

ENTHUSIASM
PASSION
ELFERSPOT.



MEDIAKIT 2025

ELFERSPOT.COM

THE SPOT. ELFERSPOT.COM

THE LEADING ONLINE
MARKETPLACE FOR CLASSIC
AND PRE-OWNED PORSCHE
SPORTS CARS.



ELFERSPOT.COM

WHAT WE ARE. ENTHUSIASTS



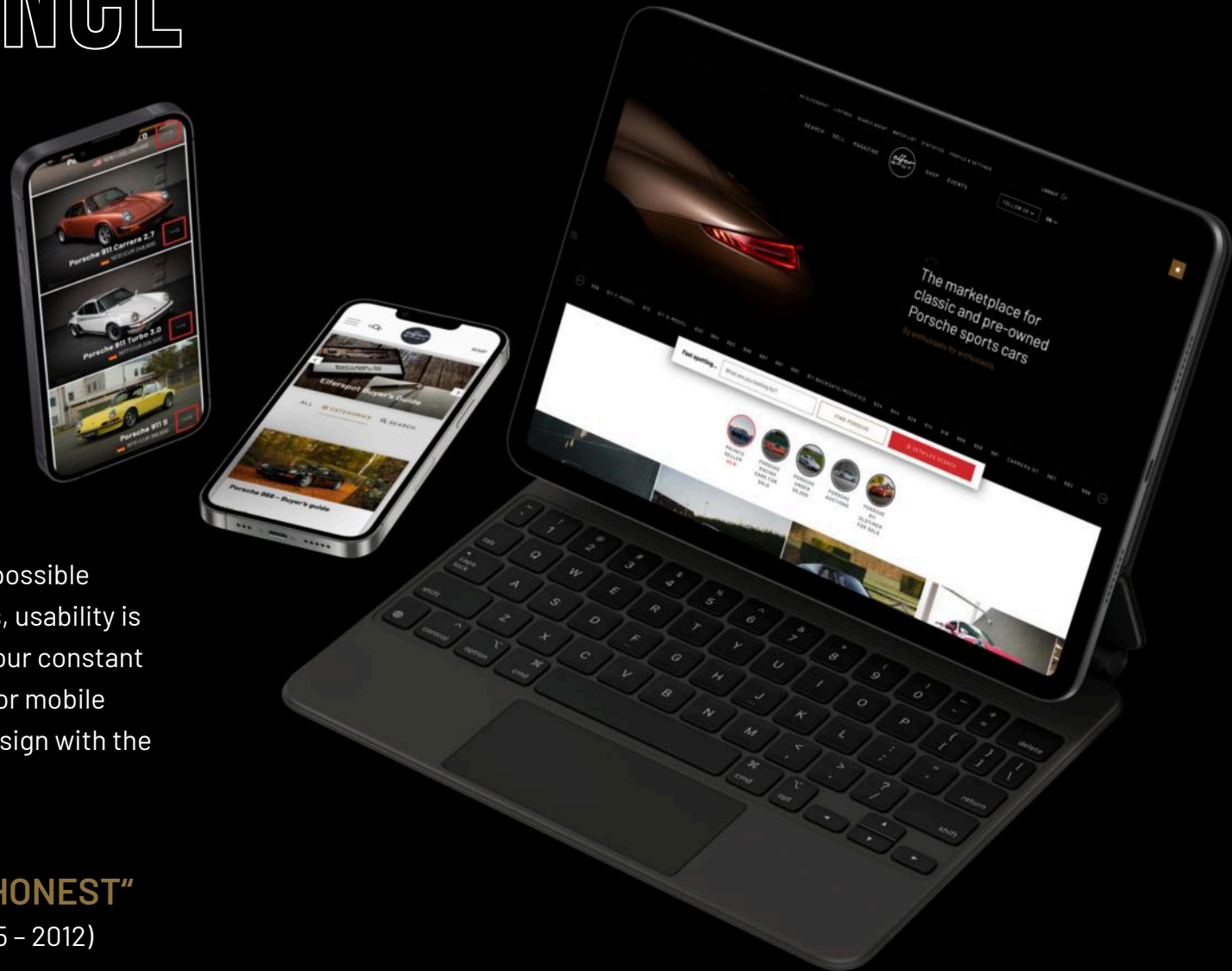
The leading marketplace for classic and used Porsche sports cars.

