



2024 Media Kit

OUR BRANDS



rennlist.com

OUR AUDIENCE

6TH

INTERNET-WIDE
FOR AUTO*

27 MM+

VISITS**

12 MM+

REGISTERED USERS***



70 MM+

MONTHLY PAGE VIEWS**

475K+

MONTHLY
NEW INTERACTIONS**

40 MM+

MOBILE PAGE VIEWS**

*Source: ComScore.com 2021**Source: Google Analytics 2023***Source: Internet Brands Pulse 2023

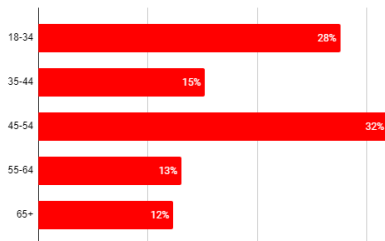
DEMOGRAPHICS

GENDER

82% Male
18% Female

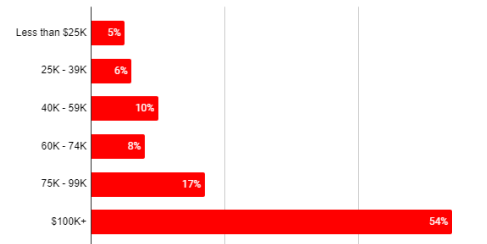
AGE

AGE



MEAN INCOME

MEAN INCOME



OUR AUDIENCE PSYCHOGRAPHICS



LIFE STYLE

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



RECREATIONAL BROWSERS

- 🚗 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**

Luxury Auto Buyers **45 MM**

High End Home Owner **42 MM**

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

Weekend Warriors **43 MM**

Sports **30 MM**

Home Improvement **20 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

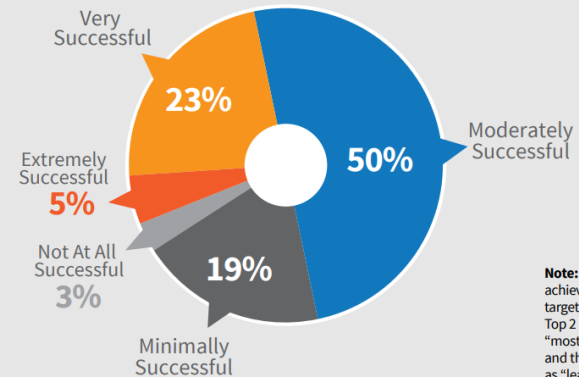


OUR PRODUCTS

-  eNewsletters
-  Videos
-  Illustrations/Photos
-  Editorial Reviews
-  Blogs
-  Mobile Apps

INDUSTRY WIDE

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



Note: The survey achieved your targeted results. Top 2 respondents "most successful" and the Bottom 2 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

Cherokeeeforum.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

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

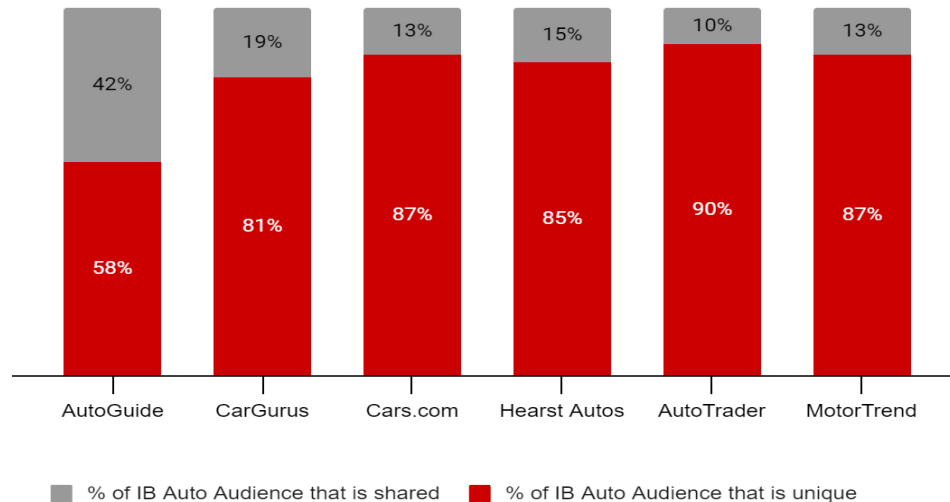
GreenCarReports.com
MotorAuthority.com
NewCarTestDrive.com





