



Media Kit

2016



Our Audience

6th

Internet Wide For Auto*

1.2MM+

Monthly New Conversations**

9MM+

Registered Users**

205MM+

Monthly Page Views**

30MM+

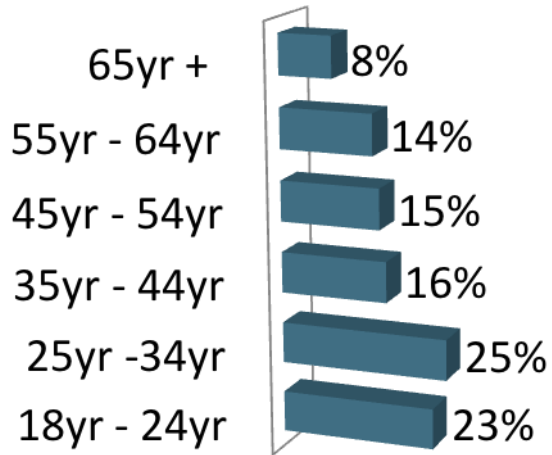
Unique Visitors**

46MM+

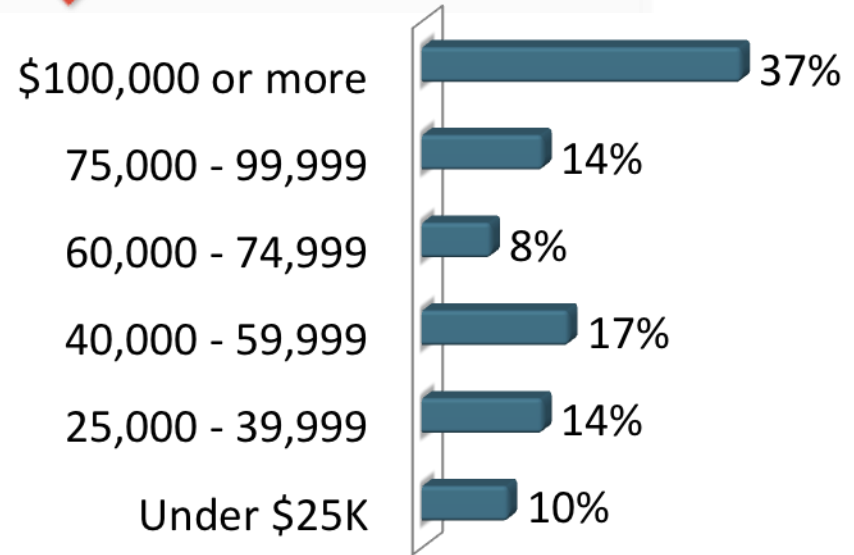
Mobile Page Views**



AGE



INCOME



GENDER







FEMALE
32%

MALE
68%

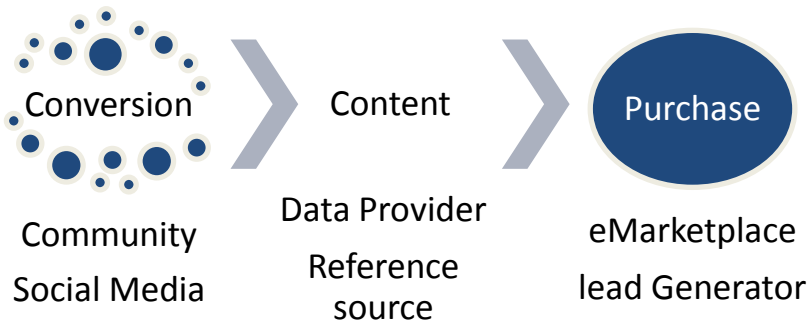


What We Do

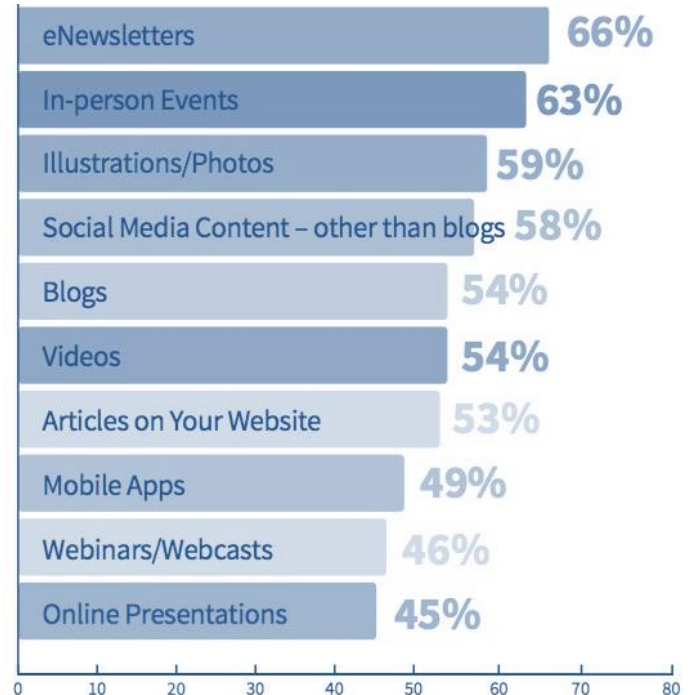
Our Products

-  eNewsletters
-  Videos
-  Illustrations
-  Photos
-  Editorial Review
-  Blogs

Our Approach



Industry Wide



Effectiveness Rating for B2C Tactics*



*2015 B2C Content Marketing trends – North America: Content Marketing Institute/MarketingProfs

Our Audience

Psychograph (unique users)



Home Improvement 1,400,000
Comparison Shoppers 400,000
Family Life 600,000
Offer Seekers 550,000
Income \$60 – 75k/year 1,100,000



Recreational Browser



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

Influencer



Independent Thinker
Performance Driven
Adventurous
Brand Loyal
Commander



Lifestyle



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



Contributes to Charity 1,350,000
Luxury Auto Buyers 1,900,000
