

The background of the slide features a long-exposure photograph of a highway at night. On the left, a large, illuminated stadium with a distinctive orange, diamond-patterned facade is visible. The road in the foreground is filled with vibrant light trails from moving vehicles, with blue and white streaks on the left side and red streaks on the right side, receding into the distance under a dark sky.

**Internet Brands®**  
AUTOMOTIVE GROUP



**2026 Media Kit**

# OUR BRANDS



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

# OUR AUDIENCE

**6TH**

INTERNET-WIDE  
FOR AUTO\*

**23 MM+**

VISITS\*\*

**9 MM+**

REGISTERED USERS\*\*\*



**55 MM+**

MONTHLY PAGE VIEWS\*\*

**400K+**

MONTHLY  
NEW INTERACTIONS\*\*\*

**34 MM+**

MOBILE PAGE VIEWS\*\*

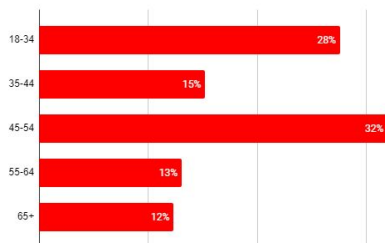
# DEMOGRAPHICS

## GENDER

**82%** Male  
**18%** Female

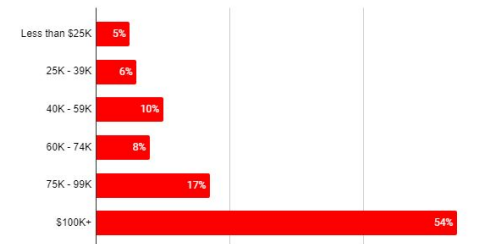
## AGE

AGE



## MEAN INCOME







MEAN INCOME



# OUR AUDIENCE PSYCHOGRAPHICS








## LIFE STYLE

-  High Disposable Income
-  Luxury Car Drivers
-  College Educated
-  Image-Driven
-  Hobbyists
-  Stylish








## RECREATIONAL BROWERS

-  Views car as means for other life goals
-  Wants reliable and practical car
-  Tries to make smart decisions
-  Fuel economy conscious
-  Hard working



## INFLUENCERS

-  Independent Thinkers
-  Performance Driven
-  Adventurous
-  Brand Loyal
-  Commanders

Do-It-Yourself **49 MM**

High End Home Owner **42 MM**

Weekend Warriors **43 MM**

Home Improvement **20 MM**

Luxury Auto Buyers **45 MM**

Income >\$100,000 **20 MM**

Sports **30 MM**

Guys and Gears **15 MM**

# 1ST PARTY AUDIENCES POWERED BY EDGE COMPUTING

## AUTO ENTHUSIAST

### Behaviours



#### Devices

75% Mobile, 24% Desktop, 1% Tablet



#### Session Length

65% browse for 1 minute or more



#### Content Engagement

40% read 2 articles or more per session

### Audience Insights



2.6x more likely to read Ford-Truck enthusiast related content



2x more likely to read DIY guides than the average user



1.8x more likely to visit marketplace listings

### Daily/Weekly Behavior



more likely to be online on a Thursday



more likely to be online at 7PM EDT

### Demographics



more likely to be male



more likely to be aged between 18-54



more likely to have an affluent HHI

### Content Read

#1 Ford Truck Enthusiast Forums

#2 Corvette Forum Discussion

#3 Corvette News and Rumors

#4 Ford Truck Enthusiast News

#5 Porsche Discussions Forums

# WHAT WE DO



## OUR PRODUCTS



eNewsletters



Editorial Reviews



Videos



Blogs



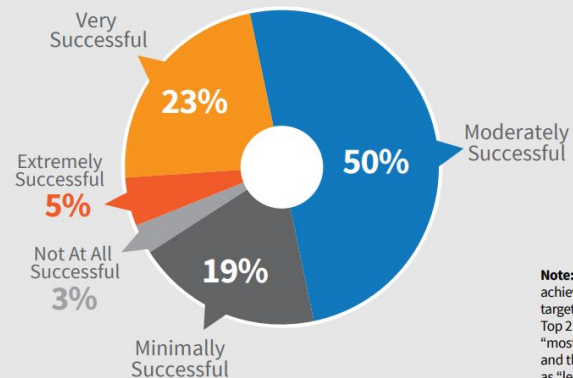
Illustrations/Photos



Mobile Apps

## INDUSTRY WIDE

### How B2C Marketers Rate the Success of Their Organizations' Overall Content Marketing Approach



**Note:** The survey targeted results from the Top 2 respondents as "most successful" and the Bottom 2 respondents as "least successful."

\*2019 B2C Content Marketing Trends –  
North America: Content Marketing  
Institute/MarketingProfs

# OUR PRODUCTS

## CONSUMER TARGETING

Site Banners

Site Skins

Mobile Banners

Videos

Native Contextual

Keyword Targeting

Audience Segment Targeting

Geographic Targeting

## ORIGINAL CONTENT

Editorial Articles/Videos

How-Tos

Product Review

## CUSTOM MARKETING

Group Buys

Contests

Product Reviews

Giveaways

## DIRECT MARKETING

Email Blasts

Marketplace Classified

Monthly Newsletter

## SOCIAL MEDIA MARKETING

Posting

Facebook

Instagram

Twitter

**WE PAIR ADVERTISERS WITH ENGAGED CONSUMERS**

# SITE LIST

## Acura

AcuraForums.com  
AcuraZine.com  
TorontoIntegras.ca

## Audi

AudiForum.ca  
AudiForums.com  
AudiWorld.com

## BMW

5Series.net

## Chrysler

ChryslerForum.com  
CrossfireForum.org  
DodgeChallenger.com  
DodgeForum.com  
ModernHemi.com  
MoparForums.com

## Ford

Cmcc.ca  
F150-Forums.com  
F150Forum.com  
F150Online.com  
Ford-Trucks.com  
FordForum.com  
MercuryForum.com  
ModMotorTech.com  
MustangBoards.com  
MustangForums.com  
PassionFord.com  
Ranger-forums.com  
TheMustangSource.com

## HarleyDavidson

HDForums.com

## Honda

CBRForum.com  
CivicForums.com  
Civicforumz.com  
FitFreak.net  
Honda-Acura.net  
HondaTech.com  
HondaAccordForum.com  
HondaCivicForum.com  
HondaForum.com  
HondaMarketPlace.com  
S2000.com  
S2Ki.com  
SuperhawkForum.com

## Hyundai

HyundaiAftermarket.org  
HyundaiForum.com

## General Motors

BlazerForum.com  
Buickforum.com  
Cadillacforum.com  
CamaroForums.com  
CamaroZ28.com  
ChevroletForum.com  
ChevyHHR.net  
CobaltSS.net  
CorvetteForum.com  
CorvetteForums.com  
Cruzechat.com  
GMforum.com  
HummerForums.com  
LS1Tech.com  
MonteCarloForum.com  
PontiacTalk.com  
Saabforums.com  
Saturnforum.com  
ThirdGen.org

## Infiniti

G35Driver.com  
MyG37.com

## Isuzu

IsuzuForums.com

## Jaguar

JaguarForums.com

## Jeep

Cherokeeforum.com  
JK-Forum.com  
JeepsCanada.com

## Kawasaki

KawasakiForums.com

## Land Rover

LandRoverForums.com

## Lexus

ClubLexus.com  
LexusForum.com

## Mazda

Mazda3Club.com  
MazdaForum.com  
MiataTurbo.net  
Miataforumz.com  
NoPistons.com  
RX7Club.com  
RX8Club.com  
V8Miata.net

## Mercedes

MBWorld.org  
MercedesForum.com

## Mini

MiniCooperForums.com  
NorthAmericanMotoring.com

## Mitsubishi

EvolutionM.net  
MitsubishiForum.com

## Nissan

GTRforums.com  
Gtcarz.com  
Maxima.org  
My350z.com  
NissanForum.com  
S-Chassis.com  
ZDriver.com

## Oldsmobile

ClassicOldsmobile.com  
OldsmobileForum.com

## Porsche

6speedOnline.com  
GermanAutoForums.com  
RennList.com

## Scion

Scionlife.com

## Subaru

I-Club.com  
Scooby.net.com

## Suzuki

SuzukiForum.com

## Toyota

4RunnerForum.com  
CamryForums.com  
YotaTech.com

## Volvo

VolvoForums.com

## Volkswagen

VolkswagenForum.com

## Multi

ATVConnection.com  
BikerForums.org  
Caraudioforumz.com  
DieselBombers.com  
DieselTruckResource.com  
ElectricVehicleForums.com  
HomeMadeTurbo.com  
MuscleCarOwners.com  
Performancetrucks.net  
Stuntlife.com  
TampaRacing.com  
TeamSpeed.com  
TruckForums.com  
VADriven.com  
Wikicars.org

