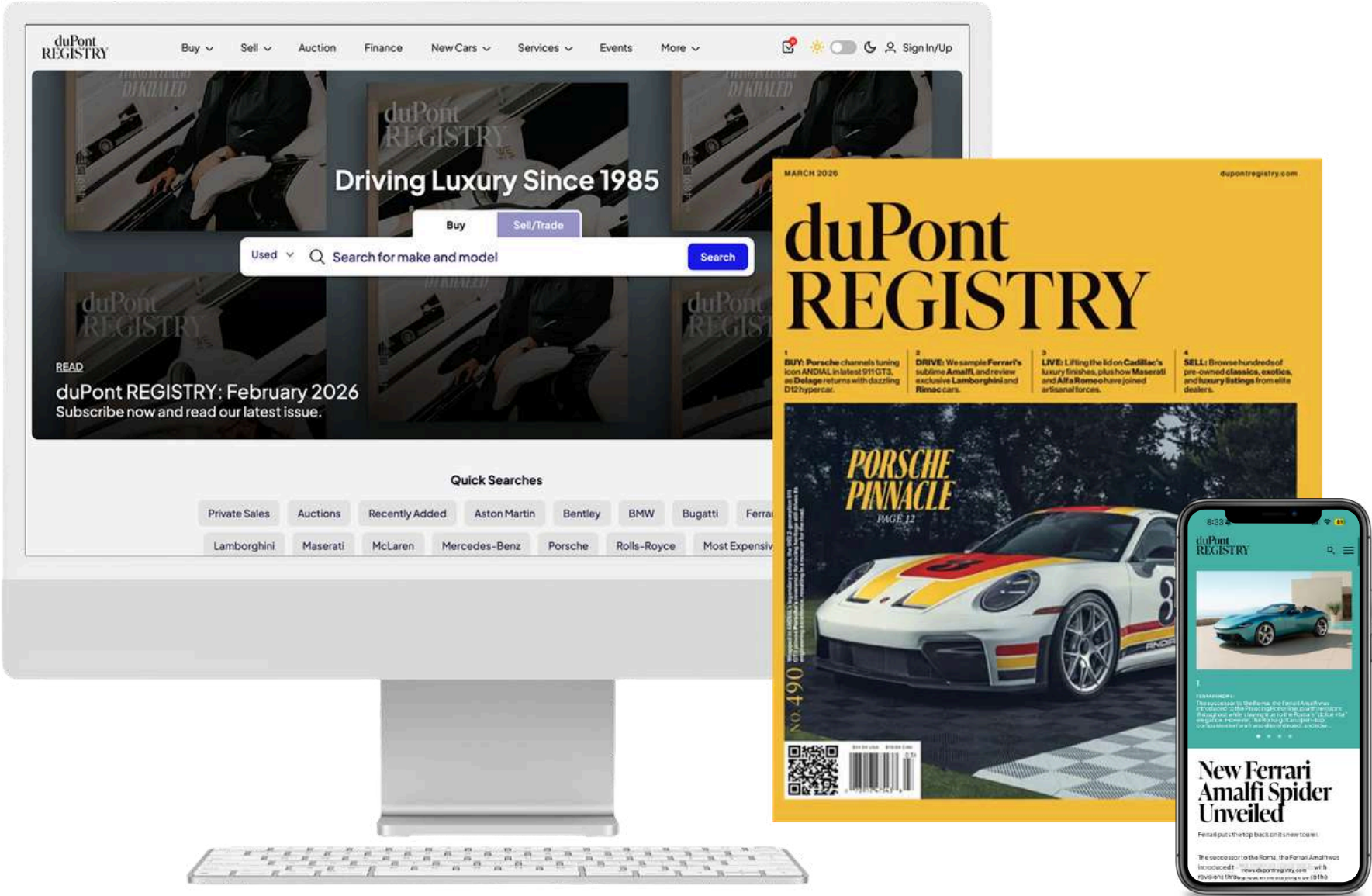
84% MALE	16% FEMALE
35 AVG YEARS OLD	\$2.9M AVG. HOME VALUE
44% MILLIONAIRES \$1M + NET WORTH	\$670K AVG HOUSEHOLD INCOME



Delivering Qualified Audiences Across Multiple Channels

Where Iconic Brands Come to Life Across Every Channel

- PREMIUM PUBLISHING
- NEWSLETTER
- NATIVE CONTENT
- SOCIAL PRESENCE
- DIGITAL PLATFORM



Unparalleled Reach

12.5M AVG. MONTHLY REACH

duPont REGISTRY connects audiences across the luxury lifestyle spectrum through multiple high-impact channels. Our digital platform, duPontREGISTRY.com, offers curated content and experiences that appeal to affluent buyers and enthusiasts. The print magazine delivers sophisticated editorial, product features, and lifestyle stories to a highly engaged audience. Across social media, we engage a passionate community, amplifying brand visibility and driving meaningful interaction.