A high-quality Porsche online magazine. We create unique and informative content for Porsche enthusiasts.

A bunch of Porsche enthusiasts with lots of creative ideas.

WE LOVE PORSCHE.

DIGITAL EXPERIENCE



Elferspot.com meets the highest possible aesthetic standards. Nevertheless, usability is always one of the top priorities in our constant development. Whether on desktop or mobile devices, we combine attractive design with the best and easiest handling.

„GOOD DESIGN MUST BE HONEST“

Ferdinand Alexander Porsche (1935 – 2012)

FACTS & DATA

#ELFERSPOT

You want to sell your Porsche and reach exactly your target audience? You have good footage and put emphasis on a meaningful vehicle description? With us you are exactly right!



>30,000
SITE VISITORS DAILY

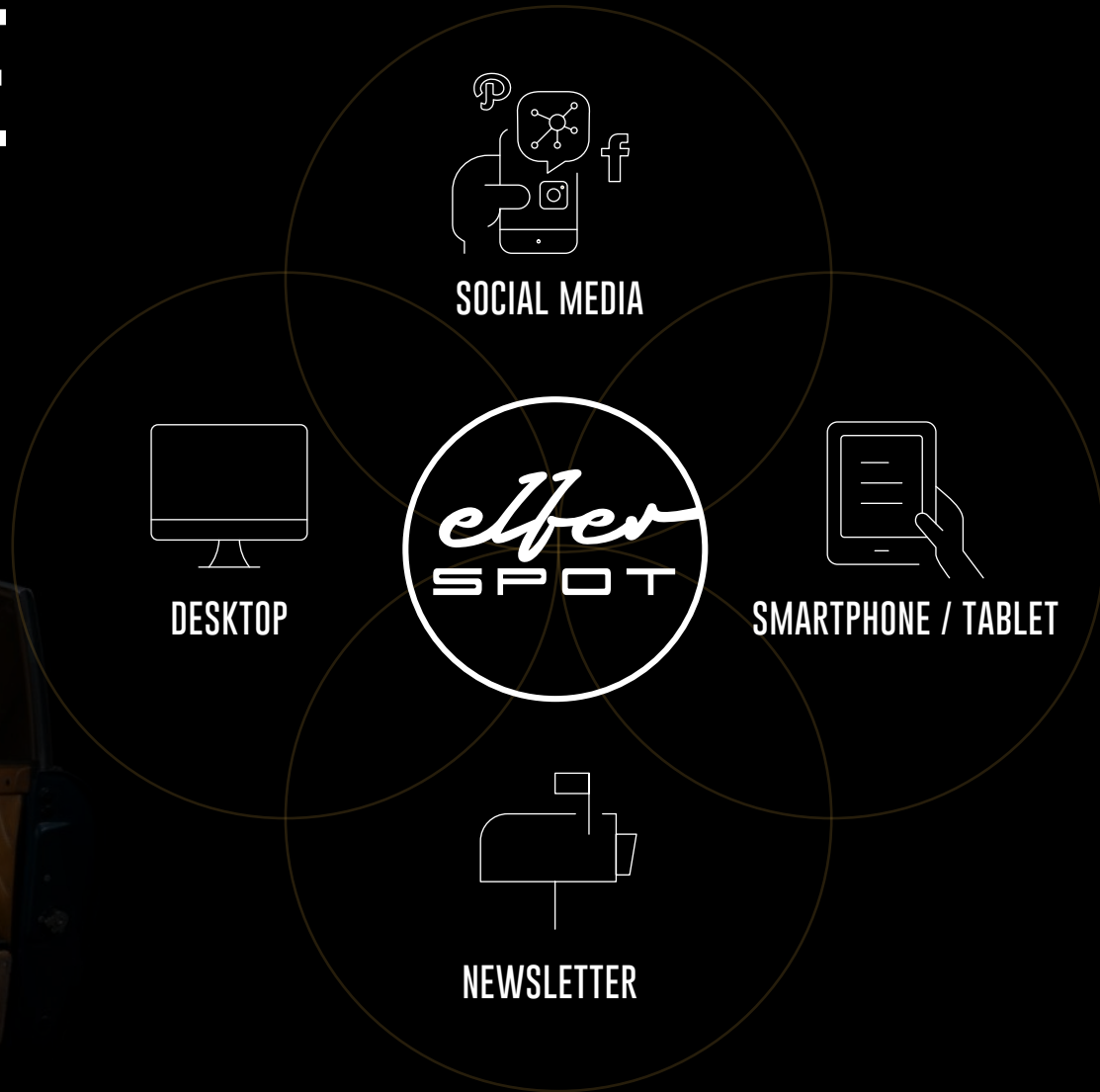
>3,500
LISTED CARS

>450