## eCommerce

Autos.com  
CarsDirect.com  
SellMyCar.com  
TheCarConnection.com

## News/ Content Sites

GreenCarReports.com  
MotorAuthority.com  
NewCarTestDrive.com

## Classifieds

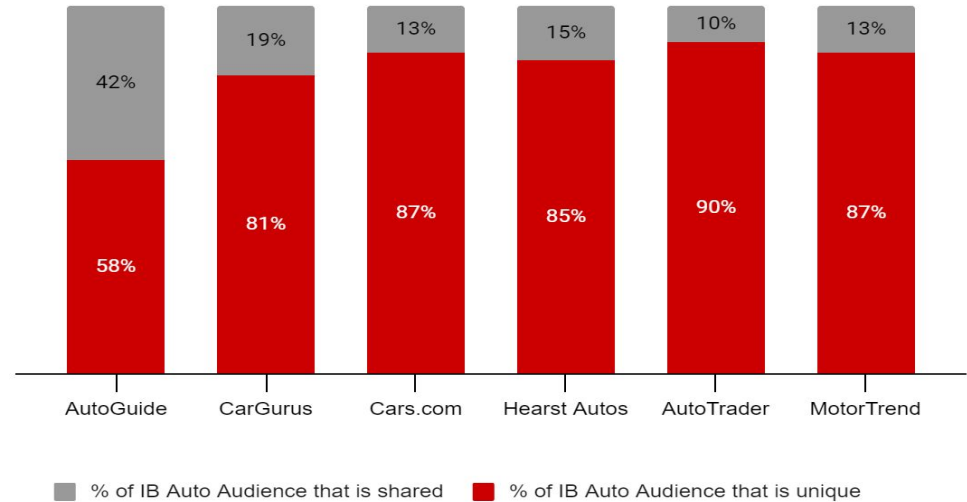
BikerHotline.com  
CollectorCarNation.com  
HotRodHotline.com  
OldRide.com  
RacingJunk.com  
SprocketList.com





# OUR AUDIENCE IS UNIQUE

## LOW DUPLICATION WITH OTHER AUTO SITES






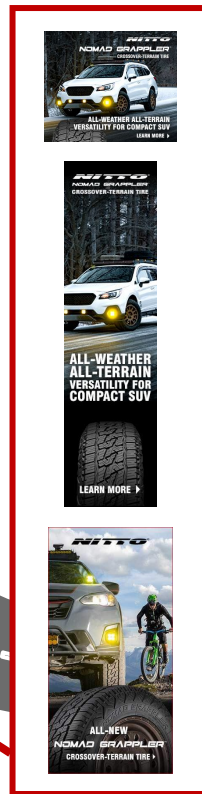
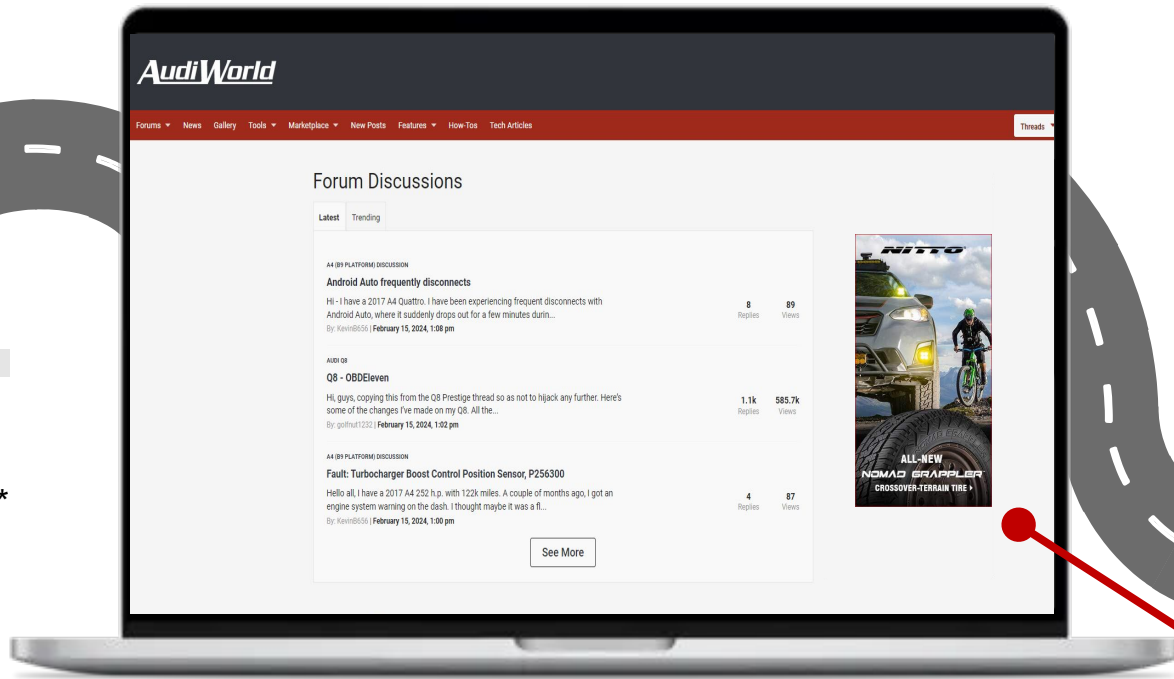
# CONSUMER TARGETING