Together, these channels create a powerful, multi-platform network that reaches millions of individuals who embrace the world of luxury living.

102k

PRINT READERSHIP / MO

450k+

AVG MONTHLY NEWS SITE
PAGE VIEWS

7.8M

SOCIAL MEDIA FOLLOWING

195

COUNTRIES REACHED

4M

MONTHLY MARKETPLACE
PAGE VIEWS

65k

NEWSLETTER SUBSCRIBERS

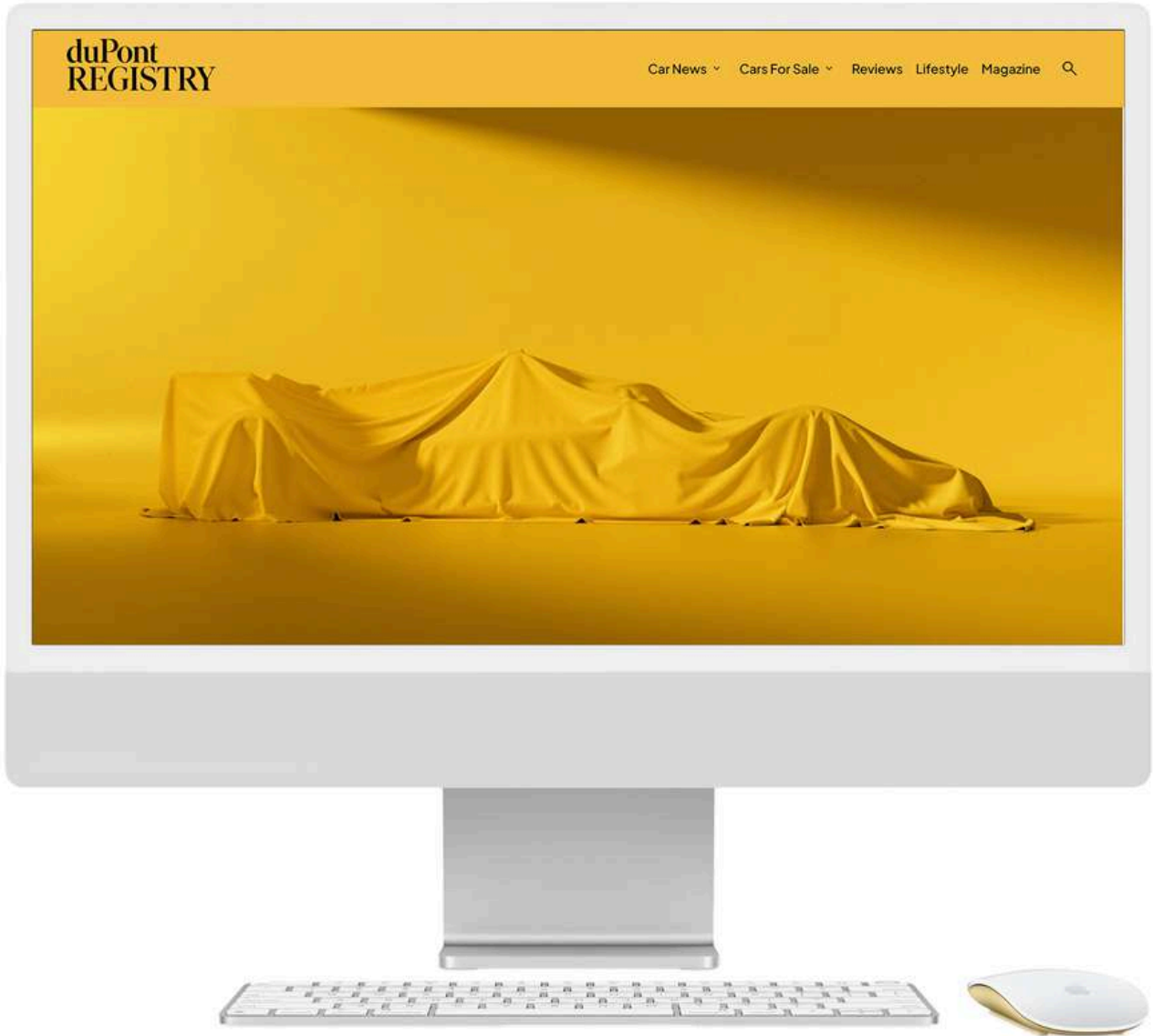


First-Party Data

Elevate your media strategy by moving beyond "guessed" demographics to verified intent. By leveraging our exclusive First-Party (1P) data ecosystem—collected directly from duPont REGISTRY, FerrariChat, and our luxury marketplaces—we offer precise access to high-net-worth individuals with documented automotive intent.