OUR AUDIENCE IS UNIQUE

LOW DUPLICATION WITH OTHER AUTO SITES



CONSUMER TARGETING



SITE BANNERS

AD SIZES



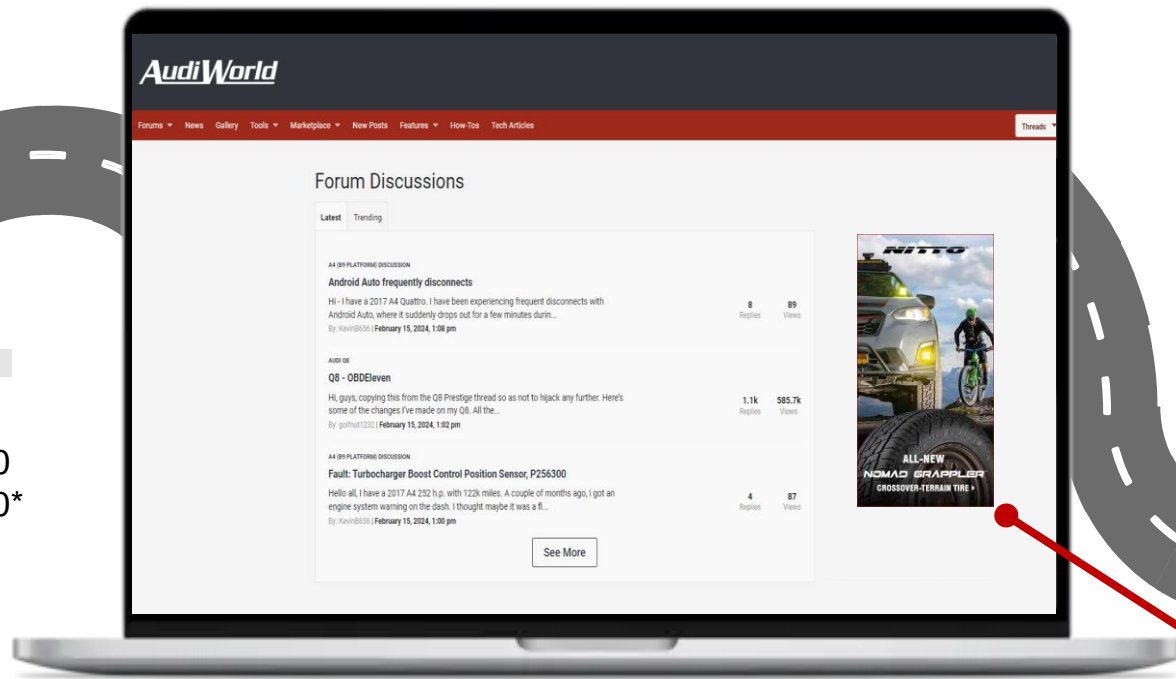
300x600



300 x 250




160 x 600*




*Where available
ATF = Above the Fold

MOBILE BANNERS

AD SIZES

 300x250

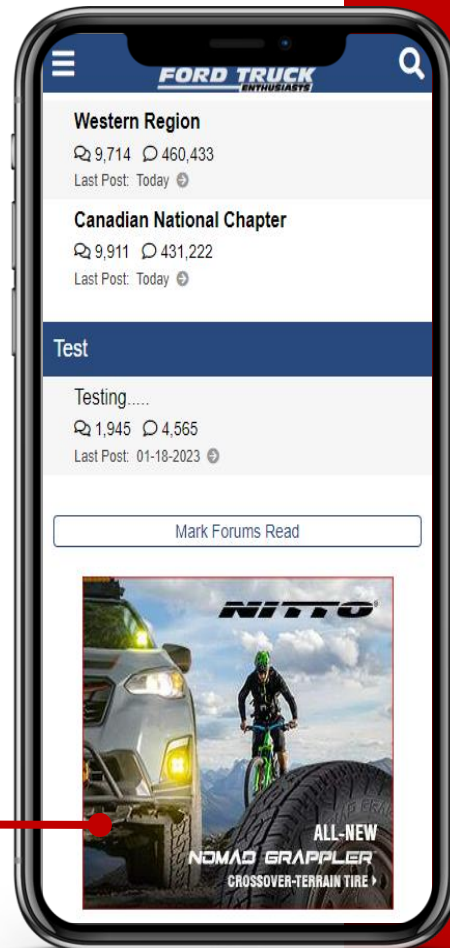
 320x100

 320x50

320X50 / 320X100






300x250





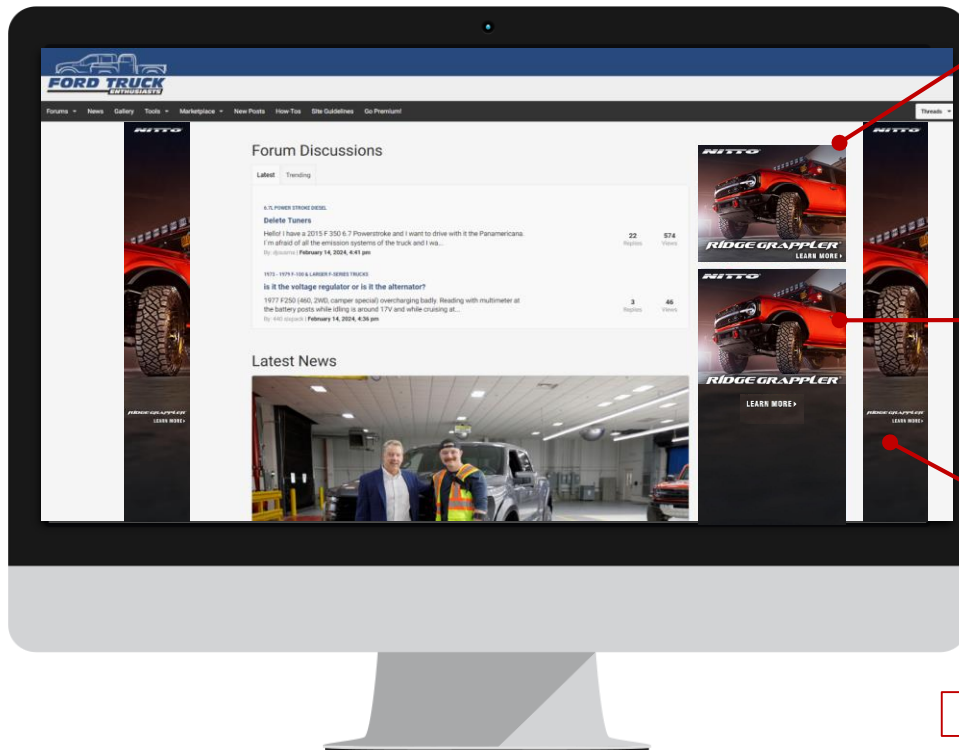
HOMEPAGE TAKEOVERS

HOMEPAGE EDITORIAL

-  300x250
-  300x600
-  Gutter Rails

HOMEPAGE INDEX

-  300x250
-  300x600



300x250



300x600

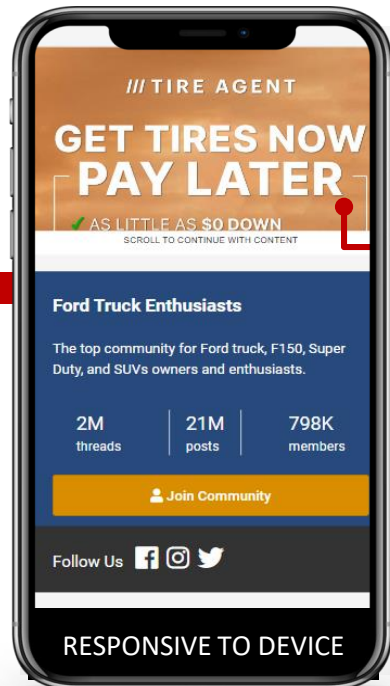
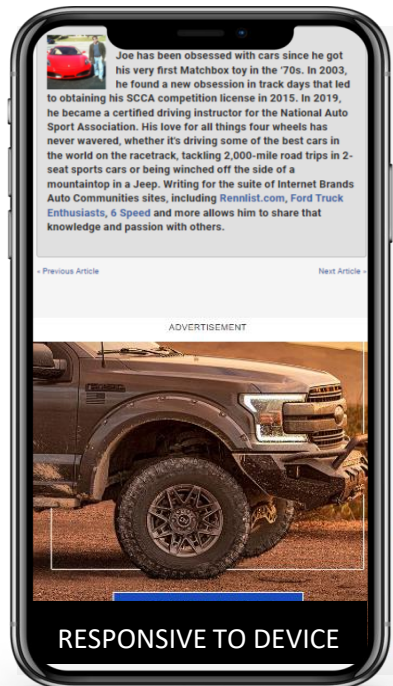


Gutter Rails



HOMEPAGE/ARTICLES/THREAD MOBILE INTERSCROLLER

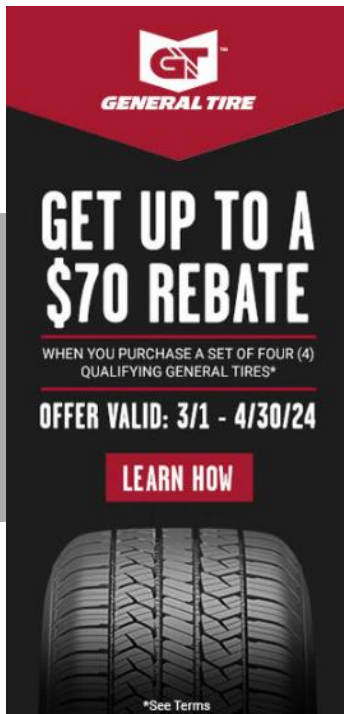
Appears when scrolling between articles and forum threads- High CTRs



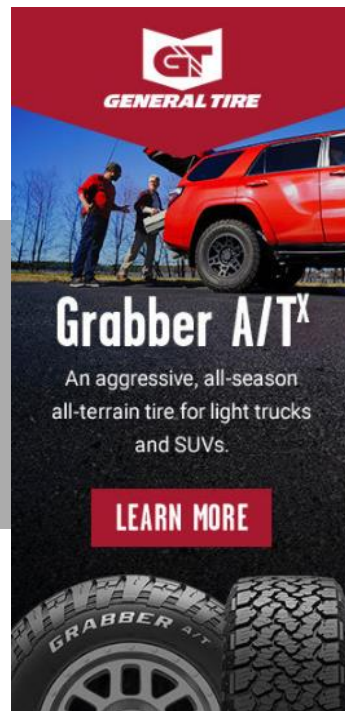
Vertical | 640x1140 | JPEG or PNG
Horizontal | 1140x640 | JPEG or PNG

SPINCUBE

3D cube spins
around a full 360
degrees.