CAR DEALERS

>230
PRIVATE SELLERS



REACHING OUR AUDIENCE WHEREVER THEY ARE



SOCIAL INFLUENCE AT SCALE

Through all our channels on social media, we reach more than 4 million people interested in Porsche every month. The interaction rate of our followers on social media is particularly high.



223,000

FOLLOWERS



311,000

FOLLOWERS



1.2 M

MONTHLY VIEWS



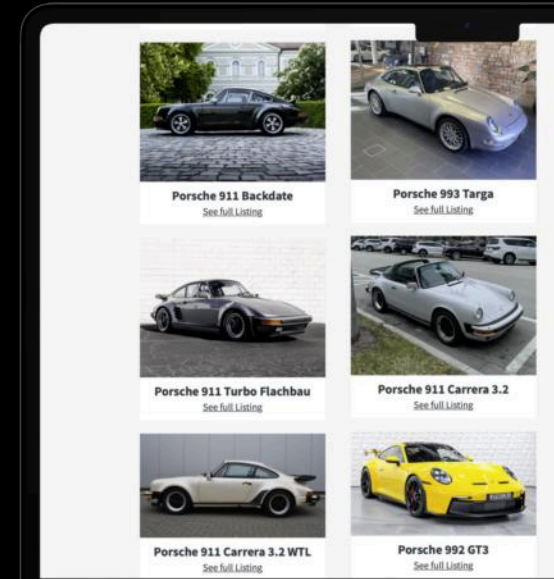
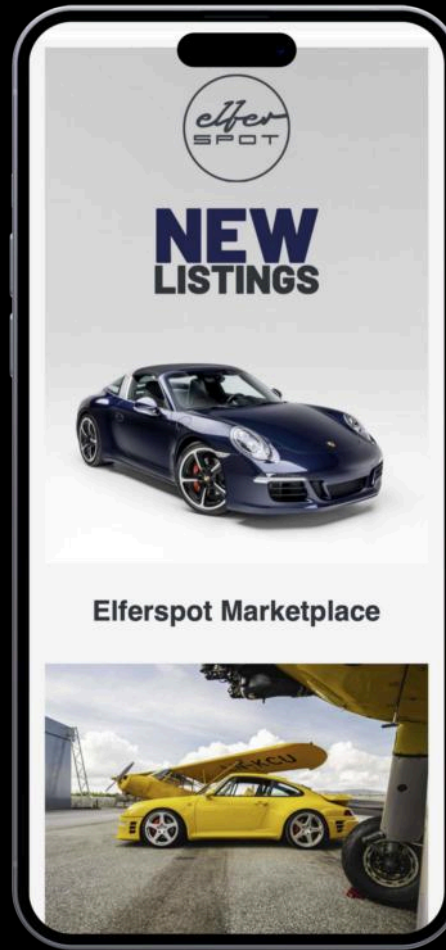
13,500

FOLLOWERS



THOSE WE CONTACT DIRECTLY

Our engaging weekly email newsletter (Tuesday and Friday) are very popular. The exceptionally high open rate and the very good click rate make the Elferspot email newsletter a class-leading marketing tool for you and us. With this tool, we keep our loyal subscribers up to date on the latest listings, hottest stories and recent products.



