



LUXURY. PERFORMANCE. STYLE.

The essential destination for affluent consumers who are looking to research or purchase a new luxury vehicle.

# 2006 MEDIA KIT

# MISSION STATEMENT

ForbesAutos.com is an independent automotive site that speaks directly to luxury automotive buyers.

ForbesAutos.com is committed to delivering new-vehicle product information, decision-making and buying tools in a manner consistent with the service-rich lifestyle affluent consumers enjoy.

*“ForbesAutos.com is the single site serving the needs of affluent consumers looking to research and purchase a new luxury vehicle.”*

*– Mary S. Butler, Editor-in-Chief of ForbesAutos.com*

## **Mary S. Butler, Editor of ForbesAutos.com**

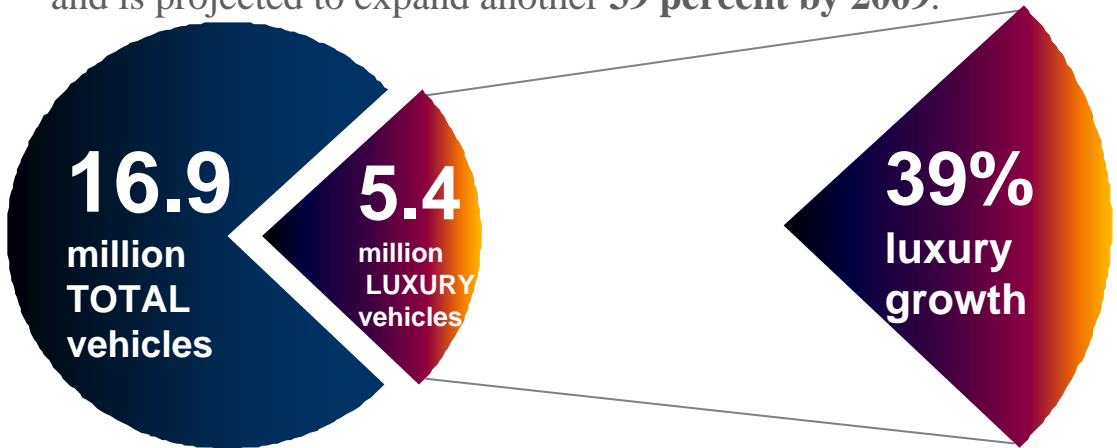
Mary has extensive experience in producing editorial content that guides consumer product purchase decisions.

She previously served as Managing Editor of cars.com for seven years where she lead the consumer site editorial content development group and the site’s brand strategy and redesign.

**WHY FORBESAUTOS.COM?**

The automotive marketplace has been missing an independent site that focuses on luxury vehicles.

During the past 10 years the luxury market has **nearly doubled** and is projected to expand another **39 percent** by 2009.<sup>1</sup>



**LUXURY BUYERS ARE AFFLUENT**

With an average household income of \$120,510<sup>2</sup>

*Top 10 Luxury Vehicles and Average HHI:<sup>3</sup>*

**Cars**

Porsche	\$187,705
Mercedes-Benz	\$162,824
Jaguar	\$150,587
BMW	\$148,992
Lexus	\$141,355
Audi	\$153,746
Saab	\$134,315
Infiniti	\$128,753
Volvo	\$133,545
Acura	\$118,830

**Average: \$146,065**

**Trucks**

Porsche	\$199,733
Hummer	\$150,026
BMW	\$166,812
Land Rover	\$154,765
Mercedes-Benz	\$149,101
Volvo	\$170,101
Lexus	\$160,819
Lincoln	\$146,173
Cadillac	\$159,215
Acura	\$161,062

**Average: \$161,781**

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<sup>1</sup>JD Power \$30k+ HHI and CSM Worldwide; <sup>2</sup>JD Power 2005 owns luxury vehicle over \$30k <sup>3</sup>2005 Power Combined Light Vehicle Media Report

## LUXURY BUYERS HAVE DIFFERENT PREFERENCES

Preferences for automotive attributes increases as household income increases.<sup>1</sup>