Vertical | 300x600

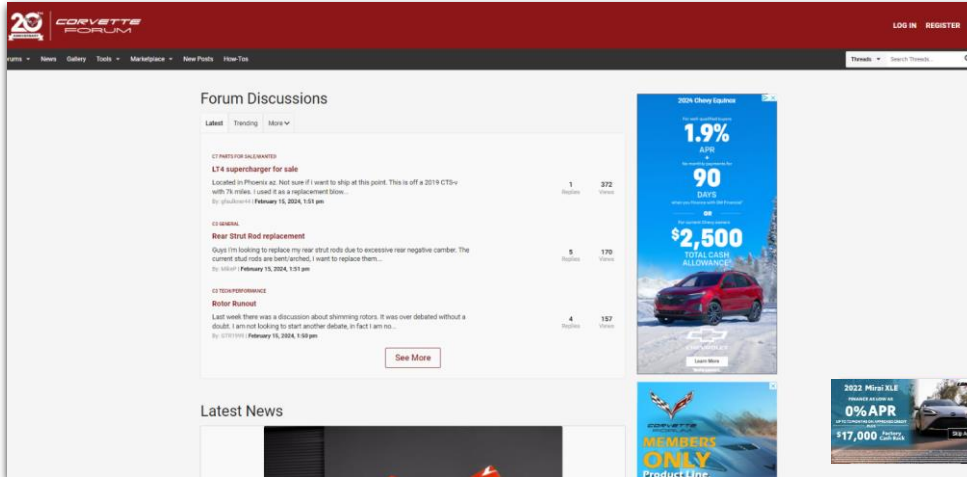
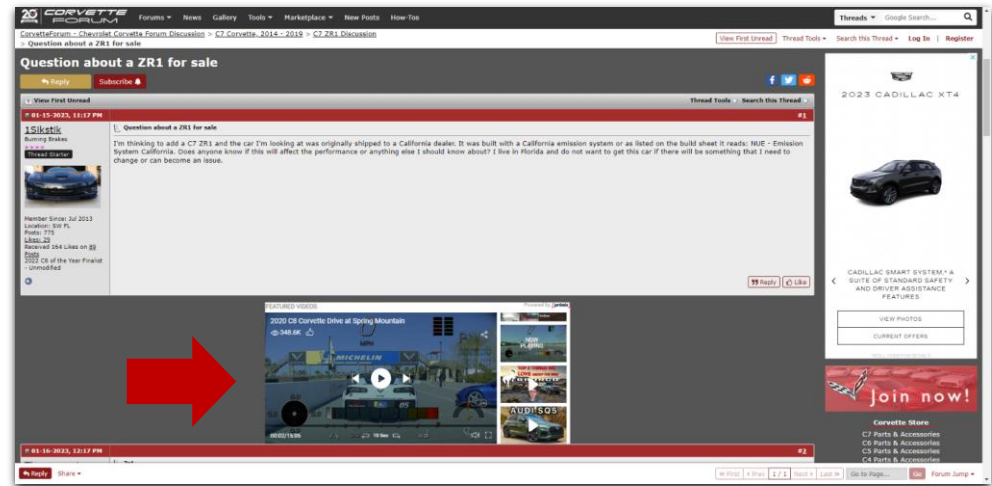


Display up to 4
images on each
side.

PRE-ROLL VIDEO

Forum In-Thread Video Player

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



Homepage Floating Video Player

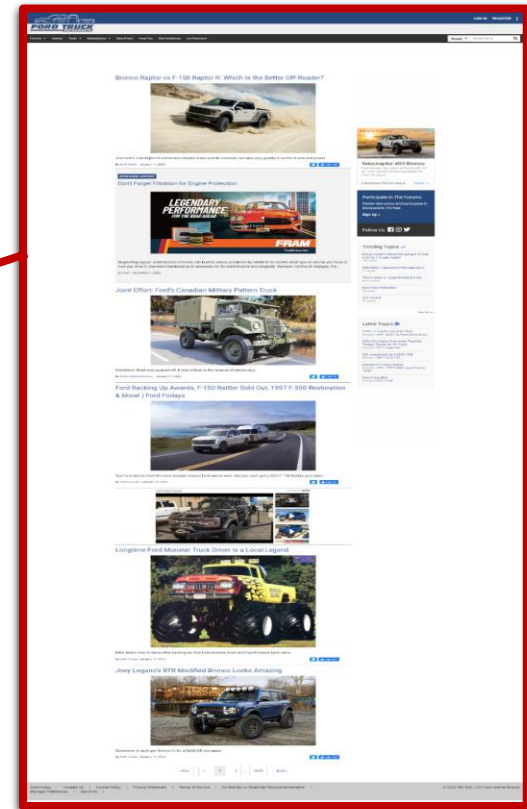
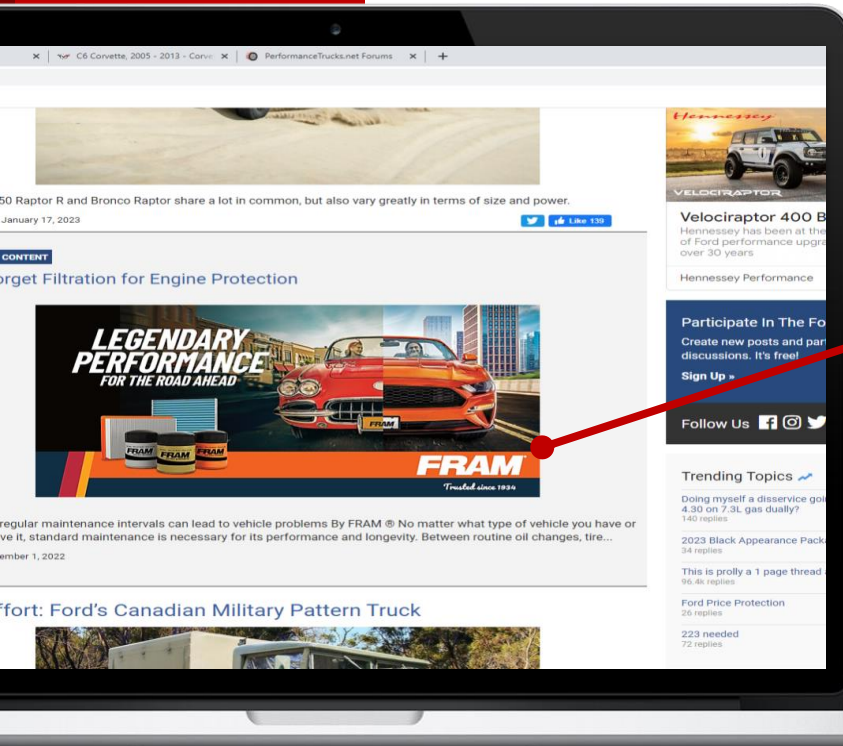
- 🚗 Floats in Right Rail as user scrolls
- 🚗 Available on 30+ Sites