Through strategic partnerships with LiveRamp and Experian, we resolve identities into privacy-compliant segments, allowing you to target verified wealth, specific brand affinities (like Porsche or Ferrari), C-level executives + more with professionally managed portfolios. Whether on our owned properties or through extended network targeting, you aren't just buying impressions; you are deploying capital toward a transparent, scalable, and highly relevant audience of luxury consumers.

- **Verified Wealth:**
 - Target by net worth, investable assets, and portfolio status.
- **Active Intent:**
 - Real-time data on in-market vehicle buyers and brand collectors.
- **Identity Powered:**
 - Privacy-compliant targeting via LiveRamp (RampID) and Experian.
- **Total Reach:**
 - Deploy across duPont REGISTRY, FerrariChat, and premium audience extensions.



We're More Than Just Fine Automobiles

While our heritage is rooted in the world's most sought-after cars, duPont REGISTRY has evolved into a comprehensive lifestyle authority. We curate an elite world of high-end real estate, private aviation, and marine excellence, connecting a global community of ultra-high-net-worth individuals with the pinnacle of luxury living.

WATCHES

AVIATION

REAL ESTATE

FINE SPIRITS

TRAVEL

MARINE

GEAR

FASHION

TOBACCO



Editorial Calendar 2026

JANUARY
SPACE CLOSE 11/11

Events Guide & Private Aviation

FEBRUARY
SPACE CLOSE 12/09

Romance & Celebrity

MARCH
SPACE CLOSE 01/13

Design & Drive

APRIL
SPACE CLOSE 02/17

Heritage & Innovation Anniversary

MAY
SPACE CLOSE 03/17

Adventure & Escape

JUNE
SPACE CLOSE 04/14

Homes & Estates

JULY
SPACE CLOSE 05/12

Icons of America

AUGUST
SPACE CLOSE 06/16

Investments, Collectibles & Wealth

SEPTEMBER
SPACE CLOSE 07/14

Monterey Car Week & Pebble Beach

OCTOBER
SPACE CLOSE 08/11

Style, Tech & Performance

NOVEMBER
SPACE CLOSE 09/15

Annual Watch Guide

DECEMBER
SPACE CLOSE 10/13

The Holiday Gift Guide & Track Experience



Exclusivity Through Strategic Distribution

We don't just reach an audience; we penetrate the inner circles of global wealth. Through a masterclass in intentionality, we place your brand directly into the hands of the world's most qualified buyers across a proprietary, multi-channel network.

A FOOTPRINT OF UNRIVALED ACCESS

Our distribution is strategically designed to meet the ultra-affluent wherever they live, work, and play:

- 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.

INTELLIGENCE-DRIVEN TARGETING

We leverage vetted, Targeted Lists to ensure your message reaches documented high-net-worth individuals:

