OUR AUDIENCE
Our Audience

- 6TH INTERNET-WIDE FOR AUTO*
- 12 MM+ REGISTERED USERS***
- 27 MM+ VISITS**
- 475K+ MONTHLY NEW INTERACTIONS***
- 70 MM+ MONTHLY PAGE VIEWS**
- 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**

- 19-24: 28%
- 35-44: 15%
- 45-54: 32%
- 55-64: 13%
- 65+: 12%

**MEAN INCOME**

- Less than $25K: 5%
- 25K - 35K: 6%
- 40K - 50K: 10%
- 60K - 74K: 8%
- 75K - 99K: 17%
- $100K+: 54%

*Source: ComScore.com November 2021*
Our Audience Psychographics

**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

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

---

**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**

*Source: Internet Brands’ First Party & Krux Third Party Data*
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 Behaviour

- 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

*Source: Permutive data management platform (DMP)*
What We Do

INDUSTRY WIDE

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

- Very Successful: 23%
- Extremely Successful: 5%
- Not At All Successful: 3%
- Minimally Successful: 19%
- Moderately Successful: 50%

OUR PRODUCTS

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

*2019 B2C Content Marketing Trends – North America: Content Marketing Institute/MarketingProfs
## Our Products

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<thead>
<tr>
<th>CONSUMER TARGETING</th>
<th>ORIGINAL CONTENT</th>
<th>CUSTOM MARKETING</th>
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<td>Site Banners</td>
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<td>Group Buys</td>
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<td>Site Skins</td>
<td>How-Tos</td>
<td>Contests</td>
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<tr>
<td>Mobile Banners</td>
<td>Product Review</td>
<td>Product Reviews</td>
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<td>Videos</td>
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<td>Giveaways</td>
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<td>Native Contextual</td>
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<td>Keyword Targeting</td>
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<tr>
<td>Audience Segment Targeting</td>
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</tr>
<tr>
<td>Geographic Targeting</td>
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</tr>
</tbody>
</table>

### 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
TorontoIntebrag.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
Cmoc.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
Camaro2Z8.com
ChevroletForum.com
ChevyHHR.net
CobaltSS.net
CorvetteForum.com
CorvetteForums.com
Cruzechat.com
GForum.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
Scoobynet.com

Suzuki
SuzukiForum.com

Toyota
4RunnerForum.com
CamryForums.com
YotaTech.com

Volvo
VolvoForums.com

Volkswagen
VolkswagenForum.com

Multi
ATVConnection.com
BikerForums.org
Caraudioforuzm.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

Source: comScore November 2021
CONSUMER TARGETING
Site Banners

AD SIZES

- 728 x 90 | 970 x 250
- 300 x 600 | 300 x 250
- 160 x 600*

*Where available
ATF = Above the Fold
Mobile Banners

AD SIZES

- 300x250
- 320x100
- 320x50
Homepage Takeovers

HOMEPAGE EDITORIAL
728x90 | 970x250
300x250 | 300x600
Gutter Rails
728x90 (Bottom)

HOMEPAGE INDEX
728x90 | 970x250
300x250 | 300x600
728x90 (Bottom)
Homepage Wallpapers
Homepage/Articles/Thread Mobile Interscroller

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

Appears when scrolling between articles and forum threads- High CTRs
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.
Forum Sponsorship

FORUM SPONSORSHIP BUTTON
This placement is within the forum itself allowing for a deep imprint of your brand message.
Pinned Sponsored Vendor Thread

<table>
<thead>
<tr>
<th>Title</th>
<th>Advertiser</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWE Touring &amp; Track Systems in Stock Big Discounts at DSP Performance</td>
<td>DSP Performance</td>
<td>Yesterday 07:43 PM</td>
</tr>
<tr>
<td>Motorsports</td>
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</tr>
<tr>
<td>Corsa Exhausts at DSP Performance Motorsports</td>
<td>DSP Performance</td>
<td>Yesterday 07:41 PM</td>
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<td>Motorsports</td>
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<tr>
<td>Official Corvette C8 Vossen Hybrid Series Films - Premium Vossen</td>
<td>Motorsports LA</td>
<td>01-17-2023 05:30 PM</td>
</tr>
<tr>
<td>Dealer, CorvetteForum.com C8 General Discussion</td>
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<tr>
<td>Soul Performance Exhausts Now at DSP Performance Motorsports</td>
<td>DSP Performance</td>
<td>Yesterday 07:36 PM</td>
</tr>
<tr>
<td>Motorsports</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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
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 and 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 of all ad slots.
Slider Sponsorship and Companion Ads

SLIDER & COMPANION ADS
- 970x250 Top
- 816x70 Slider Overlay
- 300x600 Top Right Rail
- 300x250 Bottom Right Rail
- 728x90 Bottom

MOBILE
- 320x100
- 300x250
- 350x35 Slider Overlay

Slider Overlay
Permanent 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
(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.
**Contests**

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.

**Tell Us About Your Honda, Win a Set of Yokohama ADVAN APEX Tires!**
By Brett Foote - August 27, 2020

**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.

**Mazda MX-5 Cup Sweepstakes**
Debut Race - Mazda Raceway Laguna Seca
Monterey, CA, April 28-30, 2016
Group Buys

Discounted offerings to community members for bulk orders
SOCIAL MEDIA MARKETING
Social Media
Posting

2022 Black Friday/End of Year Sale - OE Tuning

We are offering all MB World members, special pricing and amazing deals from now until December 23rd 2022.

SALE DETAILS:
20-40% OFF Time/Meters package prices. More for each specific model listed below.

All prices over $599 that include a Motobus (DIESEL Flash hacker only) $99.99 for free (max 12, 50 slots only).

OE Tuning offers and uses only genuine flash files for the supported vehicles listed below. Vehicles that are not supported by Motobus (DIESEL Flash hacker only) require bench flashing (ECU send in or local flash). Please contact us directly if you do not see your particular model listed.

$399.99: ML 240/250 CDI (4.0), ML 320 (4.0), ML 63 AMG & X55 (4.4), X350, X5, X6, X50, OCS, Q7T6, X50, X60 (PRO) 7.3 ECU - Including Motobus

$399.99: ML 240/250 CDI (4.0), ML 320 (4.0), ML 63 AMG & X55 (4.4), X350, X5, X6, X50, OCS, Q7T6, X50, X60 (PRO) 7.3 ECU - Including Motobus
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

Chevrolet

Geico

Nitto

Geico

Duplicolor

Toyota

Magnaflow

BFGoodrich Tires

Autolite

carparts.com

Ford

Yokohama

Honda

State Farm

Porsche Design
Contact Us

ANY QUESTIONS ABOUT ADVERTISING WITH INTERNET BRANDS ARE WELCOME

Kristine Wendt
Sales Director
Auto Enthusiast Vertical
Office: 310-280-4060
kristine.wendt@internetbrands.com

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