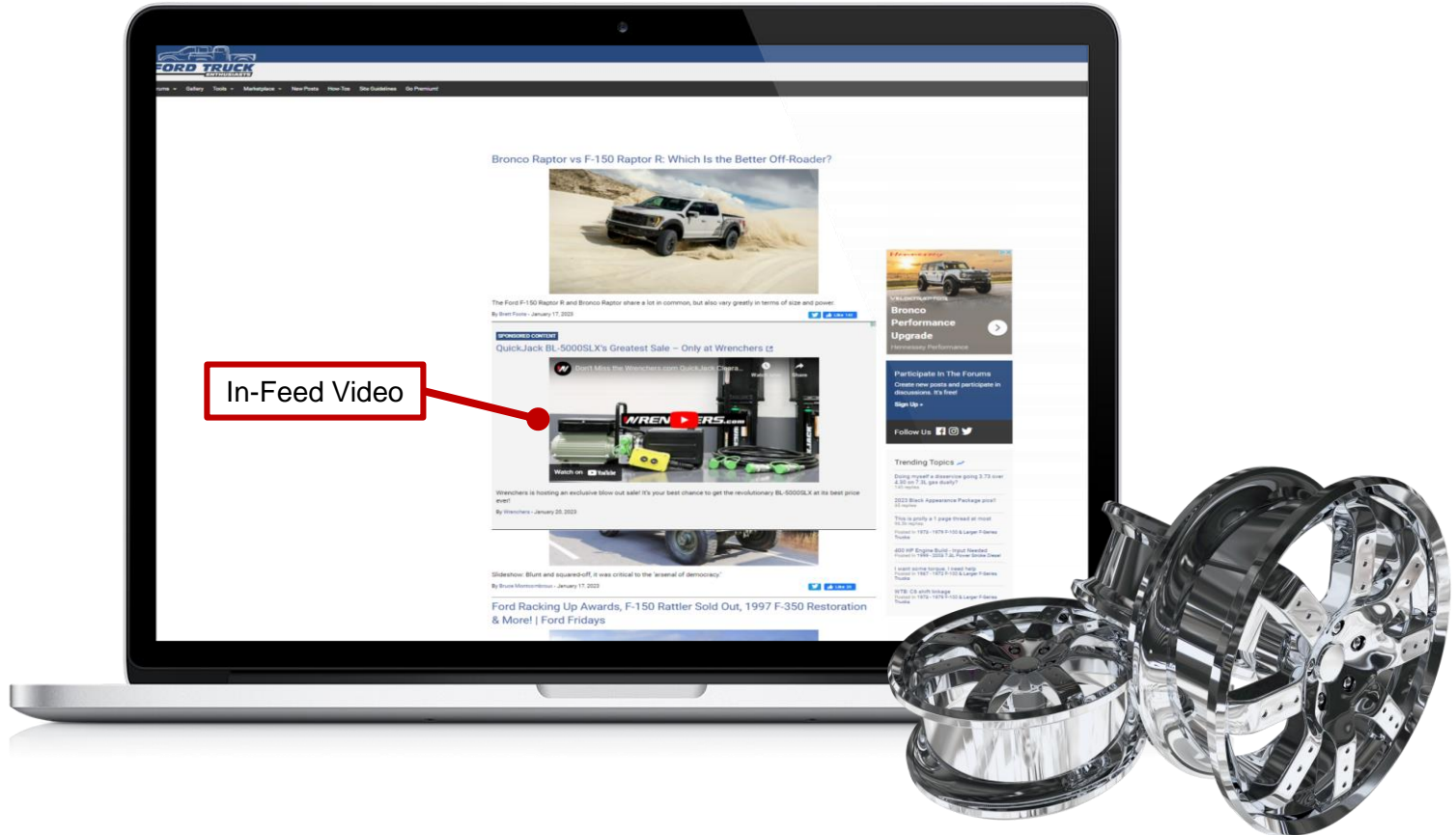
NATIVE CONTEXTUAL



SPONSORED HOMEPAGE ADVERTORIAL



HOMEPAGE NATIVE VIDEO

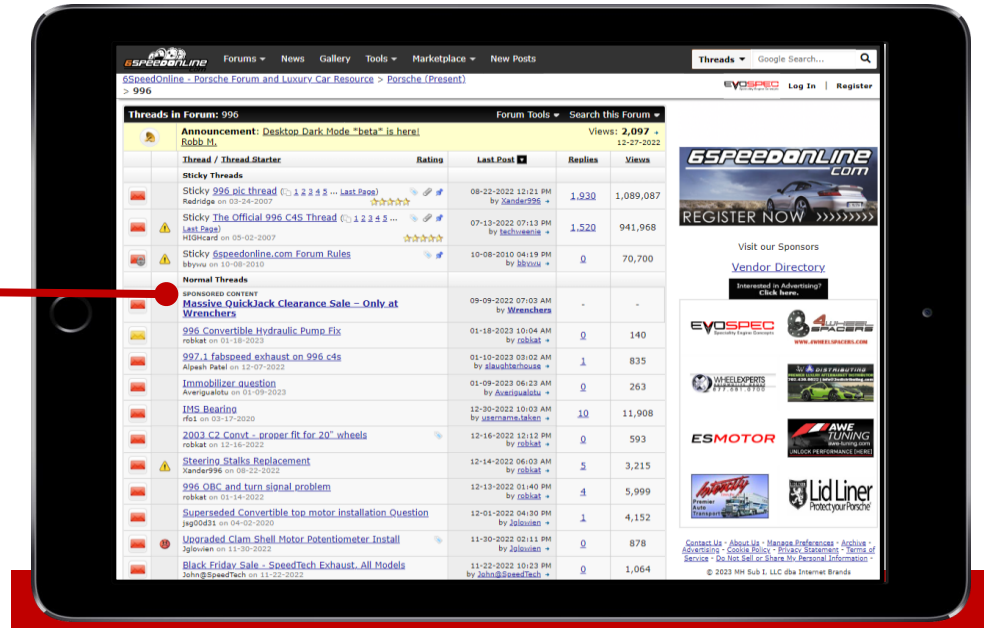
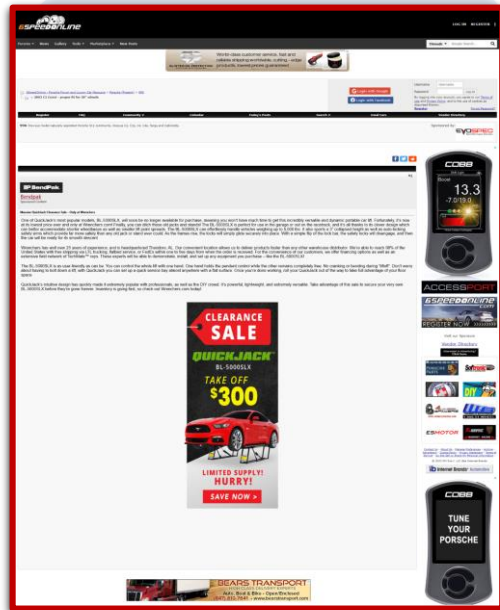


SPONSORED NATIVE THREAD CONTENT

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](#)