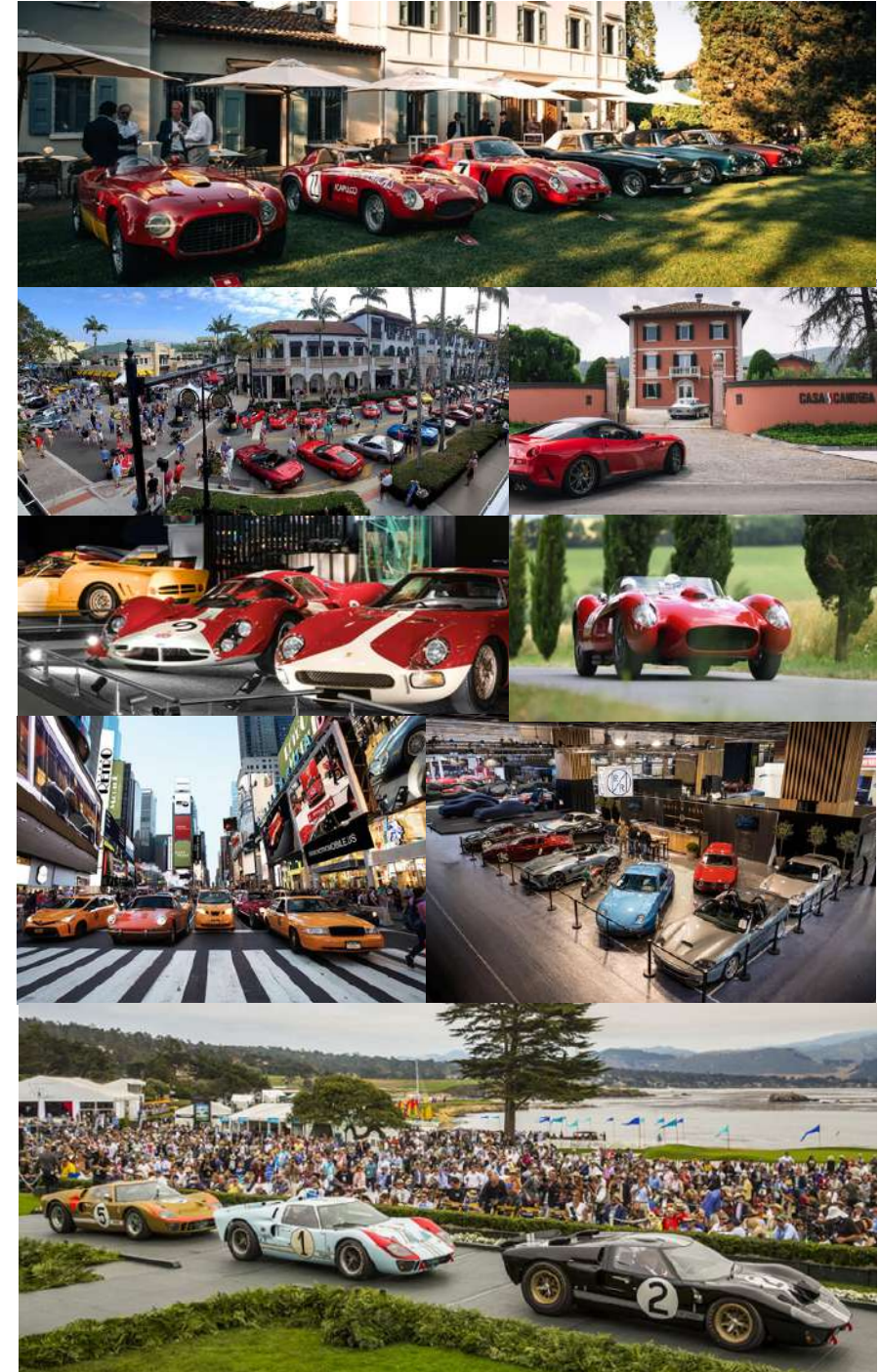
- Millionaires & Billionaires
- Luxury Yacht Owners
- Waterfront Property Owners
- RS Wealth Management Groups



Global Events & Connections

duPont REGISTRY Group brings the luxury automotive lifestyle to life through a portfolio of world-class, asset-light experiences. We don't just reach an audience—we curate the physical spaces where the world's most passionate automotive community intersects.

- **120+ Global Experiences Annually:** From intimate, high-net-worth gatherings to internationally renowned automotive spectacles, our calendar spans the globe.
- **The Ultimate Confluence:** Our events serve as the premier physical touchpoint purposely engineered to connect high-tier enthusiasts, buyers, sellers, collectors, and corporate partners.
- **Signature Properties:** We host the crown jewels of the automotive calendar, including Cavallino—the world's premier landmark Ferrari convention—alongside an elite roster of signature lifestyle events such as: Canossa, Rétromobile, SOC, Cars on 5th, Luxury Rally Club, Miami Concours, + More
- **Tailored Activation:** Across our ecosystem, each event property is strategically leveraged to drive high-value commerce, showcase proprietary data insights, and foster deep community alignment.



Powerful Brand Partnerships

- AIRSHARE

ASTON MARTIN

BELL TEXTRON

BELL & ROSS

BENTLEY

BMW

BRABUS

COHIBA

COLLECTION SUITES

COMBAT MOTORS

EARTHROAMER

FERRARI

FLATROCK MOTORCLUB

GLASHUTTE ORIGINAL

HONDA RACING

HUBLLOT

INEOS GRENADIER

JURA
- LAMBORGHINI

LAND ROVER

L'ATELIER PARIS

LOKI

LOTUS

MASERATI

MB&F

MCLAREN

MECUM AUCTIONS

MERCEDES-MAYBACH

NETJETS

NORQAIN

ORBITA

ONEFLIGHT

ONE WATER YACHT GROUP

PAGANI RESIDENCES

PNC PRIVATE BANK

PORSCHE
- PROVIDENT JEWELRY

PXG

RALPH LAUREN

REZVANI

RICHARD MILLE

RM SOTHEBY'S

ROGER DUBUIS

ROLLS-ROYCE

SEBRING MOTOR GARAGES

STEFANO RICCI

STEINWAY & SONS

TECHART

THE HANGAR

ULTIMATE TOYS

WALTER LEATHER COMPANY

WHEELS BOUTIQUE

WILLIAM HENRY

XPEL



duPont REGISTRY

With decades of experience and a proven track record, duPont REGISTRY sits at the pinnacle of the luxury market. And now, the bar is being raised higher than ever before.

Contact Your Account Executive For More Advertising
Information

800.233.1731

advertise@dupontregistry.com