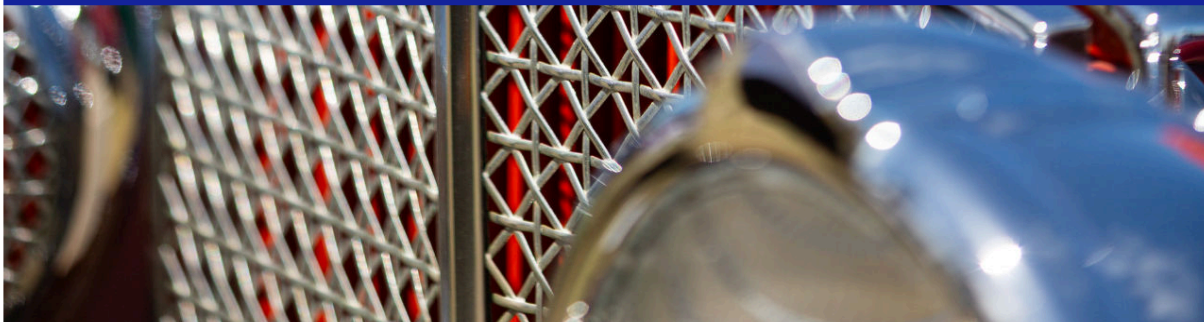




La Jolla Concours D'Elegance
2025
Media Report



Media Report

La Jolla Concours d'Elegance

Friday, April 25th, 2025 - Sunday, April 27th, 2025

Concours Social Media Results

- **Facebook**

- Posts + Reels - 152 (31 reels)
- Followers - 14,107 (+1084)
- Engagement (last 28 days) - 31,286
- FB Page Reach - 859,300
- FB/IG Paid Reach - 1,000,000
- FB/IG Paid Impressions - 3,900,000
- FB Page Visits - 25,400
- Post Reach (last 28 days) - 187,930
- Shares (last 28 days) - 340
- Link Clicks - 30,900
- Event Response - 10,481

- **Instagram**

- Posts - 147
- Reach - 208,200
- Followers - 10,305 (+1,761 since Dec 1)
- Stories - 500+
- Reels - 31
- Views - 1,071,203
- Profile Visits - 16,186
- External Link Taps - 1,505
- Accounts engaged - 4,902
- Interactions - 13,747
- Likes (post, reels) - 4,496 / 3,178
- Shares (post, reels, story) - 825 / 821 / 422

Digital Marketing

- ***Axios San Diego***
 - Mentioned in Article 4/25
- ***BizBash***
 - Mentioned in Article 5/6
- ***Car Collector's Club***
 - Featured Article 2/18
- ***Car Scene International***
 - Featured Article 12/10/24
- ***Classic Motorsports***
 - Featured Article 12/10/24
 - Featured Article 4/3
- ***Coast News***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
- ***Conde Nast Traveler***
 - Mentioned in Article 3/26
- ***Copper Magazine***
 - Featured Article 6/2
- ***Del Mar Times***
 - Mentioned in Article 4/16
- ***DoSD***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
- ***Encinitas Advocate***
 - Mentioned in Article 4/16
- ***Fabulous California***
 - Mentioned in Spring Events Roundup
- ***Fine Magazine***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
 - Featured Article 4/25
- ***FOX 5***

- Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
 - Featured Article 4/25
- ***GB Magazine***
 - Featured Article 6/2
- ***Hemmings***
 - Featured Article 4/2
- ***iDriveSocal***
 - Featured Article 12/9/24
- ***JustLuxe***
 - Featured Article 4/2
- ***KPBS***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
- ***LaJolla.ca***
 - Mentioned in Article 4/16
- ***LaJolla.com***
 - Featured Article 1/30
 - Featured Article 2/18
 - Featured Article 4/7
 - Featured Article 4/17
 - Featured Article 4/24
- ***La Jolla Insider***
 - Featured Article 1/14
 - Featured Article 4/16
- ***La Jolla Light***
 - Mentioned in Article 4/15
 - Mentioned in Article 4/16
 - Featured Article 4/25
 - Syndicated on Newsbreak & PressBee
 - Featured Article 5/5
 - Mentioned in Article 5/6
- ***La Jolla Mom***