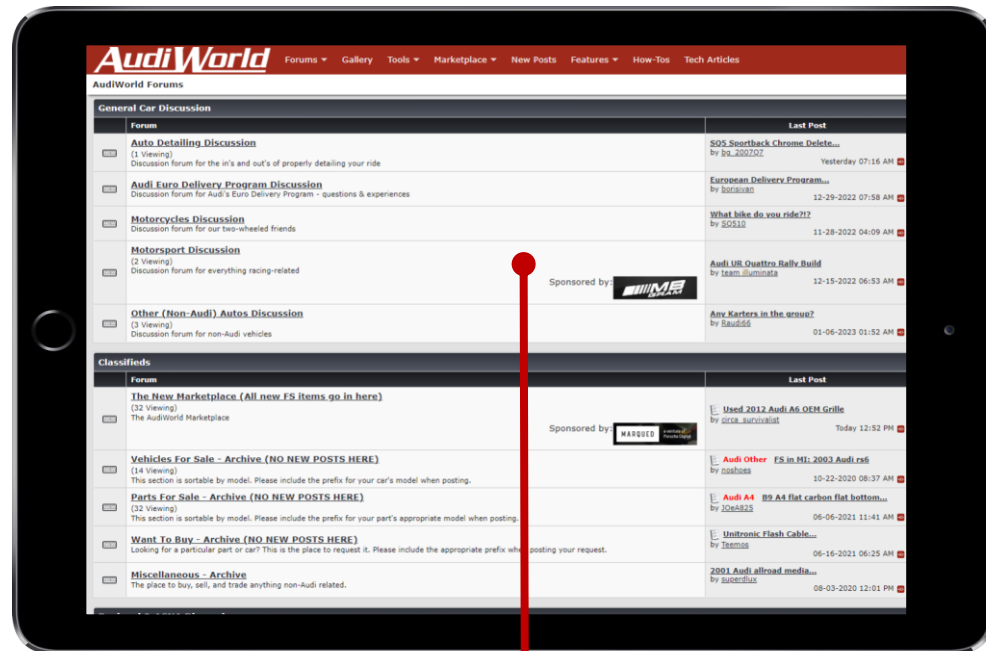


Thread / Thread Starter	Rating	Last Post	Replies	Views
Announcement: Desktop Dark Mode "beta" is here! Bobbi JL		08-22-2022 12:21 PM by Zander296	1,930	1,089,087
Sticky Threads				
Sticky 996 sic thread (12245 -- Last Page)	★★★★★	07-13-2022 07:13 PM by bchessman	1,520	941,968
Sticky The Official 996 C4S Thread (12345 -- Last Page)	★★★★★	10-08-2010 04:19 PM by bbyuu	0	70,700
Sticky 6speedonline.com Forum Rules				
Normal Threads				
SPONSORED CONTENT Massive QuickJack Clearance Sale – Only at Wrenchers		09-09-2022 07:03 AM by Wrenchers	-	-
996 Convertible Hydraulic Pump Fix		01-18-2023 10:04 AM by robkatt	0	140
997.1 fabspeed exhaust on 996 c4s		01-10-2023 03:02 AM by Alphonse Patel	1	835
Immobilizer question		01-09-2023 04:23 AM by danielalida	0	263
IMS Bearing		12-30-2022 10:03 AM by username.taken	10	11,908
2003 C2 Conv - proper fit for 20" wheels		12-16-2022 12:12 PM by robkatt	0	593
Steering Stalks Replacement		12-14-2022 06:03 AM by robkatt	5	3,215
996 OBC and turn signal problem		12-13-2022 01:40 PM by robkatt	4	5,999
Superreded Convertible too motor installation Question		12-01-2022 04:30 PM by jg0493	1	4,152
Upgraded Clam Shell Motor Potentiometer Install		11-30-2022 02:11 PM by jg0493	0	878
Black Friday Sale - SpeedTech Exhaust, All Models		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

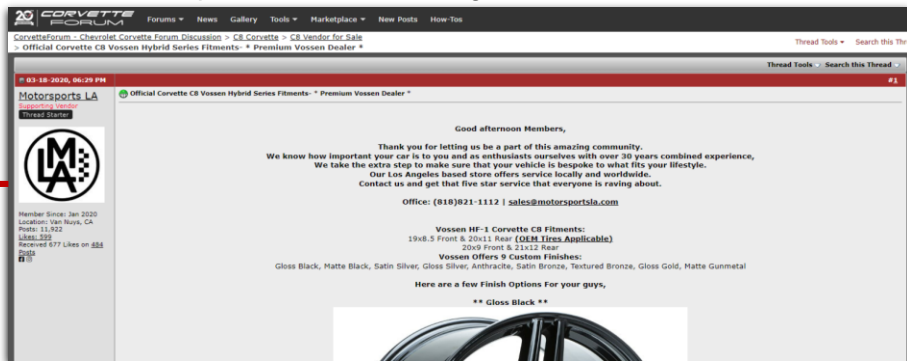
8,285

58,806

PINNED SPONSORED VENDOR THREAD

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

- 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



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

Thread Tools · Search this Thread

03-18-2020, 06:29 PM

Motorsports LA
Member Since: Jan 2020
Location: Van Nuys, CA
Posts: 11,922
Likes: 259
Received 677 Likes on 658 posts

Thread Starter

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)21-1112 | sales@motorsportsla.com

Vossen HF-1 Corvette C8 Fitments:
19x8.5 Front & 20x11 Rear (LEW Tires 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.

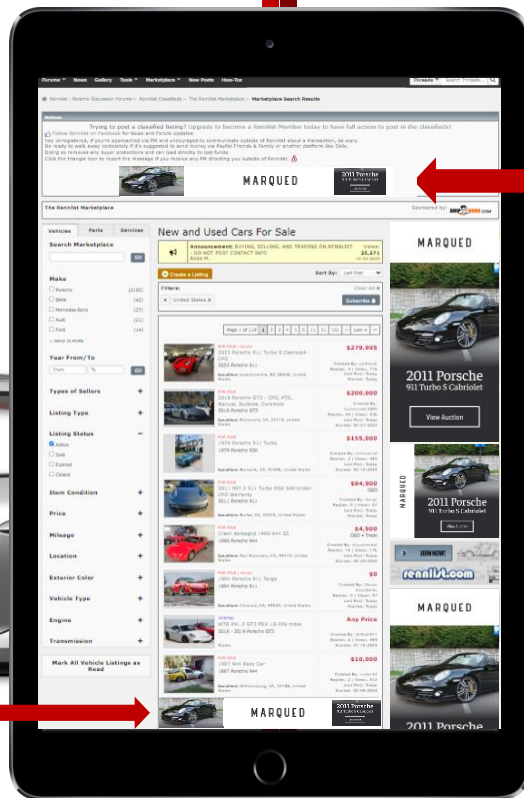


Top Ford stories from the week include GM trying to copy the Maverick, vintage Ford truck images available for download, two great videos, and a must-read thread!

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](#).