# SITE BANNERS

## AD SIZES




-  300x600
-  300 x 250
-  160 x 600\*



\*Where available  
ATF = Above the Fold

# MOBILE BANNERS

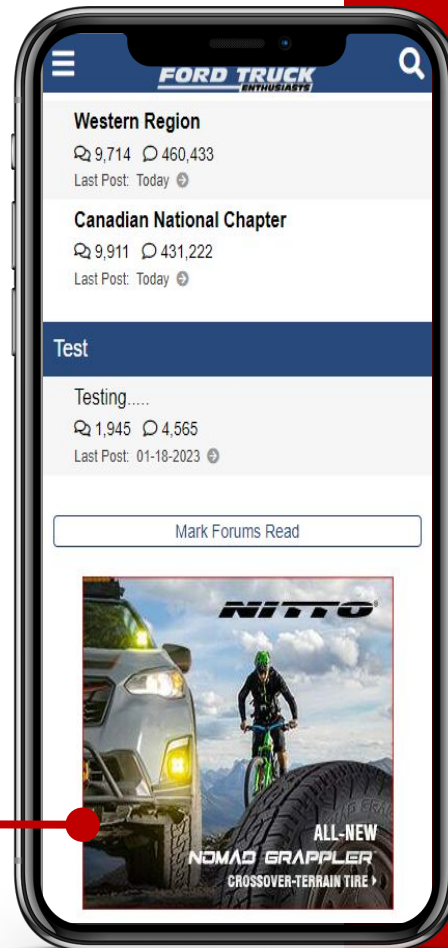
## AD SIZES

-  300x250
-  320x100
-  320x50

320X50 / 320X100






300x250





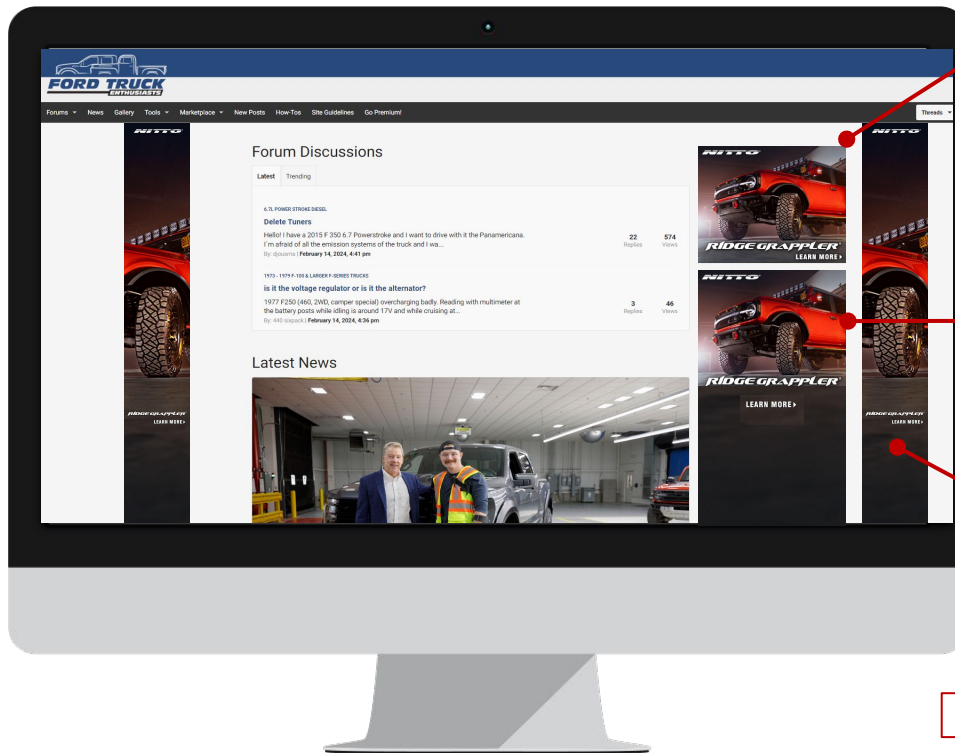
# HOMEPAGE TAKEOVERS

## HOMEPAGE EDITORIAL

-  300x250
-  300x600
-  Gutter Rails

## HOMEPAGE INDEX

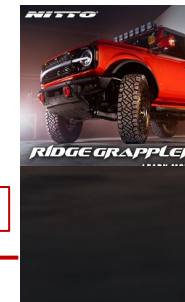
-  300x250
-  300x600



300x250



300x600

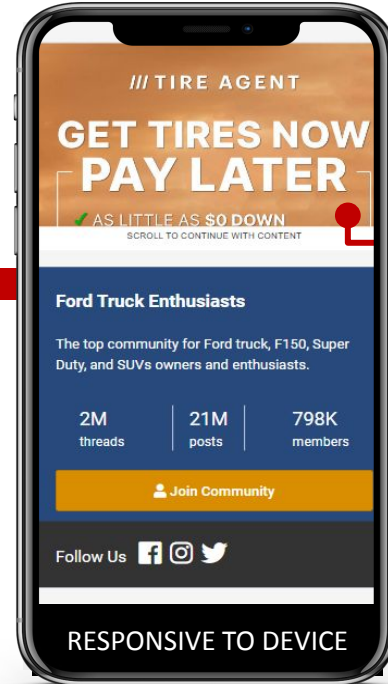
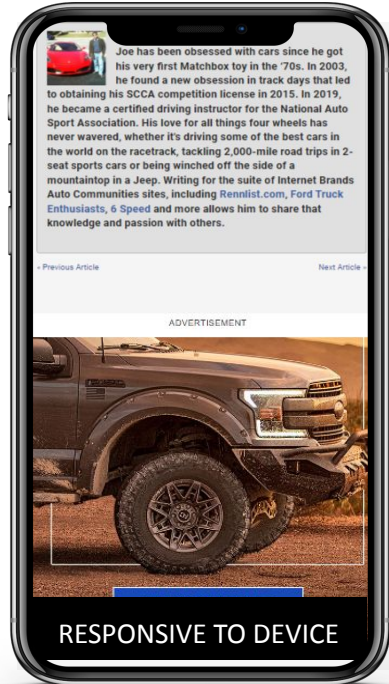


Gutter Rails



# HOMEPAGE/ARTICLES/THREAD MOBILE INTERSCROLLER

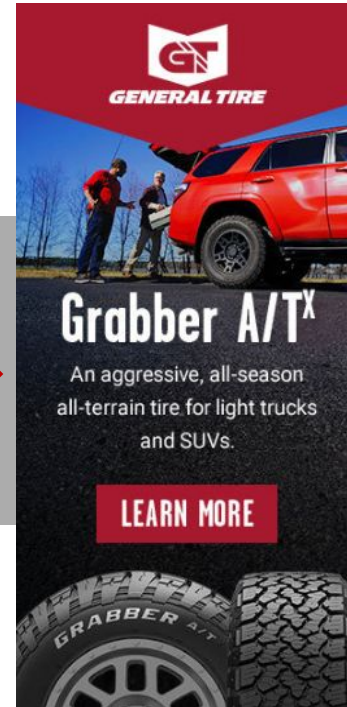
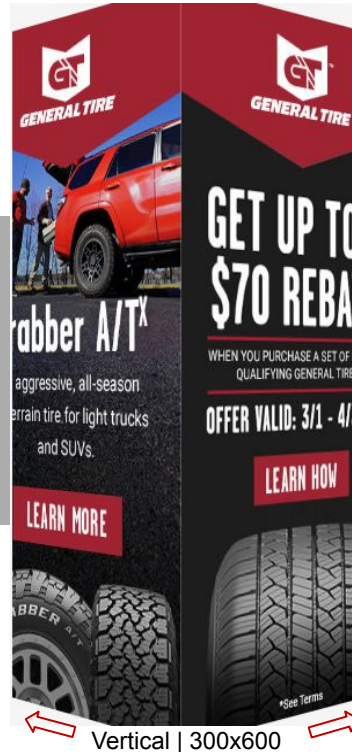
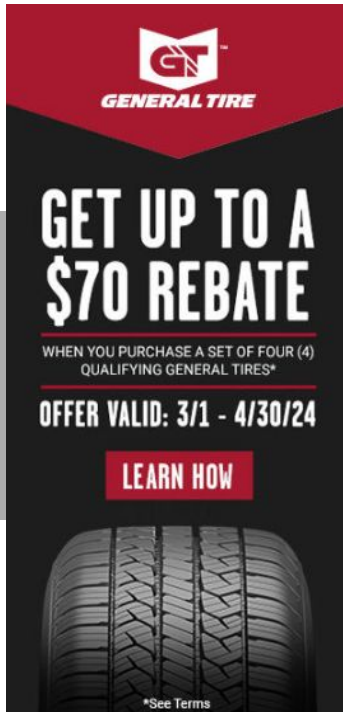
Appears when scrolling between articles and forum threads- High CTRs



Vertical | 640x1140 | JPEG or PNG  
Horizontal | 1140x640 | JPEG or PNG

# SPINCUBE



3D cube spins  
around a full 360  
degrees.

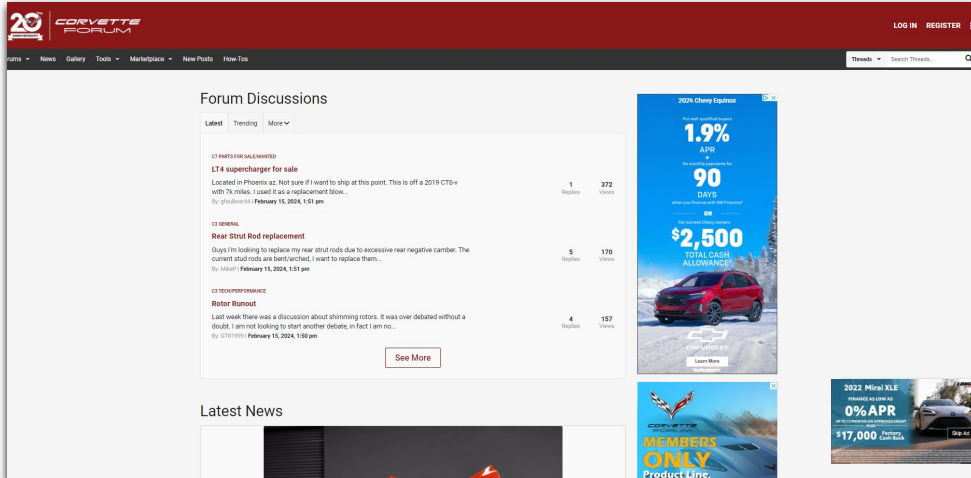
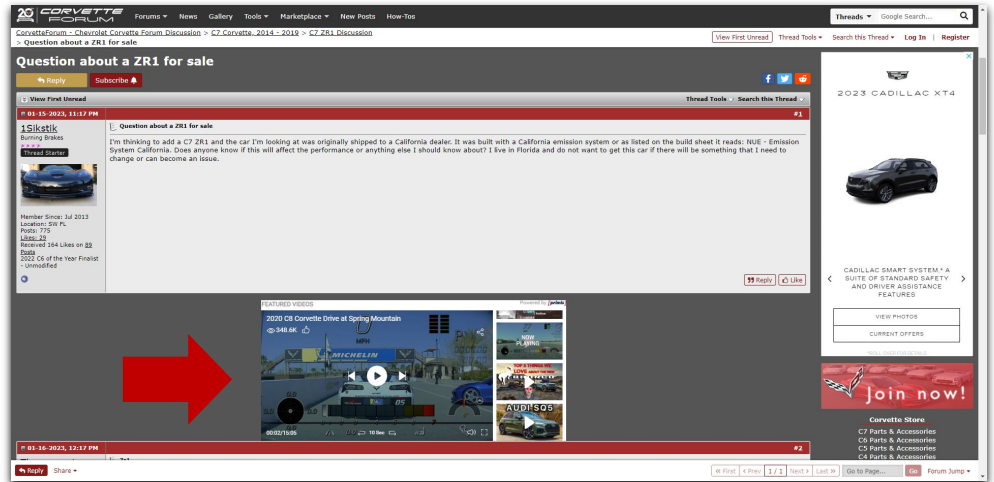


Display up to 4  
images on each  
side.