- Assurance of occupants' security
- Absolute quality in construction
- State-of-the-art safety features
- Spacious interior
- Appeal to all senses
- Advanced features
- Luxurious comfort
- Innovative engineering
- Sophisticated detailing
- Exclusiveness
- Very responsive handling
- Balance in turns and corners
- Striking exterior design
- Eye-catching nuance

## FORBESAUTOS.COM VEHICLES FIT THIS LUXURY MARKET

**Criteria used to determine vehicle selection:**

**Pricepoint:** Vehicles with a base MSRP of \$30K or higher.

**Affluent Owner Base:** Vehicles purchased by buyers with an average household income of \$100K+.

**Heat:** Determined by a number of factors including waitlists, largest percentage of cash buyers, shortest number of days on dealer lots.

**Consumer Perception:** If the model is priced below \$30K but the make is perceived to be a near-luxury or luxury producer.

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<sup>1</sup>PKG 2004 Auto Data, affluent car buyer = HHI \$150K+

## CAR SHOPPERS ARE EMPOWERED BY THE WEB

Estimated 61 million consumers who bought a new or used car last year began their search on the Internet.<sup>1</sup>

22% of all new-car sales were generated by Web sites in 2004<sup>2</sup>

66% of automotive buyers spent an average of 5 hours car shopping online before visiting a dealership<sup>3</sup>

35% of car buyers said that the Internet affected which choice they made in their car purchase<sup>4</sup>

## THE WEB IS PREFERRED

...as the information source for vehicle buyers:



of automotive internet buyers  
 visit *manufacturer-sponsored sites* during their shopping process



of automotive internet buyers  
 visit *independent automotive information sites*

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# USER PROFILE

## PROFILE

### Affluent Users Are Online

Internet users with household incomes over \$150,000. . .

- Grew by nearly 20% in the past year, reaching 10.3 million in February 2005.
- Spent the most amount of time online — 76 hours per month compared to other income segments.
- Consumed more Web pages per month compared to other income segments.

### ForbesAutos.com Users\*

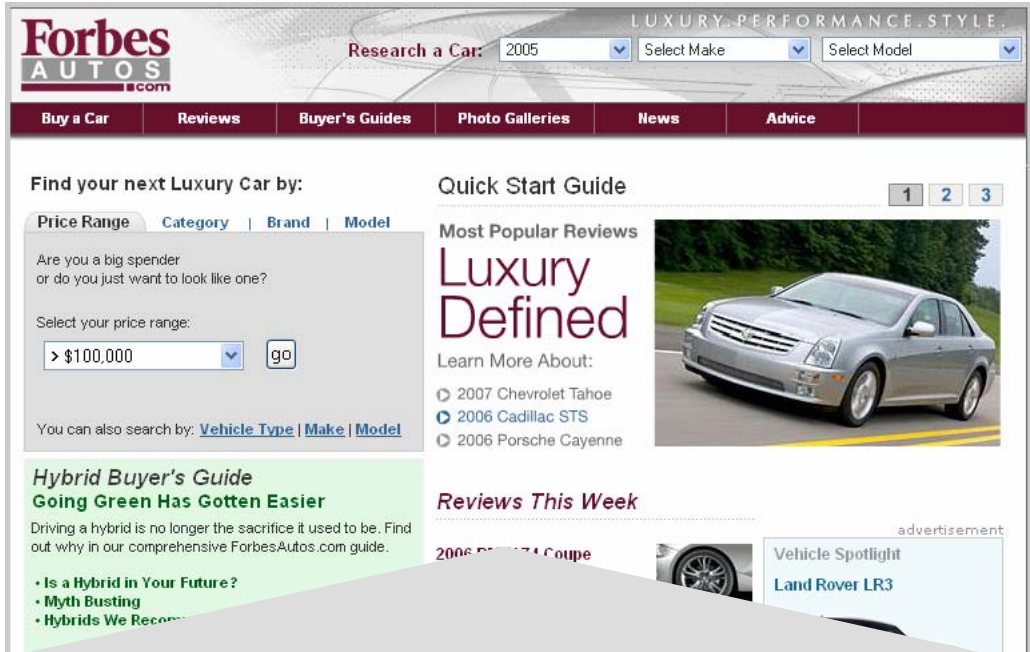
<u>Demographic</u>	<u>% Composition</u>	<u>Index</u>
<b>Male</b>	<b>64.99</b>	<b>136</b>
<b>Female</b>	<b>35.01</b>	<b>67</b>
<b>Age: 25 - 54</b>	<b>63.83</b>	<b>126</b>
<b>HHI \$100,000 - \$149,000</b>	<b>15.52</b>	<b>100</b>
<b>HHI \$150,000 +</b>	<b>10.65</b>	<b>148</b>
<b>Professional</b>	<b>16.52</b>	<b>148</b>