- Mentioned in Event Roundup 2/25
- ***Lincoln and Continental Owner's Club***
 - Calendar Listing
- ***LuxeTime***
 - Featured Article 4/2
- ***Manual Driving Academy***
 - Mentioned in Article 4/2
- ***My Car Show Radio News***
 - Mentioned in Article 4/7
- ***Modern Luxury***
 - 2 Featured Ads , Mentioned in Editor's Letter + April Events Calendar 3/26
- ***Patch***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
 - Mentioned in Article 4/25
- ***Presidio Sentinel***
 - Featured Article 4/11
 - Featured Article 5/6
- ***Puros Autos***
 - Featured Article 4/2
- ***Ranch & Coast***
 - Featured Article 3/3
 - Featured Article 3/28
 - Featured Article 4/2
- ***Rancho Santa Fe Review***
 - Mentioned in Article 4/9
 - Mentioned in Article 4/16
- ***Route 66 Pub Co***
 - Featured Article 5/7
- ***San Diego Association of Car Clubs***
 - Featured Article 12/18/24
- ***San Diego Magazine***

- Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
 - Mentioned in Article 3/24
 - Mentioned in Article 4/7
- ***San Diego News***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
 - Mentioned in Weekly Briefing 3/10
 - Mentioned in Events Roundup 4/7
 - Featured Article 4/24
- ***San Diego Reader***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
- ***San Diego Today***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
- ***San Diego Tourism Authority***
 - Mentioned in Event Roundup 2/25
- ***San Diego Union-Tribune***
 - Calendar Listings (VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours)
 - Mentioned in Article 4/17
- ***SanDiegoVille***
 - Featured Article 3/24
 - Mentioned in Article 3/28
- ***Si Viaggia***
 - Mentioned in Article 4/7
- ***SoCalCarCulture***
 - Mentioned in Event Roundup 2/25
- ***SoCal Pulse***
 - Mentioned in Article 3/18
- **Special Events**
 - Mentioned in Article 4/25

- ***Sports Car Digest***
 - Featured Article 12/19/24
- ***Sports Car Marketing***
 - Featured Article 2/24
- ***Times of San Diego***
 - Mentioned in Article 4/25
- ***The Best of the Southwest***
 - Mentioned in Article 4/3
- ***The Shop***
 - Mentioned in Article 4/9
- ***There San Diego***
 - Featured Article 1/6
 - Featured Article 3/28
- ***Thrillist***
 - Featured Article - 11/1/24
 - Mentioned in Article 3/3
- ***Visit California***
 - Mentioned in Event Roundup 3/18

Direct Marketing

- ***DoSD***
 - Newsletter 12/6
 - Newsletter 4/2
 - Newsletter 4/11
 - Newsletter 4/16
- ***La Jolla Concours d'Elegance***
 - Black Friday Sale #1 - 11/25 - 41% opens
 - Black Friday Sale #2 - 11/29 - 40% opens
 - Cyber Monday Sale - 12/2 - 40% opens
 - Holiday Sale #1 - 12/6 - 41% opens
 - Holiday Sale #2 - 12/19 - 41% opens
 - Holiday Sale #3 - 12/23 - 49% opens
 - Holiday Sale #4 - 12/30 - 43% opens

- Newsletter: VIP Weekend - 1/24 - 44% opens
- Registration - 1/31 - 45% opens
- Newsletter: Cars + Ocean Suite - 2/6 - 43% opens
- Registration - 2/14 - 42% opens
- Ticket Increase #1 - 2/24 - 42% opens
- Registration - 2/27 - 49% opens
- Newsletter: Cars + Friday Night Soiree - 3/7 - 43% opens
- Newsletter: Air Show + Military - 3/14 - 42% opens
- Ticket Increase #2 - 3/21 - 40% opens
- Ticket Increase #2 Last Call - 3/24 - 41% opens
- Newsletter: Cars + VIP - 4/4 - 42% opens
- Ticket Increase Price Increase April - 4/11 - 42% opens
- Ticket Increase Price Increase April 19 - 4/16 - 42% opens
- Ticket Increase Price Increase April 19 V2 - 4/18 - 42% opens
- Ticket Holder - 4/18 - 90% opens
- Entrant Email - 4/18 - 89% opens
- 5 Day Countdown - 4/22 - 42% opens
- Entrant Email #2 - 4/23 - 85% opens
- Ticket Holder #2 - 4/23 - 88% opens
- 3 Day Countdown - 4/24 - 42% opens
- **Patch**
 - Newsletter 4/25
- **Ranch & Coast**
 - Newsletter 4/18
- **SoCal Pulse**
 - Newsletter 4/25
- **SD Metro Magazine**
 - Newsletter 4/24
- **SD News**
 - Newsletter 4/25
- **THERE San Diego**
 - Newsletter 4/10
 - Newsletter 4/11