# PRE-ROLL VIDEO

## Forum In-Thread Video Player

-  Plays between posts within a thread
-  Available on 120+ Sites



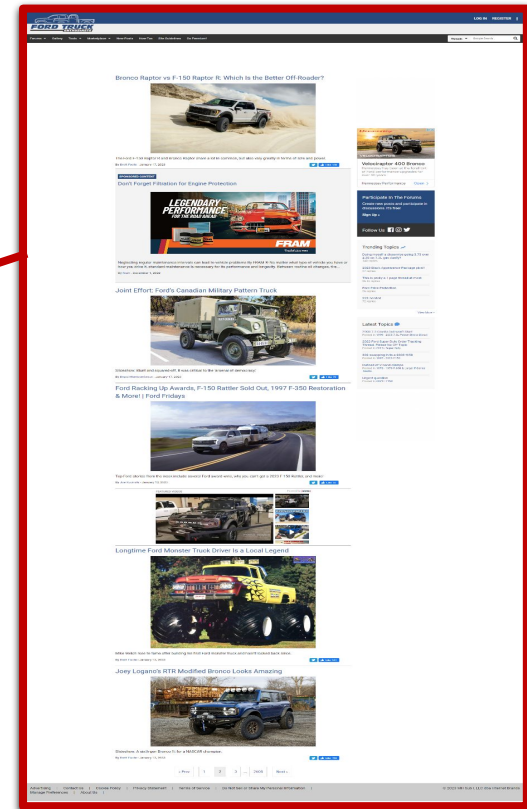
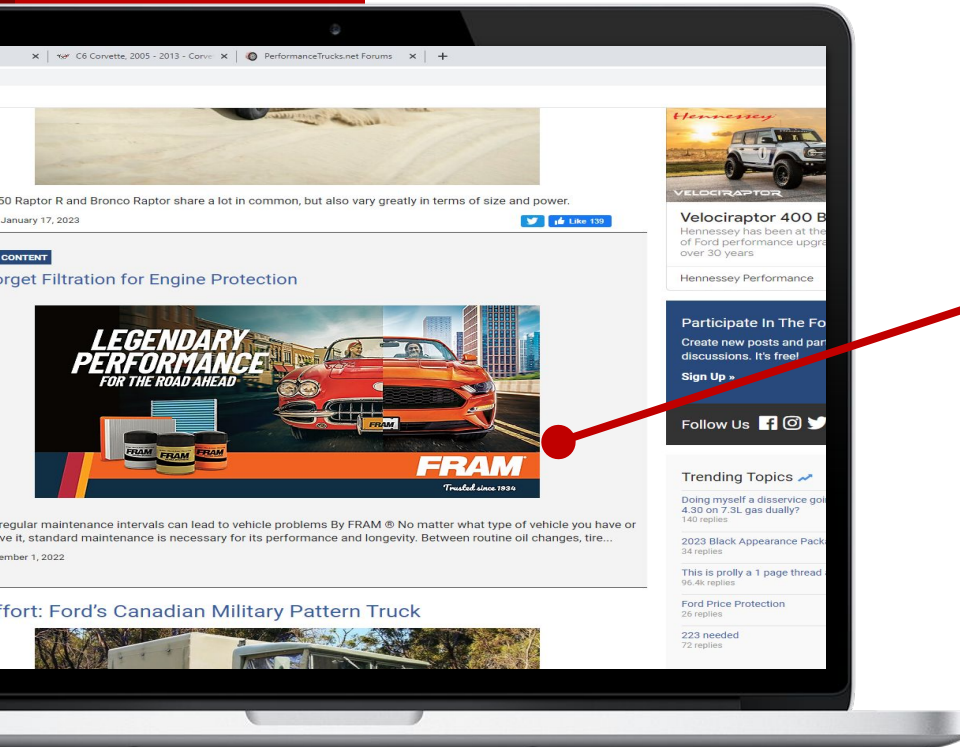
## Homepage Floating Video Player

-  Floats in Right Rail as user scrolls
-  Available on 30+ Sites

# NATIVE CONTEXTUAL



# SPONSORED HOMEPAGE ADVERTORIAL



# HOMEPAGE NATIVE VIDEO



In-Feed Video



# SPONSORED NATIVE THREAD CONTENT

Sponsored Threads appear on the top of normal threads in the forums for easy visibility.



**SPONSORED CONTENT**  
[Massive QuickJack Clearance Sale – Only at Wrenchers](#)

09-09-2022 07:03 AM  
by [Wrenchers](#)

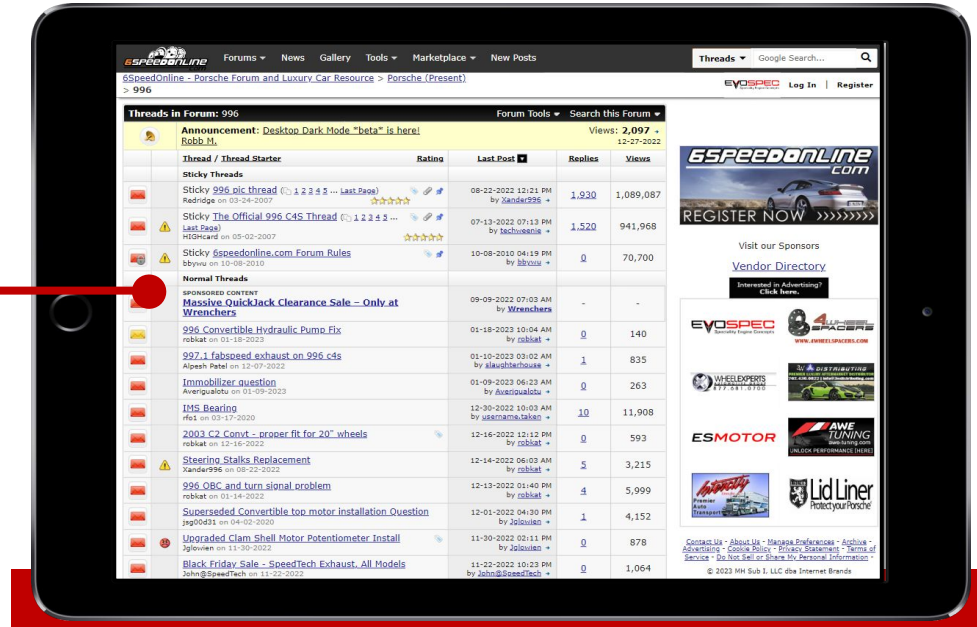


**SPONSORED CONTENT**  
[Massive QuickJack Clearance Sale – Only at Wrenchers](#)

09-09-2022 07:03 AM  
by [Wrenchers](#)

**Clearance Sale**  
**QUICK-JACK**  
TAKE OFF  
**\$300**  
LIMITED SUPPLY!  
HURRY!  
SAVE NOW >

**COBB**  
TUNE YOUR PORSCHE



Thread / Thread Starter	Rating	Last Post	Replies	Views
<b>Announcement: Desktop_Dark Mode "beta" is here!</b> Robb JL				Views: 2,097 12-27-2022
<b>Sticky Threads</b>				
<b>Sticky 996 pic thread</b> (1 2 3 4 5 ... Last Page) Redridge on 03-24-2007	★★★★★	08-22-2022 12:21 PM by Zander996 >	1,230	1,089,087
<b>Sticky The Official 996 C4S Thread</b> (1 2 3 4 5 ... Last Page) MODIFIED on 05-02-2007	★★★★★	07-13-2022 07:13 PM by technosize >	1,520	941,968
<b>Sticky 6speedonline.com Forum Rules</b> bbyuu on 10-08-2010	★★★★★	10-08-2010 04:19 PM by bbyuu >	0	70,700
<b>Normal Threads</b>				
<b>SPONSORED CONTENT</b> <b>Massive QuickJack Clearance Sale – Only at Wrenchers</b> by <a href="#">Wrenchers</a>		09-09-2022 07:03 AM	-	-
<b>996 Convertible Hydraulic Pump Fix</b> robkat on 01-18-2023		01-18-2023 10:04 AM by robkat >	0	140
<b>997.1 fabospeed exhaust on 996 cds</b> Alpesh Patel on 12-07-2022		01-10-2023 03:02 AM by AlpeshPatel >	1	835
<b>Immobilizer question</b> AveqPorsche on 11-09-2023		01-09-2023 06:23 AM by AussiePorsche >	0	263
<b>IMS Bearing</b> rfs1 on 03-17-2020		12-30-2022 10:03 AM by useaname.takao >	10	11,908
<b>2003 C2 Conv - proper fit for 20" wheels</b> robkat on 12-16-2022		12-16-2022 12:12 PM by robkat >	0	593
<b>Steering Shocks Replacement</b> Xander996 on 08-22-2022		12-14-2022 06:03 AM by robkat >	5	3,215
<b>996 OBC and turn signal problem</b> robkat on 01-14-2022		12-13-2022 01:40 PM by robkat >	4	5,999
<b>Subsressed Convertible top motor installation Question</b> jag9493 on 14-02-2020		12-01-2022 04:30 PM by j6lousao >	1	4,152
<b>Upgraded Clam Shell Motor Potentiometer Install</b> JagLewman on 11-30-2022		11-30-2022 02:11 PM by j6lousao >	0	878
<b>Black Friday Sale - SpeedTech Exhaust, All Models</b> John@SpeedTech on 11-22-2022		11-22-2022 10:23 PM by John@SpeedTech >	0	1,064


# FORUM SPONSORSHIP

## FORUM SPONSORSHIP BUTTON

This placement is within the forum itself allowing for a deep imprint of your brand message.