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\*Source: Nielsen Net View Nov 2005

A trusted, authoritative and independent automotive site designed to guide users through the purchase decision-making process. Find research, reviews, advice, price quotes and more...



**Buy a Car**

**Research**

**News / Advice**

**Configurator Pages**

**Reviews, Buyer's Guides and Photo Galleries**

**News and Advice**

- Users can select year/make/model data and request a new-car price quote from a local dealer

- Users can select search criteria by price, category or model.

- Model-level reports with daily price updates, comprehensive specs and related multi-media.

- Buyer's Guides drill down for information on specific car categories and sub-categories.

- Photos of models, car interiors and overall design with slide shows and videos.

- Searchable archives of every auto review published on Forbes.com since 2002.

- Car news headlines

- Advice on Shopping, Finance and Insurance that is specific to the ForbesAutos.com user demographic.

**EASY USER FUNCTIONALITY**

Forbes AUTOS | LUXURY. PERFORMANCE. STYLE.  
 Research a Car: 2005 | Select Make | Select Model  
 Buy a Car | Reviews | Buyer's Guides | Photo Galleries | News | Advice

Find your next Luxury Car by:

Price Range | Category | Brand | Model

Are you a big spender or do you just want to look like one?

Select your price range:

> \$100,000 | go

You can also search by: [Vehicle Type](#) | [Make](#) | [Model](#)

**Hybrid Buyer's Guide**  
**Going Green Has Gotten Easier**

Driving a hybrid is no longer the sacrifice it used to be. Find out why in our comprehensive ForbesAutos.com guide.

- Is a Hybrid in Your Future?
- Myth Busting
- Hybrids We Recommend

Quick Start Guide

1 2 3

Reviews That Matter  
**Luxury Defined**



Learn More About:

- Aston Martin Vanquish
- Acura NSX
- Jaguar XKR

Quick Start Guide

1 2 3

Photo Galleries  
**Zoom In**



Get this close to:

- Chrysler 300C SRT-8
  - Aston Martin Vanquish
  - Rolls-Royce Phantom IV
- and many more luxury models on ForbesAutos.com.

Quick Start Guide

1 2 3

In-depth Research  
**Younger & Hipper**



Bentley Continental GT

- Read Review
- View Photo Gallery
- Get a Price Quote

Users can easily navigate the Home Page to go directly to the information they seek:

- ❑ **Criteria Search Box: By Price, Category, Model**
- ❑ **Buyer's Guides**
- ❑ **Quick Start Guide for popular Reviews, Photo Galleries and in-depth Research**
- ❑ **News and Advice**