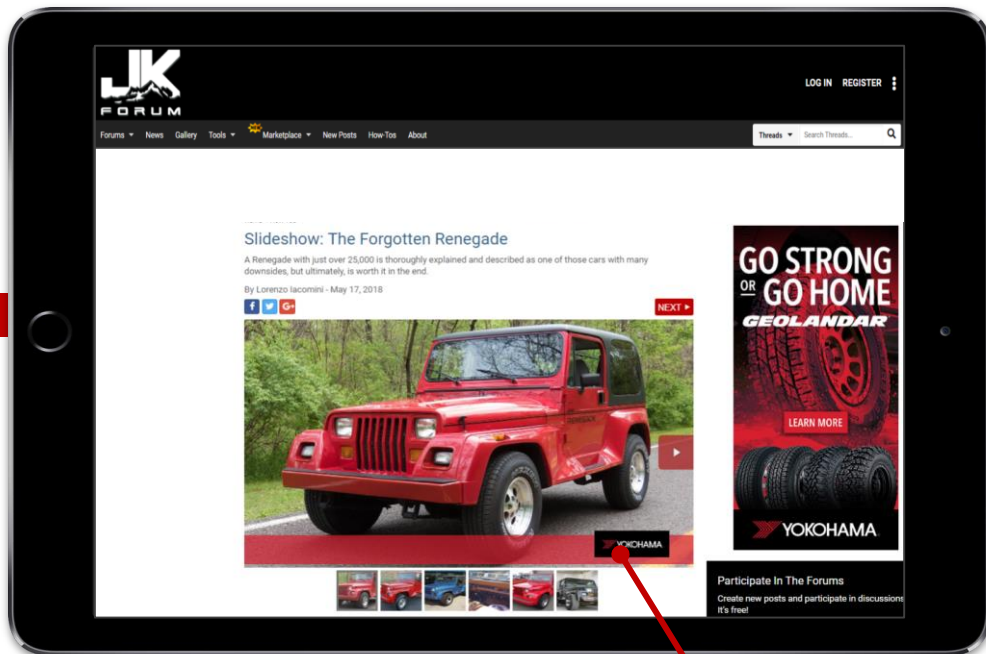
MARKETPLACE SPONSORSHIP TAKEOVERS

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 Overlay

SLIDER & COMPANION ADS

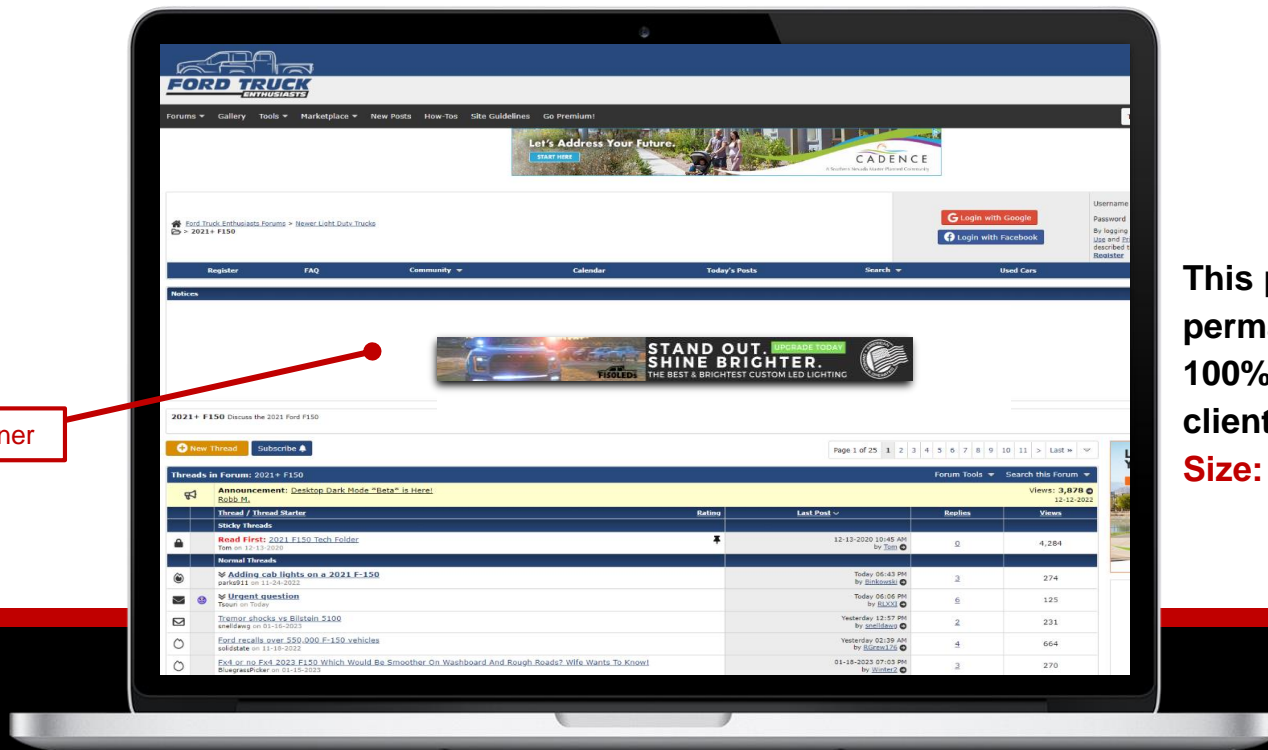
-  816x70 Slider Overlay
-  300x600 Top Right Rail
-  300x250 Bottom Right Rail

MOBILE

-  320x100
-  300x250
-  350x35 Slider Overlay

PERMANENT BANNER

High Impact Banner



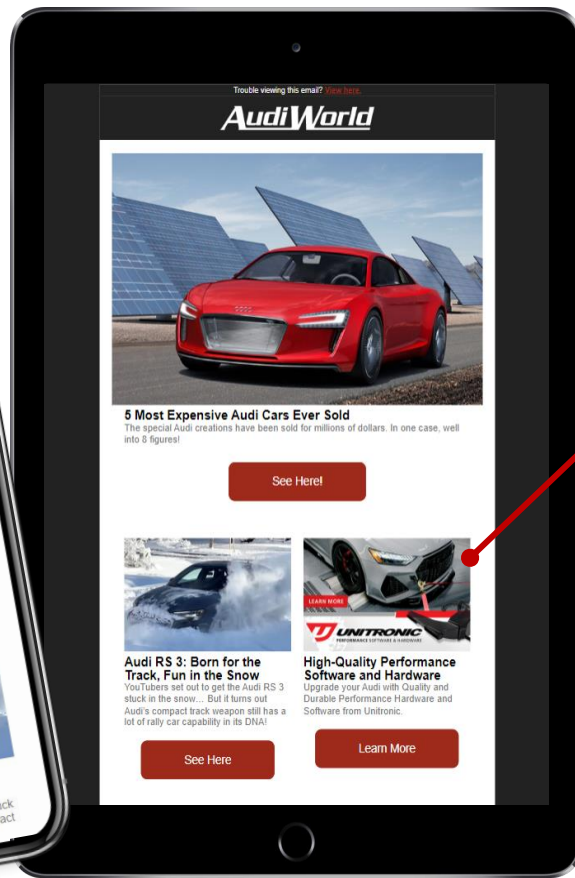
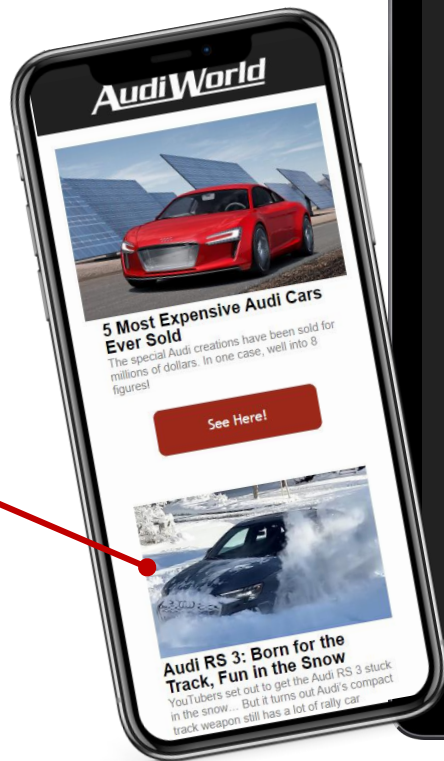
This placement is a permanent banner with 100% viewability and client exclusivity
Size: 800x72