**Motorsport Discussion**  
(2 Viewing)  
Discussion forum for everything racing-related

Sponsored by: 

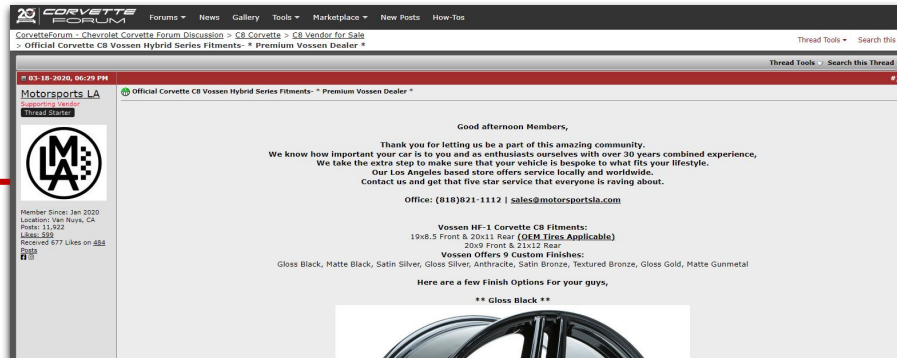
**Audi UR Quattro Rally Build**  
by [team.illuminata](#) 12-15-2022 06:53 AM

8,285 58,806

# PINNED SPONSORED VENDOR THREAD

	 <b>AWE Touring &amp; Track Systems in Stock Big Discounts at DSP Performance Motorsports</b> DSP Performance on 01-18-2023	Yesterday 07:43 PM by <a href="#">DSP Performance</a> >>
	 <b>Corsa Exhausts at DSP Performance Motorsports</b> DSP Performance on 01-18-2023	Yesterday 07:41 PM by <a href="#">DSP Performance</a> >>
	 <b>* Sponsored Thread</b>  <b>Official Corvette C8 Vossen Hybrid Series Fitments- * Premium Vossen Dealer *</b> (1 2 3 ... Last Page) Motorsports LA on 03-18-2020	01-17-2023 06:30 PM by <a href="#">Motorsports LA</a> >>
	 <b>Soul Performance Exhausts Now at DSP Performance Motorsports</b> DSP Performance on 01-18-2023	Yesterday 07:36 PM by <a href="#">DSP Performance</a> >>

- Pinned Sponsored thread remains in the first 3rd or second 3rd of selected forum thread posting sections - exclusive to (2) advertisers per subforum
- Choose your Sites and Forum Section (i.e. CorvetteForum.com C8 General Discussion)
- Top/Right Rail/Bottom Ad Slots in open post 100% vendor ads
- Use for Sales Thread
- Use for Build Thread
- Interact with site users while they are engaging with the newest forum threads/posts
- 100-300% increase in thread views/responses vs. the average vendor thread




**20 CORVETTE FORUM** Forums News Gallery Tools Marketplace New Posts How-Tos

CorvetteForum - Chevrolet Corvette Forum Discussion > C8 Corvette > C8 Vendor for Sale  
> Official Corvette C8 Vossen Hybrid Series Fitments- \* Premium Vossen Dealer \*

03-18-2020, 06:29 PM

**Motorsports LA**  
Thread Starter



Member Since: Jan 2020  
Location: San Diego, CA  
Posts: 11,922  
Likes: 599  
Received 677 Likes on 688 posts

Good afternoon Members,

Thank you for letting us be a part of this amazing community.  
We know how important your car is to you and as enthusiasts ourselves with over 30 years combined experience,  
We take the extra step to make sure that your vehicle is bespoke to what fits your lifestyle.  
Our Los Angeles based store offers service locally and worldwide.  
Contact us and get that five star service that everyone is raving about.

Office: (818)821-1112 | [sales@motorsportsla.com](mailto:sales@motorsportsla.com)

**Vossen HF-1 Corvette C8 Fitments:**  
19x8.5 Front & 20x11 Rear (DRM Fines Applicable)  
20x9 Front & 21x12 Rear

**Vossen Offers 9 Custom Finishes:**  
Gloss Black, Matte Black, Satin Silver, Gloss Silver, Anthracite, Satin Bronze, Textured Bronze, Gloss Gold, Matte Gunmetal

Here are a few Finish Options for your guys,

**\*\* Gloss Black \*\***

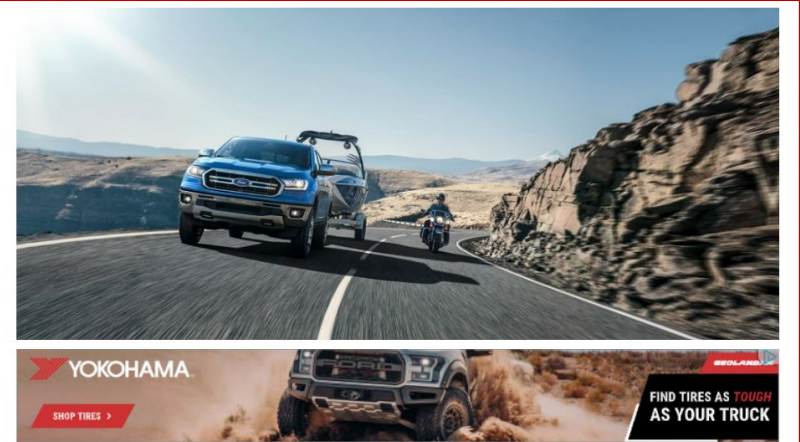
# WEEKLY EPISODIC THEMED POSTS

## Ford Finishing Chipless Trucks, Ranger Towing Stress Test & More! | Ford Fridays

By Joe Kucinski - January 20, 2023



Align yourself with weekly content that's endemic to your product and in high-demand by our readers.

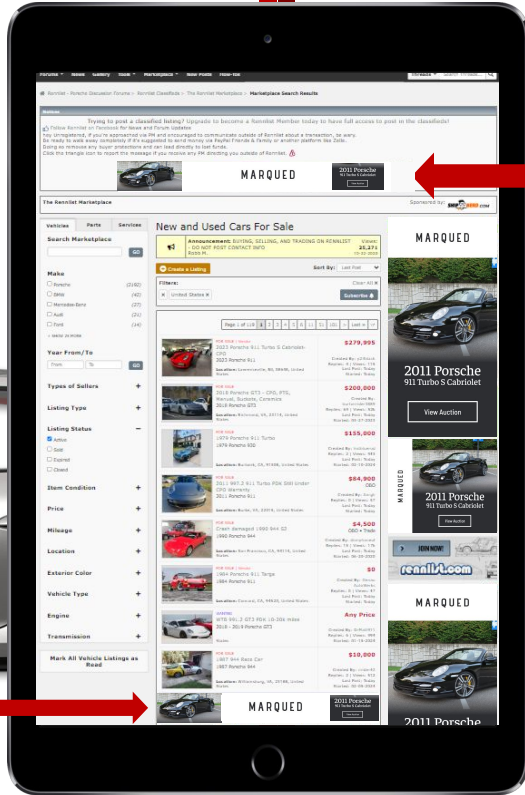


Top Ford stories from the week include GM trying to copy the Maverick, vintage Ford truck images available for download, two great videos, and a must-read thread!

We made it to the end of another work week. Time to reward ourselves with a look back at some of the biggest news in Blue Oval land. Remember the hoards of unfinished **Super Duty** trucks sitting unfinished at Kentucky Speedway? Ford is finally finishing them and getting them out to customers. The Ford Ranger is pushed to its towing limit to see how it performs. And will you look at that. It seems that GM thinks pretty highly of the **Ford Maverick** and is using it as a benchmark. A stunning 1953 F3 Tow Truck goes up for sale. Do you love classic Ford trucks? We will show you how to download thousands of rare, vintage photos that Ford just made available to the public. All that a lot more in this edition of **Ford Fridays**.