- Newsletter 4/18
- Newsletter 4/24
- Newsletter 4/25

Print Advertisements

- ***Arrived Magazine***
 - Mentioned in Editor's Letter, "Spring Fever Pitch", and "30 Things We Love in SD"
- ***BOSS Magazine***
 - Mentioned in April Issue
- ***Carmel Valley News***
 - Mentioned in Community Calendar 4/24
- ***Del Mar Times***
 - Mentioned in April Issue
 - Mentioned in Community Calendar 4/16
 - Mentioned in Community Calendar 4/24
- ***Encinitas Advocate***
 - Mentioned in Community Calendar 4/24
- ***La Jolla Light***
 - Mentioned in Article 4/16
 - Mentioned in Article 4/24
 - Mentioned in Article 5/8
- ***La Jolla Village News***
 - Mentioned in Article 5/9
- ***Octane Magazine***
 - Mentioned in April Issue "Car Shows and Concours"
- ***Presidio Sentinel***
 - Featured Article 4/11
 - Featured Article 5/6
- ***Ranch & Coast***
 - Mentioned in March Issue "Attend"
- ***Rancho Santa Fe Review***
 - Mentioned in April Issue

- Mentioned in Community Calendar
- Mentioned in Article 4/24
- ***San Diego Magazine***
 - Mentioned in March Issue “On the Edge”
- ***San Diego Metro Magazine***
 - Mentioned in Article 4/24
- ***San Diego Union Tribune***
 - Mentioned in Article 4/25

Public Relations

- Calendar Listings
- Press Release: Announce La Jolla Concours 19th Year
- Press Release: Theme & Featured Classes
- Press Release: VIP Soiree Theme
- Press Release: Featured Cars
- Press Release: Culinary Art & Class Cars
- Press Release: Weekend Events & Free Events
- Press Release: Media Alert
- Press Release: Events.Com Acquisition of Concours D’Elegance
- Press Release: Post-Event Release

Radio

- ***Cars Yeah***
 - Segment on 4/9
 - Segment on 4/10
 - Segment on 4/17
- ***San Diego Daily News and Info Tracker Podcast***
 - Mentioned in Episode on 4/2
- ***The Car Show***
 - Segment on 4/19

Social Media

- @allincarnations - 15,500 followers

- 1 promotional post
- *@beautypharmatiq - 24,200 followers*
 - 1 promotional post
 - 13 promotional stories
- *@chazzydawg - 193,000 followers*
 - 5 promotional stories
- *@classic_motorsports_mag - 1,808 followers*
 - 1 promotional post
- *@cleyhead - 12,000 followers*
 - 37 promotional stories
- *@colleen365gtb4c - 56,100 followers*
 - 6 promotional stories
- *@cool_wind_media - 1,026 followers*
 - 1 promotional post
- *@deanhallstyle - 4,080 followers*
 - 2 promotional posts
 - 16 promotional stories
- *@dosandiego - 42,600 followers*
 - 1 promotional post
 - 1 promotional story
- *@finemagazine - 5,345 followers*
 - 1 promotional post
- *@garyschwartzwald - 671 followers*
 - 3 promotional post
- *@gentebonitamagazine - 6,079 followers*
 - 1 promotional post
 - 2 promotional stories
- *@grandprixclassics - 1,539 followers*
 - 1 promotional post
 - 4 promotional stories
- *@her.travel.adventures - 4,703 followers*
 - 1 promotional post
 - 10 promotional stories

- @janicevillagran - 282,000 followers
 - 3 promotional stories
- @katielynnestyle - 37,400 followers
 - 1 promotional post
 - 1 promotional story
- @kaz.shots - 111,000 followers
 - 3 promotional stories
- @kikiscars_ - 15,000 followers
 - 3 promotional posts
 - 7 promotional stories
- @lajollcom - 26,600 followers
 - 1 promotional post
 - 1 promotional story
- @lajollalivingmag - 2,076 followers
 - 2 promotional posts
 - 3 promotional stories
- @mattgro1 - 9,596 followers
 - 4 promotional posts
 - 13 promotional stories
- @mirainwfg - 15,000 followers
 - 1 promotional story
- @modernluxurysd - 56,100 followers
 - 1 promotional post
 - 1 promotional story
- @nathanenos - 21,700 followers
 - 4 promotional stories
- @nickrogersre - 2,000 followers
 - 1 promotional post
- @nicolejohnsonoffroad - 158,000 followers
 - 1 promotional story
- @noticiasunivisionsd - 65,200 followers
 - 1 promotional post
- @nuevoeonunivision - 3,550 followers