DIRECT MARKETING



MONTHLY NEWSLETTERS

Original Articles
Featured Here

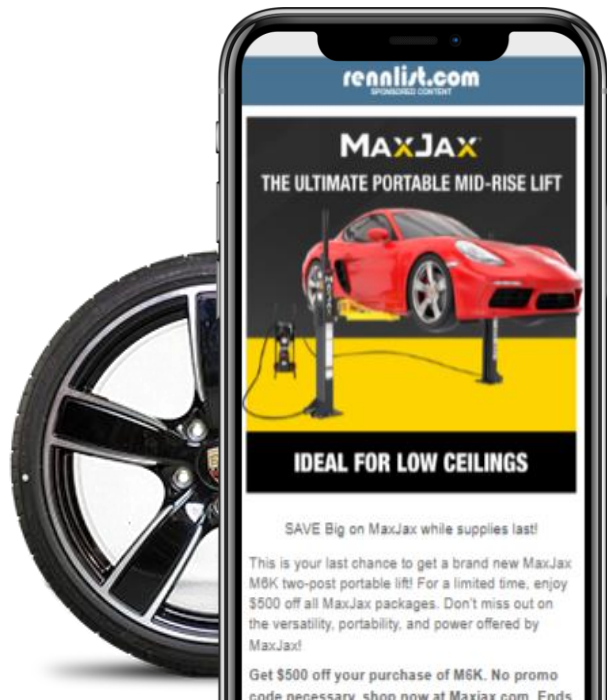


(3) Ad slots per
Newsletters

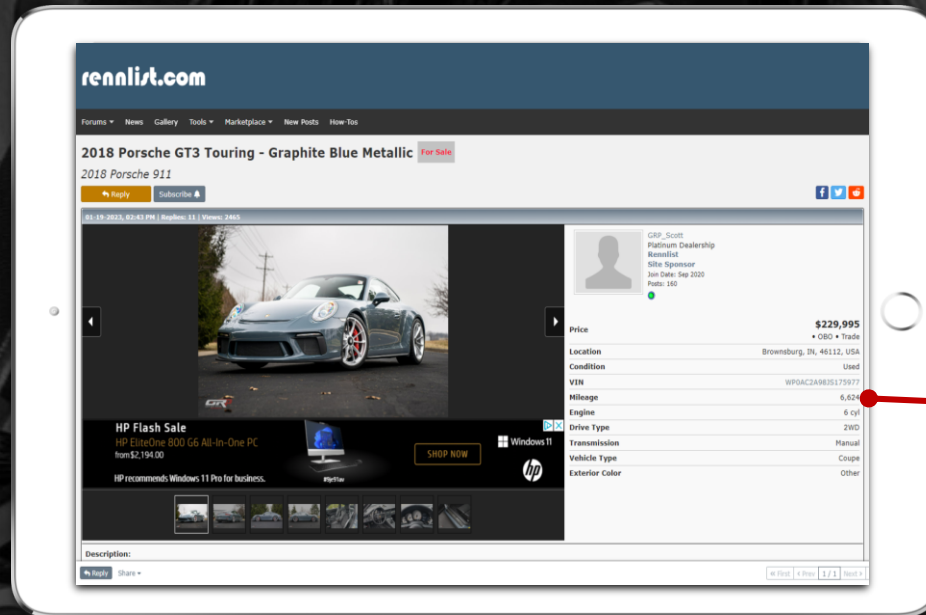



EMAIL BLASTS

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



MARKETPLACE CLASSIFIEDS





FOR SALE | Vendor

2018 Porsche GT3 Touring - Graphite Blue Metallic

2018 Porsche 911

Location: Brownsburg, IN, 46112, United States

\$229,995

OBO • Trade

Created By: GRP_Scott

Replies: 11 | Views: 0k

Last Post: Today

Started: Yesterday

(1)Marketplace/Classifieds posting per vendor at any given time

CUSTOM MARKETING

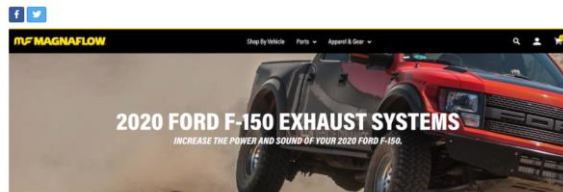


EDITORIAL CONTENT / REVIEWS / VIDEOS



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



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 >



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...

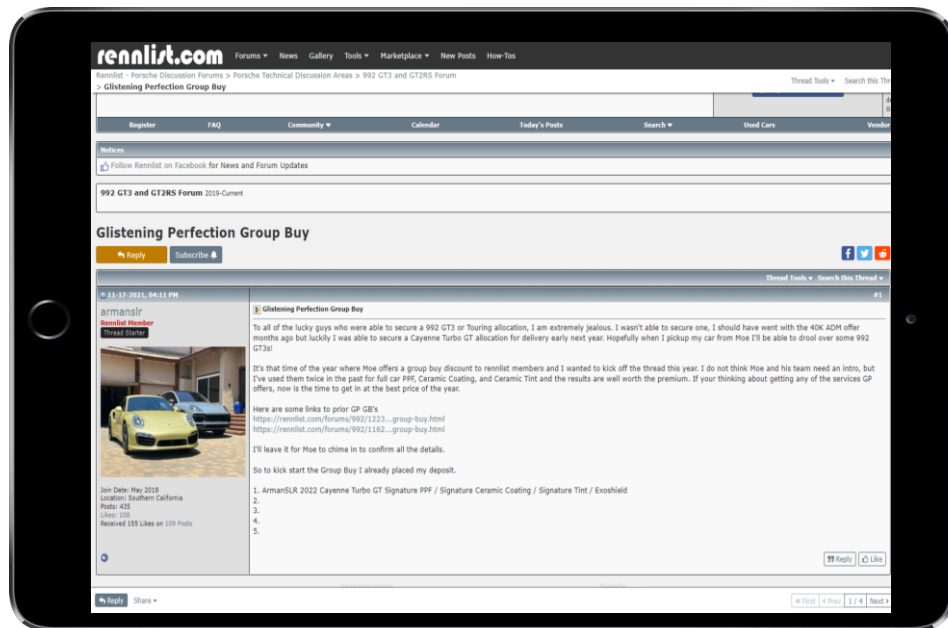
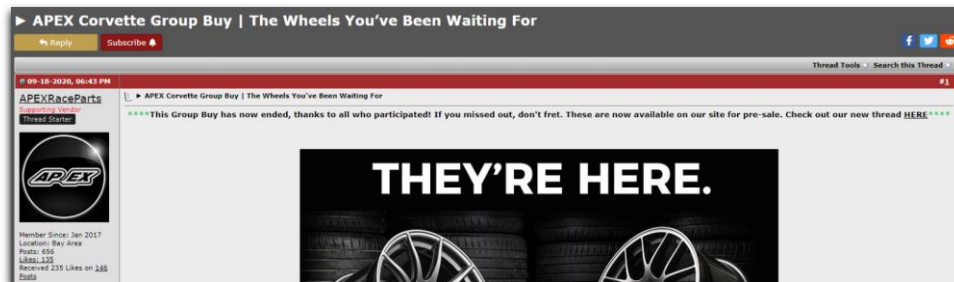
By Michael S. Palmer - June 2, 2020