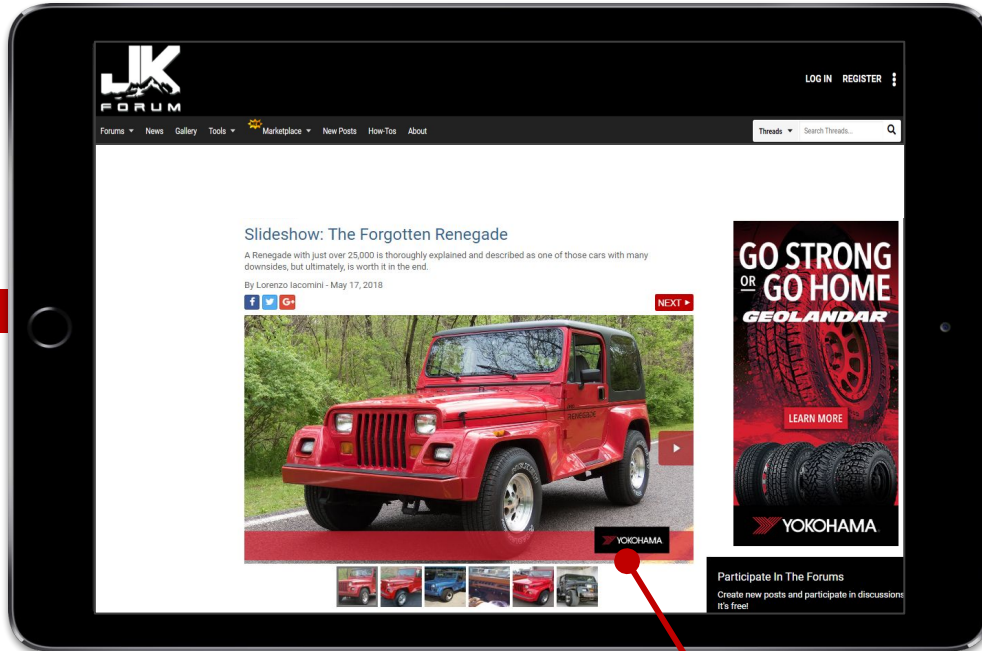
# MARKETPLACE SPONSORSHIP TAKEOVERS

**Exclusive Sponsorship** of the Vehicle or Parts Sections in our new Marketplaces on a variety of selected sites – Desktop and Mobile.






**TAKEOVER  
ALL  
AD SLOTS**




# SLIDESHOW SPONSORSHIP AND COMPANION ADS



## SLIDER & COMPANION ADS

-  816x70 Slider Overlay
-  300x600 Top Right Rail
-  300x250 Bottom Right Rail

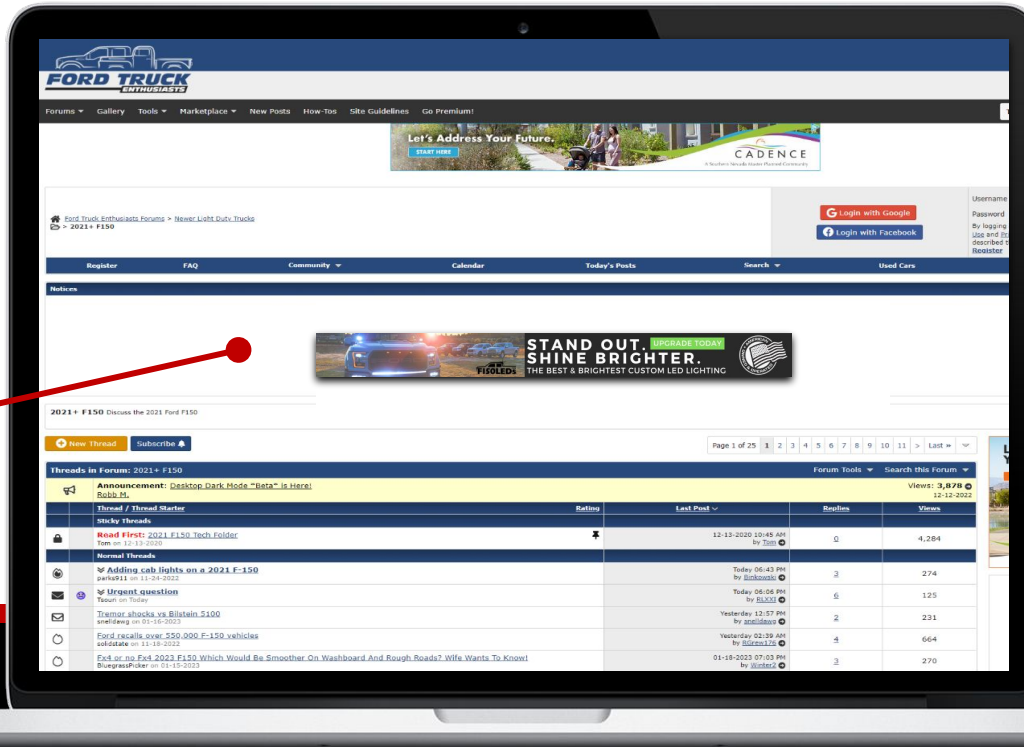
## MOBILE

-  320x100
-  300x250
-  350x35 Slider Overlay

Slider Overlay



# PERMANENT BANNER



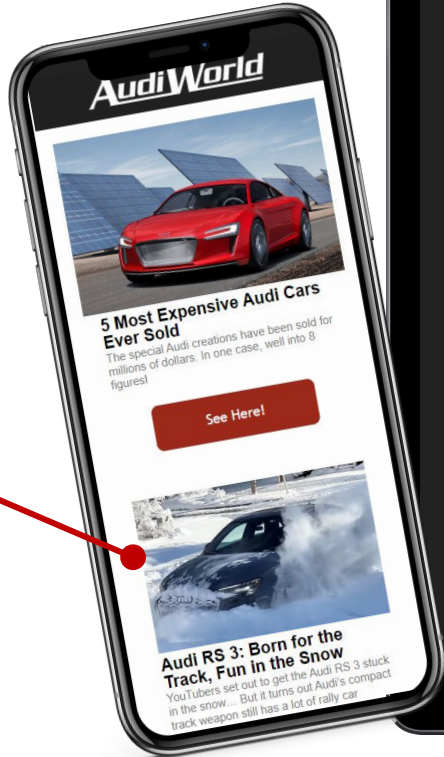
High Impact Banner

This placement is a permanent banner with 100% viewability and client exclusivity  
Size: 800x72