- 2 promotional stories
- *@optix.jpg - 8,213 followers*
 - 1 promotional post
 - 13 promotional stories
- *@palmtreesandpellegrino - 77,100 followers*
 - 1 promotional post
 - 9 promotional stories
- *@palomar_airportfire_photo - 2,767 followers*
 - 4 promotional posts
 - 16 promotional stories
- *@resident.magazine - 24,000 followers*
 - 1 promotional story
- *@rummingthroughthe6 - 62,100 followers*
 - 1 promotional post
 - 11 promotional stories
- *@san.diego.local - 111,000 followers*
 - 1 promotional post
 - 3 promotional stories
- *@sandiegoeaters - 33,400 followers*
 - 3 promotional stories
- *@sandiegofree - 53,400 followers*
 - 2 promotional stories
- *@sandiegomag - 293,000 followers*
 - 1 promotional post
 - 1 promotional story
- *@scottsdalecarspotting - 4,550 followers*
 - 1 promotional post
- *@scottsdale_carspotting - 4,954 followers*
 - 3 promotional posts
 - 30 promotional stories
- *@seethruvu - 2,522 followers*
 - 5 promotional stories
- *@socalautoenthusaist - 538 followers*

- 3 promotional posts
- *@socalcourtney - 17,900 followers*
 - 8 promotional stories
- *@stylewithnihann - 39,900 followers*
 - 1 promotional post
 - 7 promotional stories
- *@supercarsunlimited - 21,700 followers*
 - 29 promotional stories
- *@taylorgrace - 54,400 followers*
 - 7 promotional stories
- *@thenorthcountymoms - 7,592 followers*
 - 1 promotional story
- *@theresandiego - 41,000 followers*
 - 2 promotional posts
 - 18 promotional stories
- *@visitsandiego - 427,000 followers*
 - 1 promotional story
- *@w4thewin - 13,300 followers*
 - 5 promotional posts
 - 34 promotional stories

Television

- **ABC**
 - Segment 4/27 - [10News This Morning at 6am Sunday](#)
 - Segment 4/27 - [10News This Morning at 8am Sunday](#)
- **FOX 5**
 - Segment 4/18 - [FOX 5 Morning News at 7:00am](#)
 - Segment 4/24 - [FOX5 \(Morning News at 8:00am\)](#)
 - Segment 4/24 - [FOX5 \(Morning News at 9:00am\)](#)
 - Segment 4/25 - [19th Annual Concours D'elegance takes place this weekend](#)
- **KUSI**
 - Segment - 4/18
 - Segment - 4/27

- **CBS 8**
 - Segment - 4/22
 - Segment 4/24 - [CBS 8 \(Weekend Watch\)](#)
 - Segment 4/25 - [The 10 O' Clock News](#)
 - Segment 4/25 - [CBS 8 News Live at 11pm](#)
 - Segment 4/26 - [CBS 8 News Special Edition](#)
 - Segment 4/26 - [The 10 O' Clock News](#)
 - Segment 4/26 - [CBS News 8 at 11PM](#)
 - Segment 4/27 - [CBS 8 News Live at 5pm](#)
 - Segment 5/2 - [CBS8 \(The 10 O' Clock News\)](#)
- **NBC**
 - Segment 4/25 - [NBC 7 News at 6](#)
 - Segment 4/25 - [NBC 7 News at 11](#)
- **Univision**
 - Segment 5/2 - [Univision \(KBNT Early News\)](#)

Media Links

1. Calendar Listings:
 - a. Coast News - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - b. DoSD - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - c. Fine Magazine - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - d. FOX 5 - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - e. KPBS - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - f. Lincoln and Continental Owner's Club - <https://lcocwestern.org/calendar/>
 - g. Patch - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - h. SD Magazine - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - i. SD News - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - j. SD Reader - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)
 - k. SD Today - [VIP Opening Soiree](#), [Porches & Power on Prospect](#), [La Jolla Concours](#)