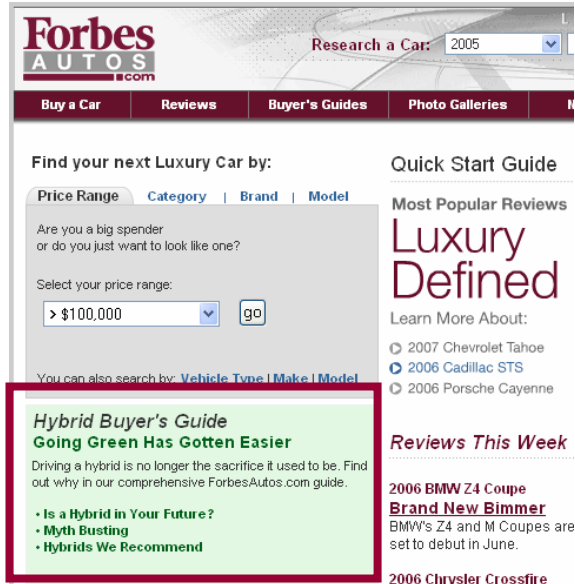
WITHIN THE PAGES

**EXCLUSIVE ACCESS TO IN-DEPTH TOOLS AND RESEARCH**

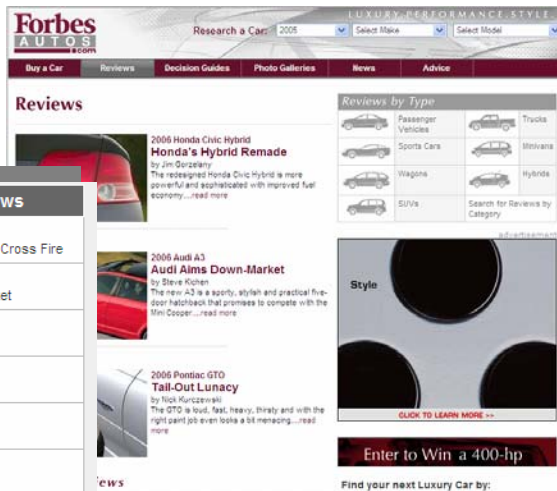
ForbesAutos.com provides extensive access points for users to easily navigate the site and find the quality information we deliver.

**Buyer's Guides**

The Buyer's Guides are a unique editorial component featured throughout the site. A different category featured monthly on the home page include Sports Cars, Passenger Vehicles, Trucks, SUVs, Wagons and more.



**Reviews**



Reviews are written by the Forbes staff of industry experts. Each one shares opinions based on facts and is written for the luxury vehicle intender. Emphasis is placed on performance, interior/ exterior and personalization. The Most Popular Reviews search function allows users to find the top ten vehicles quickly.

- Most Popular Reviews**
- [2005 Chrysler Crossfire](#)  
Stepping into the Sports Car Cross Fire
  - [2005 BMW Z4](#)  
Cornering the Roadster Market
  - [2005 GMC Yukon](#)  
What's in a Name?
  - [2005 Cadillac CTS](#)  
Scorching Caddie
  - [2005 Saab 9-2X](#)  
Saab Spiffs Up a Subaru
  - [2005 GMC Yukon XL](#)  
Extra Large Yukon Denali
  - [2005 Saab 9-7X](#)  
A Quasi-Swedish SUV
  - [2005 Pontiac GTO](#)  
Return of the Goat
  - [2005 Cadillac STS](#)  
Cadillac STS
  - [2005 Cadillac SRX](#)  
2005 Cadillac SRX

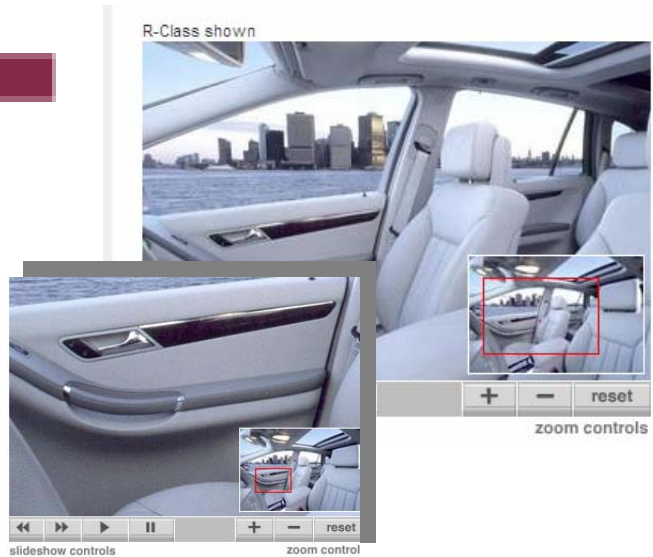
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**EXCLUSIVE ACCESS TO INTERACTIVE TOOLS AND INDIVIDUALIZED OPTIONS**