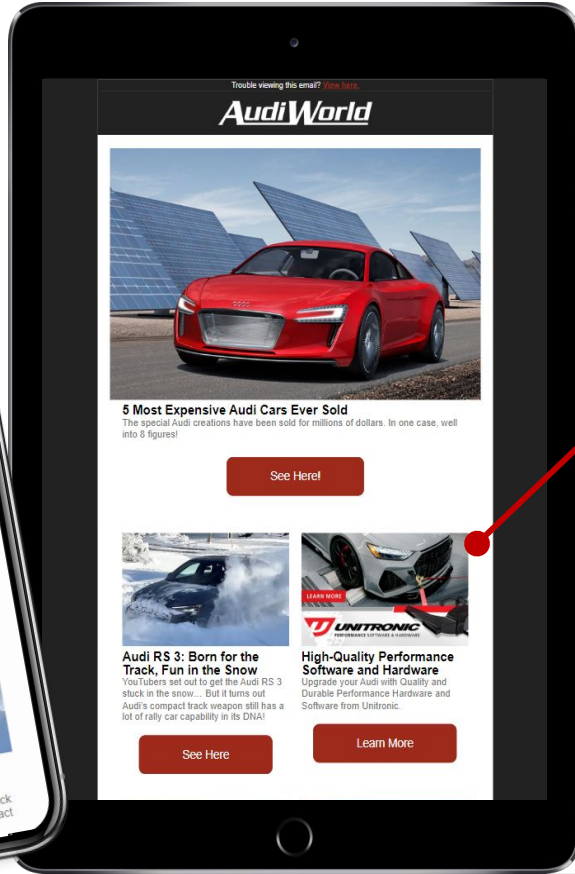
# DIRECT MARKETING



# MONTHLY NEWSLETTERS






Original Articles  
Featured Here

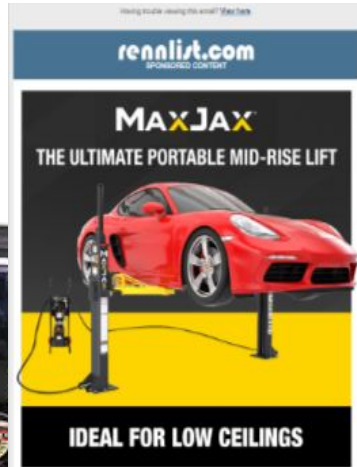


(3) Ad slots per  
Newsletters



# EMAIL BLASTS

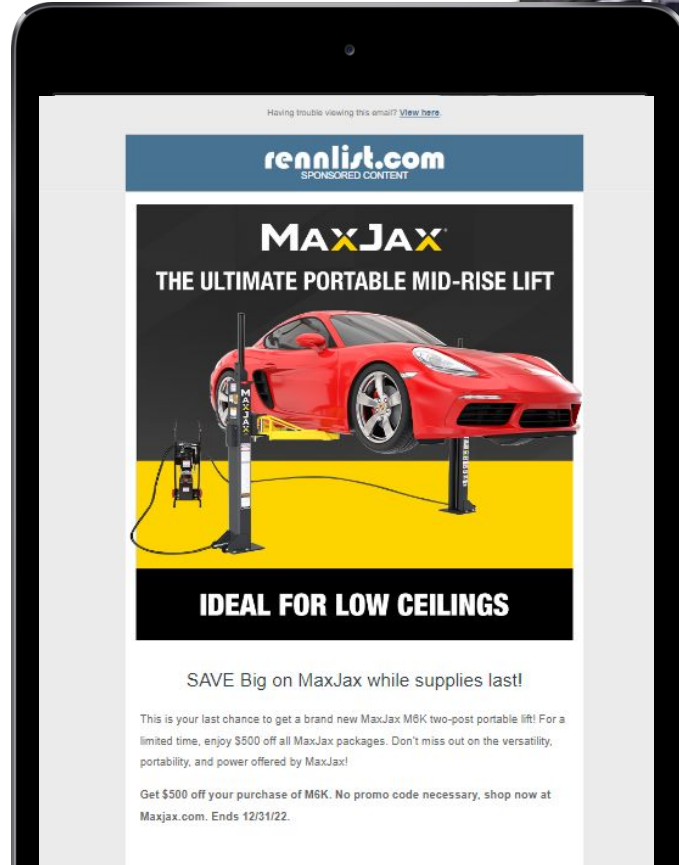
-  Client specific email blasts using custom content
-  Opted-in Site Members
-  Available on 100+ Sites



SAVE Big on MaxJax while supplies last!

This is your last chance to get a brand new MaxJax M6K two-post portable lift! For a limited time, enjoy \$500 off all MaxJax packages. Don't miss out on the versatility, portability, and power offered by MaxJax!

Get \$500 off your purchase of M6K. No promo code necessary, shop now at Maxjax.com. Ends



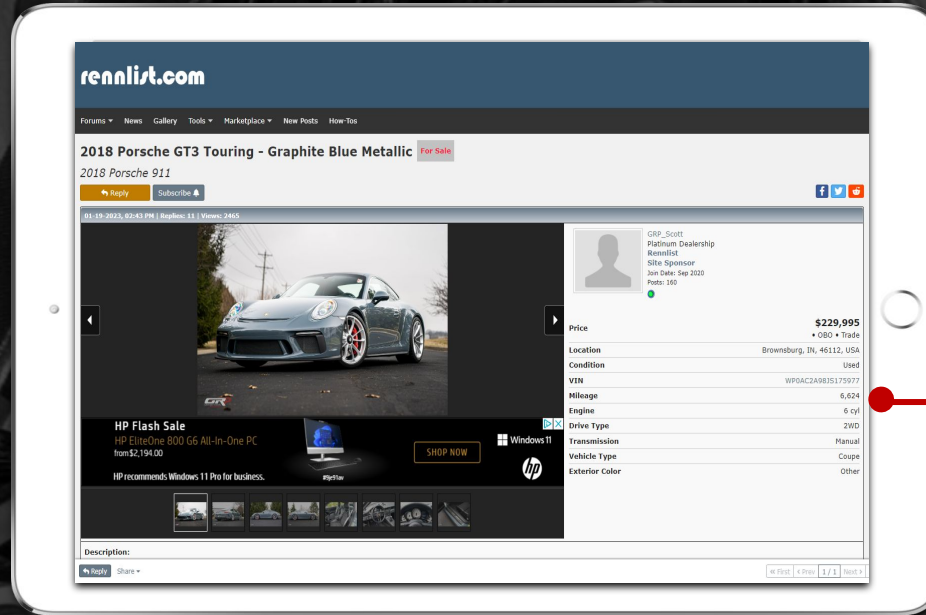
SAVE Big on MaxJax while supplies last!


This is your last chance to get a brand new MaxJax M6K two-post portable lift! For a limited time, enjoy \$500 off all MaxJax packages. Don't miss out on the versatility, portability, and power offered by MaxJax!

Get \$500 off your purchase of M6K. No promo code necessary, shop now at Maxjax.com. Ends 12/31/22.



# MARKETPLACE CLASSIFIEDS



	<p>FOR SALE   Vendor</p> <p><b>2018 Porsche GT3 Touring - Graphite Blue Metallic</b></p> <p>2018 Porsche 911</p> <p>Location: Brownsburg, IN, 46112, United States</p>	<p><b>\$229,995</b></p> <p>OBO • Trade</p> <p>Created By: GRP_Scott</p> <p>Replies: 11   Views: 0k</p> <p>Last Post: Today</p> <p>Started: Yesterday</p>
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(1) Marketplace/Classifieds posting per vendor at any given time

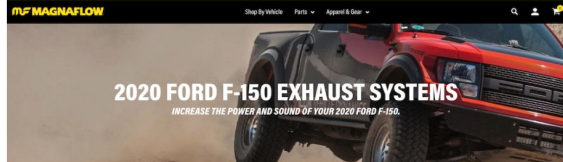
# CUSTOM MARKETING

# EDITORIAL CONTENT / REVIEWS / VIDEOS



## 5 Crazy Facts MagnaFlow Taught Us about Catalytic Converters (Truck Owners Need to Be Careful)

By Michael S. Palmer - August 28, 2020

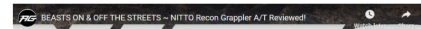


## Catalytic converters have come a LONG way since the 1970s and should last the life of your truck. But here's why they fail.

Catalytic Converters are a technology car and truck people love to hate. They restrict exhaust flow, costing engine power and torque (and literal loudness). And when they break, or if one should get stolen from your ride, they're extremely expensive to replace. Especially if you live in a state like California where Federally-compliant cats aren't good enough.

## NITTO Recon Grappler™ A/T Tire Review: Beasts On and Off the Streets!

By Michael S. Palmer - July 27, 2021



## Testing NITTO Recon Grappler™ A/Ts reveals an M/T-inspired all-terrain that's as close as you can get to do everything, go anywhere.

FTE sponsor NITTO Tire recently sent us a set of Recon Grappler™ A/T All-Terrain Light Truck Tires for review. You may have seen their arrival in this post. Because I'm between trucks, we teamed up with my friend Adolfo over at South Bay Ford in Hawthorne, CA. Adolfo owns a white-on-white F-150 Lariat with the F4 package and the 3.7L EcoBoost.


We'll get into the review in just a moment (or, you know, scroll down). But here's how our review collaboration worked. Adolfo drove the Recon Grappler A/Ts for about two weeks, continuing his daily commuting as normal. I then joined him for a day of off-roading at Rowley Flats OHV, which is part of the Angeles National Forest just outside Santa Clarita, CA.



# CONTESTS

**Rennlist**  
July 17 · 🌐

If you want to scroll through a long list of awesome cars, head on over to the Great Rennlist Show and Shine(link below). Maybe share a picture of your ride and you'll have a chance to win an Avalon King Shield IX DIY Kit.