1. SD Union Tribune - [VIP Opening Soiree, Porches & Power on Prospect, La Jolla Concours](#)
2. <https://www.thrillist.com/events/san-diego/annual-events-san-diego-calendar-this-year>
3. <https://newsletter.dosd.com/friday-12-06-2024>
4. <https://www.idrivesocal.com/events/la-jolla-concours-delegance-weekend>
5. https://internationalcarevents.com/event/la-jolla-concours-delegance-la-jolla-ca-usa-25-to-27-april-2025/#google_vignette
6. <https://classicmotorsports.com/news/la-jolla-concours-delegance-2025-theme-mascots-in-motion/>
7. <https://www.sandiegoassociationofcarclubs.org/events/la-jolla-concours-delegance-apr25-27>
8. https://sportscardigest.com/2025-la-jolla-concours-announced/#google_vignette
9. <https://theresandiego.com/event/la-jolla-concours-delegance/>
10. <https://lajolla.com/article/la-jolla-concours-delegance-2025-a-spectacular-celebration-of-automotive-mascots-and-milestones/>
11. [La Jolla Concours d'Elegance 2025: A Spectacular Celebration of Automotive Mascots and Milestones](#)
12. [/https://www.sportscarmarket.com/digitalissues/2504-small.pdf](https://www.sportscarmarket.com/digitalissues/2504-small.pdf)
13. <https://lajolla.com/news/barn-find-extravaganza-unveiled-by-la-jolla-concours-delegance/>
14. <https://carcollectorsclub.com/concours-delegance-calendar/>
15. <https://lajollainsiders.com/la-jolla-concours-delegance-unveils-2025-theme-and-special-classes-celebrating-mascots-in-motion/>
16. <https://lajollamom.com/san-diego-in-april/>
17. <https://www.sandiego.org/articles/business-articles/press/major-events.aspx>
18. <http://www.socalcarculture.com/events.html>
19. <https://fabulouscalifornia.com/see-and-do/spring-festivals-events-in-southern-california/>
20. <https://www.thrillist.com/travel/theres-always-something-happening-in-san-diego>
21. <https://ranchandcoast.com/event/la-jolla-concours-delegance-2/>
22. <https://sdnews.com/weekly-briefing-news-and-events-in-and-around-san-diego-5/>
23. <https://www.visitcalifornia.com/experience/april-events-california/>
24. <https://socalpulse.com/san-diego/spring-fever-pitch-essential-seasonal-happenings-from-baseball-to-botanicals-2/>

25. <https://sandiegomagazine.com/things-to-do/things-to-do-in-san-diego-april-2025/>
26. <https://www.sandiegoville.com/2025/03/la-jolla-concours-promo-code.html>
27. <https://www.cntraveler.com/sponsored/story/from-natural-beauty-to-art-and-design-san-diego-has-it-all>
28. [Ultimate List Of Things To Do In San Diego - April 2025 Edition](#)
29. [La Jolla Concours d'Elegance returns with "Mascots in Motion" Theme and Special Lincoln Centennial Showcase](#)
30. <https://www.purosautos.com/novedades/ee-uu-el-concurso-de-elegancia-de-la-jolla-celebra-su-19-o-aniversario-de-excelencia-automotriz/>
31. <https://www.justluxe.com/lifestyle/luxury-cars/feature-1980155.php>
32. <https://www.hemmings.com/stories/photo-gallery-these-vintage-cars-will-appear-at-the-2025-la-jolla-concours-delegance/>
33. <https://itsluxetime.paris/vars-en-vedette-au-2025-la-jolla-concours-delegance/>
34. <https://manualdrivingacademy.com/the-7-best-side-hustles-for-car-enthusiasts-in-san-diego/>
35. <https://podcasts.apple.com/au/podcast/strikes-pier-renovations-and-community-celebrations/id1757903162?i=1000701877263>
36. <https://www.thebestofthesouthwest.com/travel/southern-california-travel/san-diegos-spring-2025-events-accommodations-and-dining-news/>
37. <https://classicmotorsports.com/news/five-cars-to-see-at-the-2025-la-jolla-concours-delegance/>
38. <https://siviaggia.it/idee-di-viaggio/san-diego-clima-temperatura/524343/>
39. <https://lajolla.com/news/la-jolla-concours-announces-11-featured-carss-at-this-years-event/>
40. <https://mlsandiegomag.com/best-april-events-san-diego-2025>
41. <https://sdnews.com/weekly-briefing-news-and-events-in-and-around-san-diego-5/>
42. <https://mycarshowradio.com/my-car-show-radio-news/787463>
43. <https://www.sandiegouniontribune.com/2025/04/08/april-10-issue-rsf-local-and-regional-events/>
44. <https://theshopmag.com/news/corvette-mike-record-breaking-classic-corvette-sales/>
45. <https://carsyeah.com/ourportfolio/2539-chris-peterson/>
46. <https://carsyeah.com/ourportfolio/2540-nigel-matthews/>
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51. <https://www.sandiegouniontribune.com/2025/04/15/april-17-issue-rsf-local-and-regional-events/>
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56. <https://lajolla.com/article/concours-2025-vip-party-restaurants/>
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67. <https://fox5sandiego.com/video/19th-annual-concours-delegance-takes-place-this-weekend/10657503/>
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69. <https://patch.com/california/san-diego/san-diego-weekend-guide-artwalk-baby-shark-concours-delegance>
70. <https://www.sandiegouniontribune.com/2025/04/28/classics-roll-in-for-la-jolla-concours-delegance/?clearUserState=true>
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