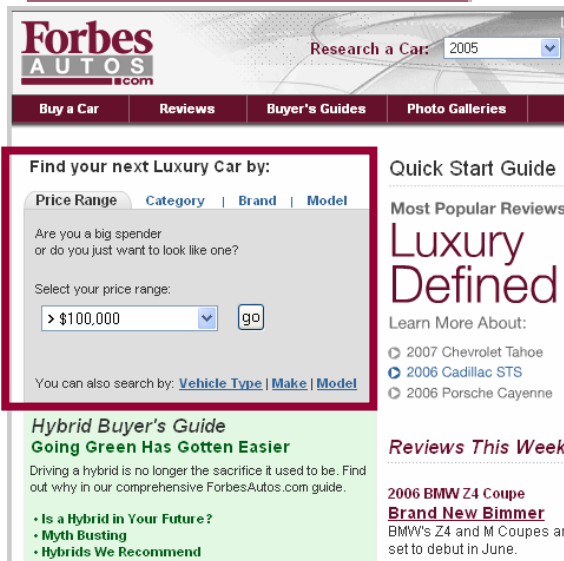
ForbesAutos.com provides extensive access points for users to easily navigate the site and find the quality information we deliver.

**Photo Galleries**

ZOOM capabilities allow for extensive viewing of exteriors, interiors and overall design details. Photo Galleries also feature slide shows and videos.



**Criteria Search**



The Criteria Search module allows users to easily find vehicles by:

- Price Range: segmented from >\$100,000 to <\$30,000
- Category: options for vehicle category type and subcategory
- Model: select year, make, model and your zip code for personalized results
- Brand: a showroom experience online

PROMOTION

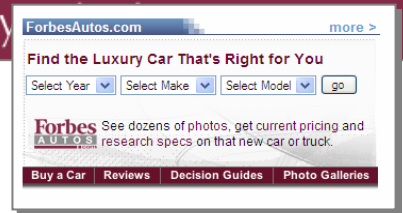
PROMOTION

**PROMOTION AND MARKETING**

- FORBES-branded properties
- Natural Search Engine Optimization
- Syndication partners
- Email: Direct to Forbes.com opt-ins and luxury car buyers
- Print, Online, TV and Radio



Dedicated to helping you research and buy your next luxury



**OVER  
150,000,000  
IMPRESSIONS**



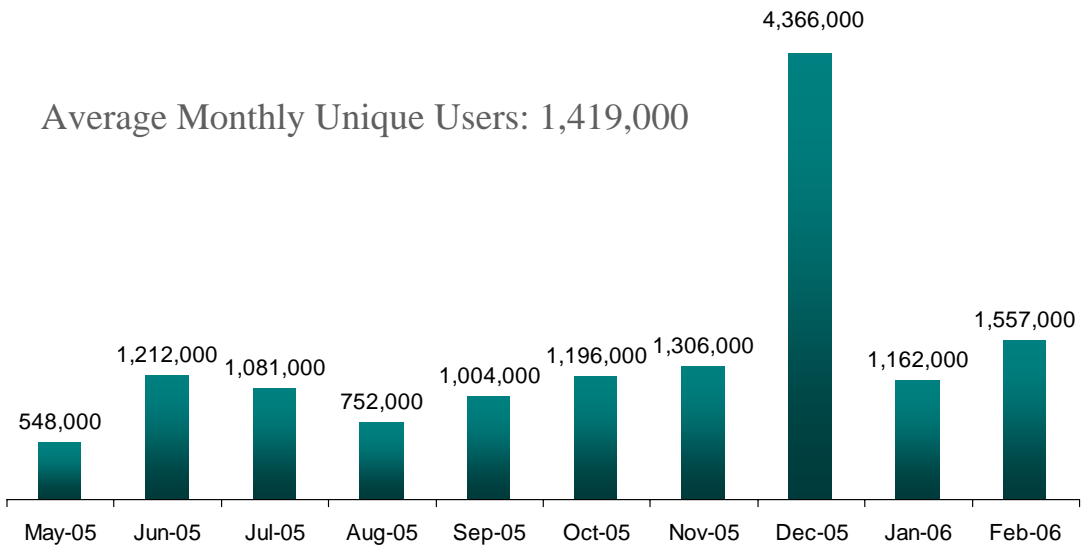
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GROWTH