RENNLIST.COM  
The Great Rennlist Show & Shine - Share and Win! - Rennlist - Porsche Discussion Forums



**BFGoodrich**

**Mazda MX-5 Cup**  
Sweepstakes

Debut Race - Mazda Raceway Laguna Seca  
Monterey, CA, April 28-30, 2016



**ARE YOU DRIVER ENOUGH?**  
Prove it and you could win a trip to the Redbull GRC Finale in Los Angeles, sponsored by BFGoodrich® Tires. *Enter by August 28th.*

GO >

**BFGoodrich**

## Tell Us About Your Honda, Win a Set of Yokohama ADVAN APEX Tires!

By Brett Foote - August 27, 2020



## And the Great CorvetteForum Show & Shine Winners Are...

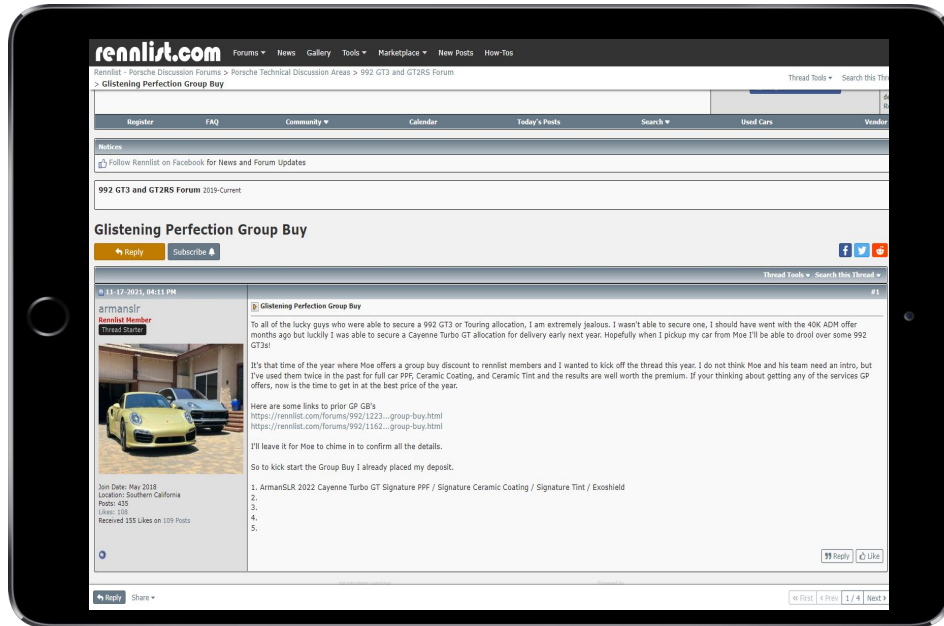
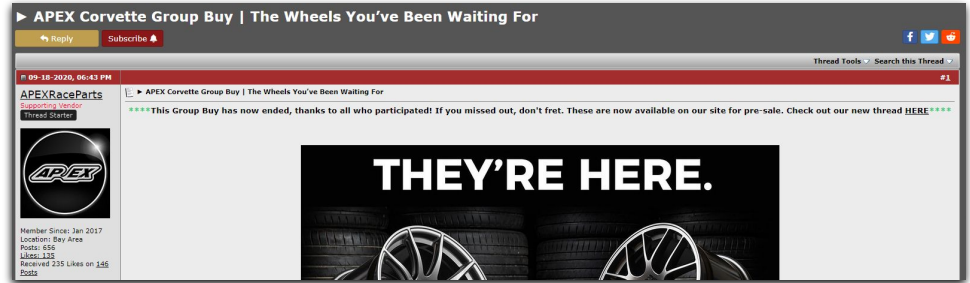
By Michael S. Palmer - June 2, 2020



The Great CorvetteForum Show & Shine proves one thing: **CorvetteForum members own a ton of beautiful cars.**

The Great CorvetteForum Show & Shine, sponsored by Avalon King, was a huge success (and a lot of fun). But picking only three

# GROUP BUYS



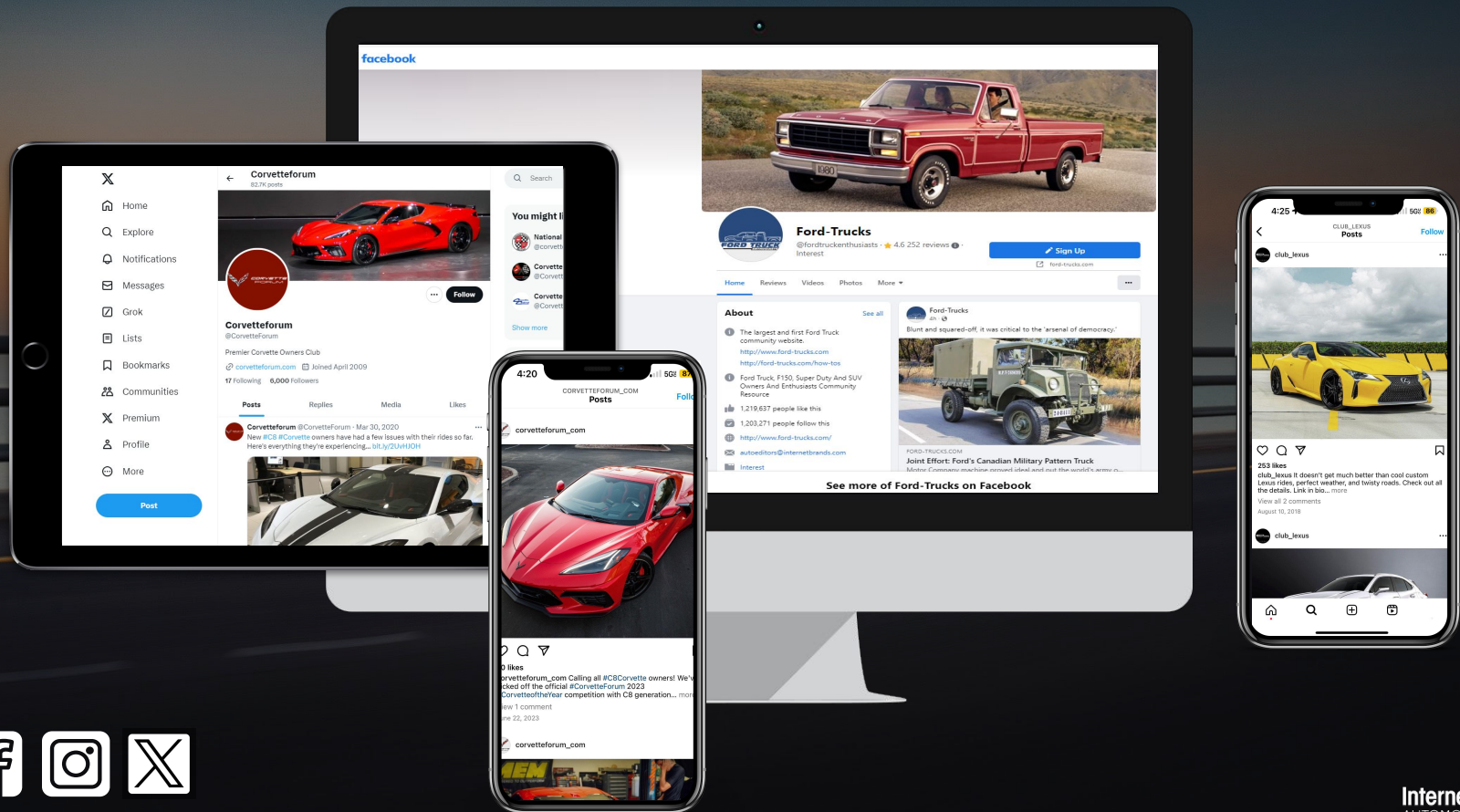
Discounted offerings to  
community members  
for bulk orders



# SOCIAL MEDIA MARKETING



# SOCIAL MEDIA



# POSTING



**MBWorld** LOG

Home > News > AMG Vendor Classifieds > AMG Vendor Classifieds > New Stance SF12 and SF13 in 19" and 20" Sizes - Wheel Designers

AMG Vendor Classifieds Sponsored 3

### New Stance SF12 and SF13 in 19" and 20" Sizes - Wheel Designers

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New Stance SF12 and SF13 in 19" and 20" Sizes - Wheel Designers

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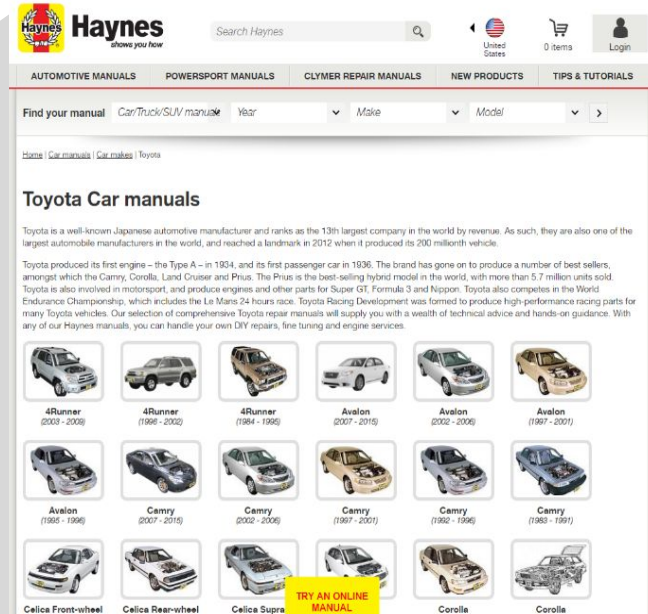
Stance SF12 Brushed Dual Bronze



# FACEBOOK POST

## Example: YotaTech FB Page

-  **Copy:** 120 Characters Max (including spaces) – 2 lines max
-  **Image:** Minimum of 700x700 pixels
-  1 Unique URL accepted



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