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

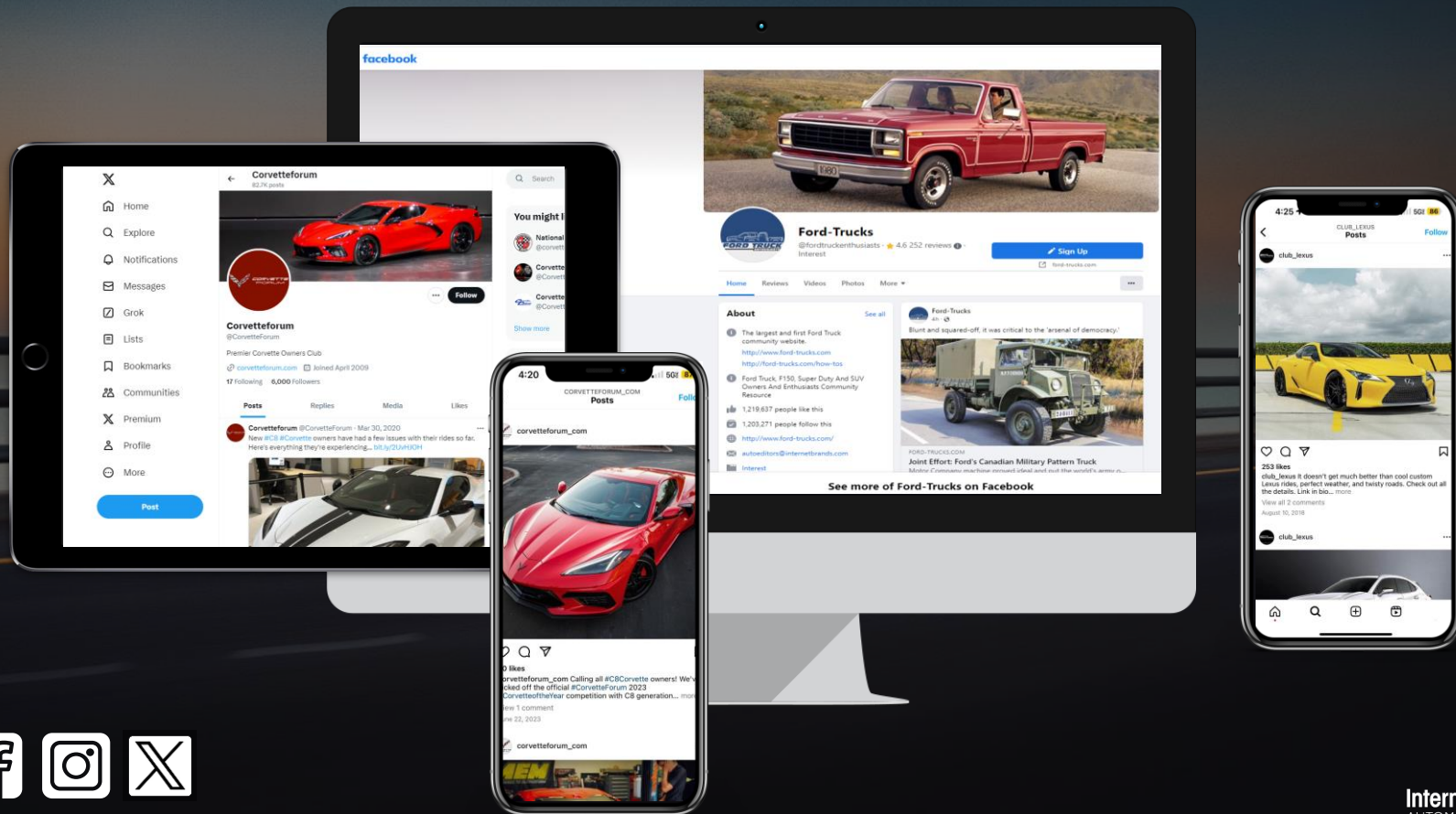


Discounted offerings to
community members
for bulk orders

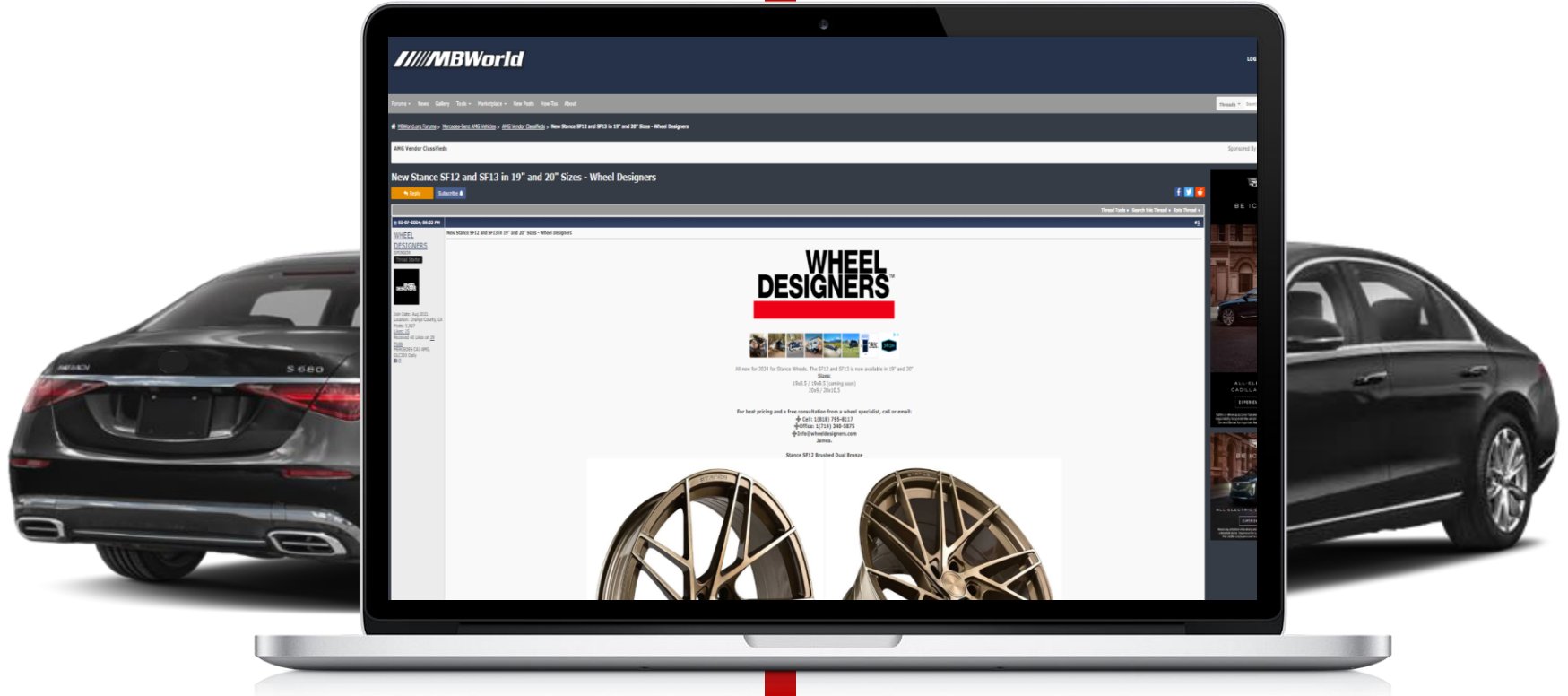
SOCIAL MEDIA MARKETING



SOCIAL MEDIA



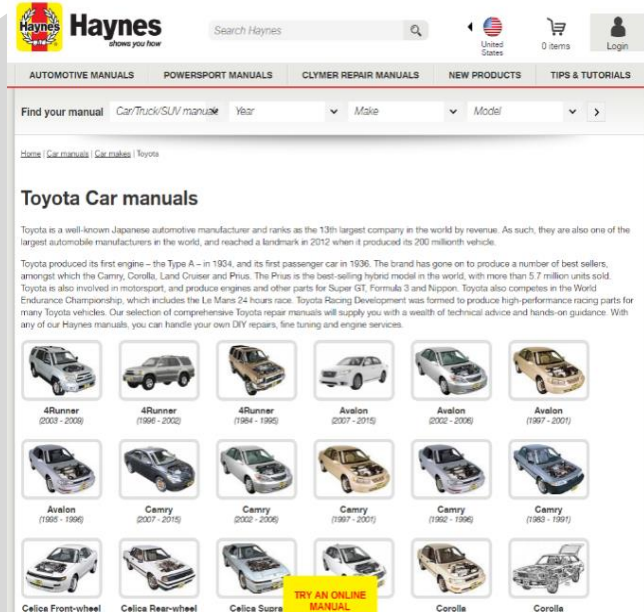
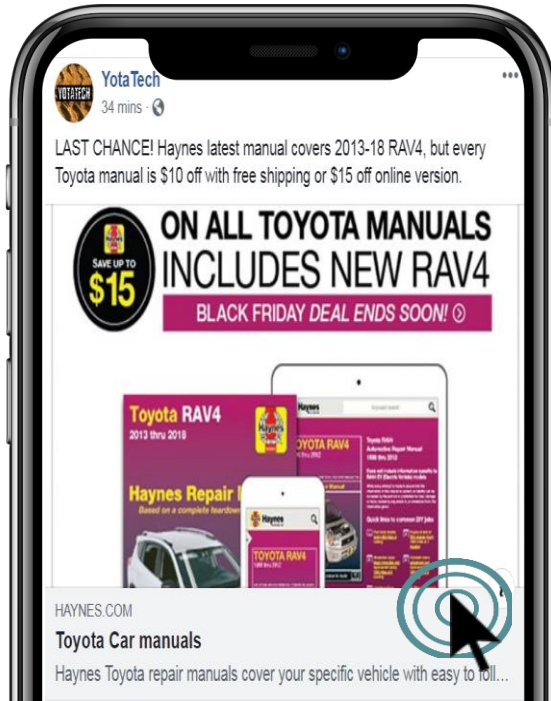
POSTING



FACEBOOK POST

Example: YotaTech FB Page

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



JOIN OUR FAMILY OF RECENT PARTNERS

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