>31,000
SUBSCRIBERS

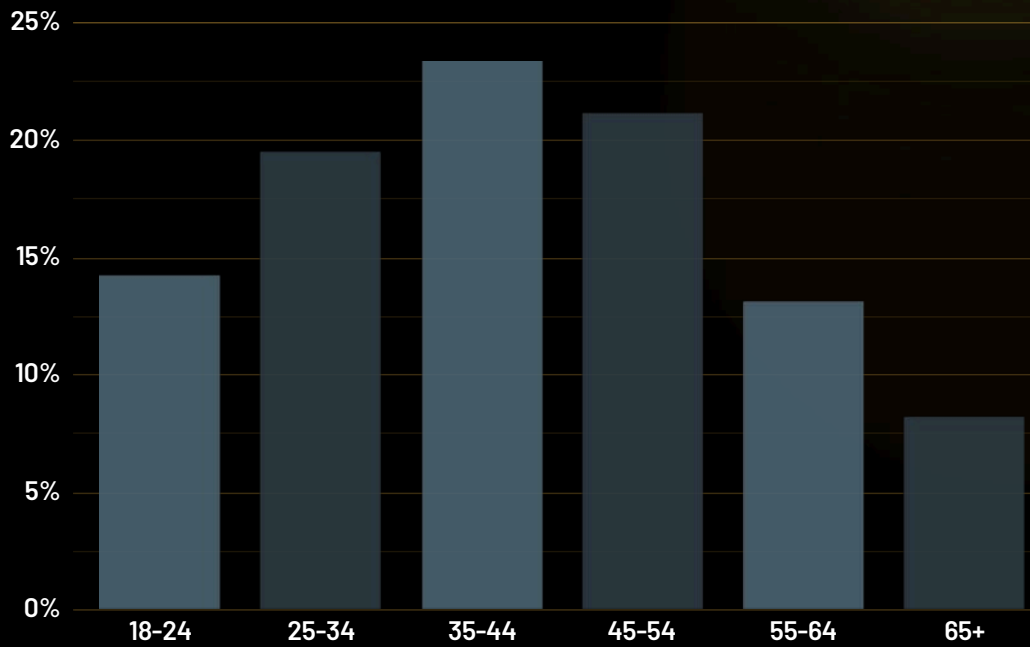
52.8%
AVERAGE OPEN RATE

19.1%
AVERAGE CLICK RATE

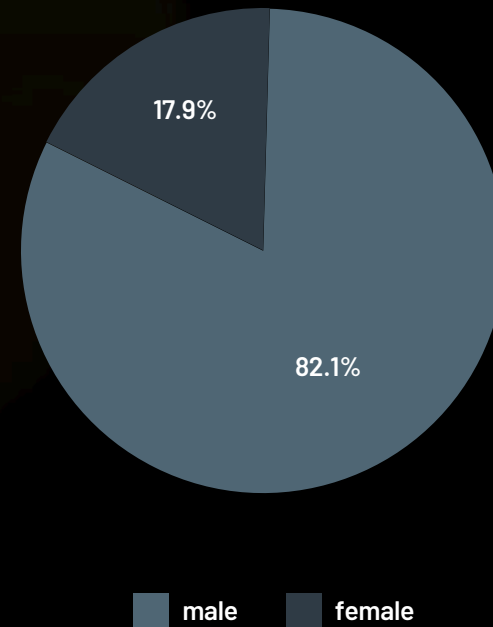
AGE OF OUR USERS



AGE



GENDER



WHO ARE OUR USERS

Our users appreciate the nice and exclusive things in life. They are willing to invest, if the quality meets their own, very high standards.

The average Elferspot user is 42 years old. Their respective household incomes are well above average, as Elferspot users are among the top earners.

Besides exclusive cars, they value luxury watches, good architecture, quality travel and great design. And as die-hard Porsche fans, they cherish engineering and tradition.



42

YEARS AVERAGE AGE ELFERSPOT USER













GLOBAL REACH

TOP 10 USER COUNTRIES



TOP 10 USER COUNTRIES

- | | | | |
|--|---|---|---|
|  01. Germany |  04. Austria |  07. Switzerland |  10. Spain |
|  02. United States |  05. France |  08. Italy | |
|  03. United Kingdom |  06. Netherlands |  09. Belgium | |



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