**TRAFFIC GROWTH**

**ForbesAutos.com Unique Users**

Average Monthly Unique Users: 1,419,000



**ForbesAutos.com will continue to *exceed traffic projections* – classifying the site amongst the top tier of automotive sites and as the *leading destination for luxury vehicle buyers*.**

ForbesAutos.com has developed aggressive advertising and promotional programs to build awareness of the site and its luxury vehicle buying information, services and journalism. We are continuously investing in a robust media plan that combines online and offline media platforms to aggressively drive traffic.

ForbesAutos.com also uses the power of the FORBES media vehicles to drive traffic amongst the entire Forbes community of affluent luxury vehicle buyers: Forbes.com, Forbes Magazine, Forbes FYI, Forbes On Fox, Opt-in Emails, Events.

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ADVERTISING OPPORTUNITIES

**ADVERTISING OPPORTUNITIES**

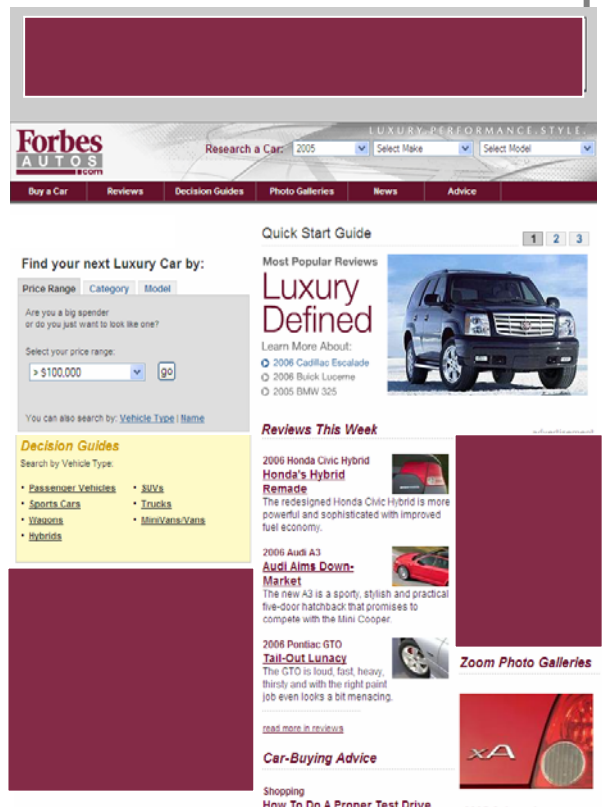
Reach a high quality and targeted audience with a specific, targeted or customized program.

Our advertising packages include, but are not limited to:

- Year, Make, Model Targeting
- Home Page Roadblocks including Vehicle Spotlight
- Sponsorships of channel index pages, Buyer’s Guides and other key areas of the site
- Behavioral Targeting (Forbes.com & ForbesAutos.com)
- Geographic Targeting

There are many highly targeted and contextually relevant opportunities which can be customized specifically to meet your needs. ForbesAutos.com will provide your brand with the ability to communicate and interact with affluent in-market luxury vehicle intenders.

Right Example: Home Page Roadblock will display your company’s leaderboard, rectangle and vehicle spotlight ads.



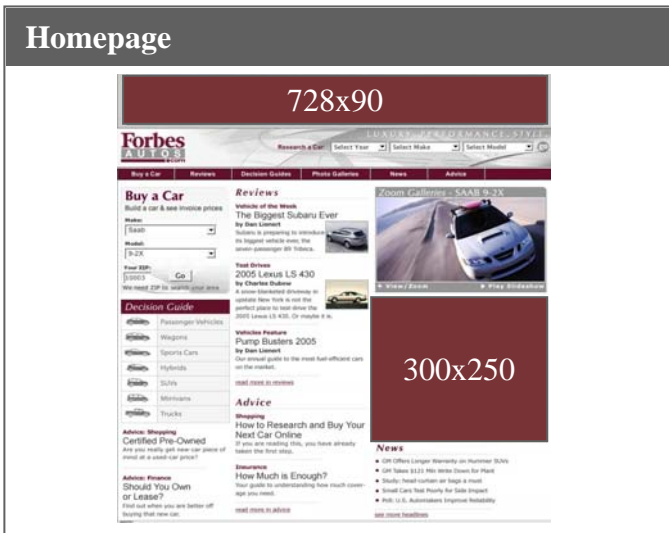
ADVERTISE

AD SPECIFICATIONS

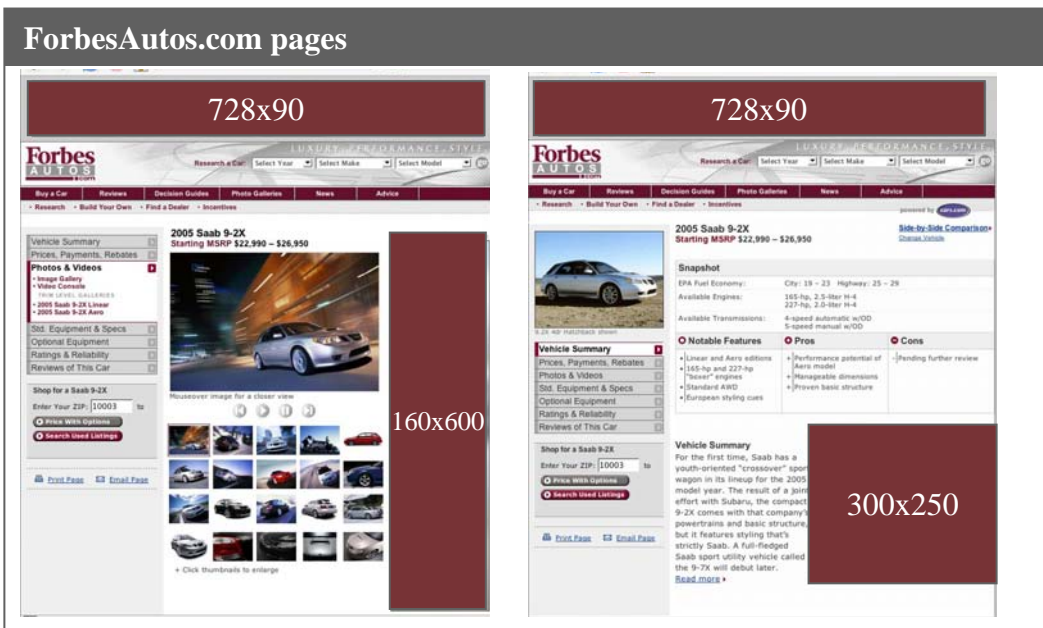
**ForbesAutos.com accepts the following units:**

1. Rectangles: 300x250; 30k file size; Flash/In-banner Rich Media Creative: 40k
2. Skyscrapers: 160x600; 30k file size; Flash/In-banner Rich Media Creative: 40k
3. Leaderboards: 728x90; 30k file size; Flash/In-banner Rich Media Creative: 40k

**ForbesAutos.com does not accept any creative formats that intrude on editorial content.**



- Video/Audio – must be user-initiated.
- Animation permitted.
- Unlimited looping.
- Creative cannot mimic ForbesAutos.com editorial.
- Creative should spawn a new window when clicked.
- All creative with white backgrounds should have a border around it.



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