Income >\$100,000 1,520,000
High End Home Owner 2,100,000
Luxury Pursuits 600,000

Do-It-Yourself 830,000
Decision Makers 825,000
US Auto Buyer 1,400,000
Guys and Gears 1,030,000
Weekend Warriors 1,750,000



Site List

eCommerce

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

News/ Content Sites

GreenCarReports.com
MotorAuthority.com
NewCarTestDrive.com

Multi

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



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
ModernHzemi.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

Harley Davidson

HDForums.com

Honda

CBRForum.com
CivicForums.com
Civicforumz.com
FitFreak.net
Honda-Acura.net
Honda-Tech.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

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

Classifieds

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

Our Strategy

Consumer Targeting: We pair advertisers with engaged consumers

Native Content

Article Sponsorship
Sponsorship Editorial
Forum Sponsorship
Sponsored Content

Marketing

Monthly Newsletters
Email Blasts
Facebook content

Visuals

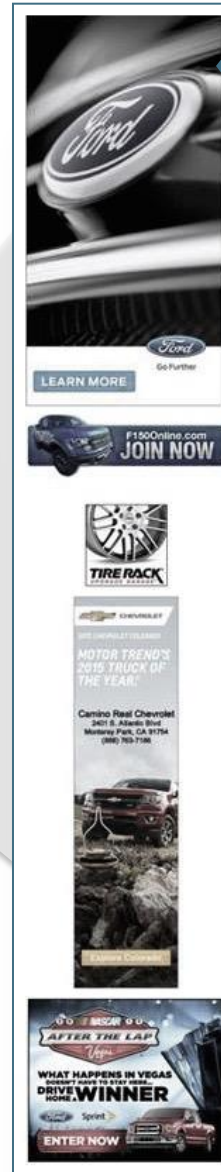
Site banners
Mobile Banners
Videos
Site skins

Custom Targeting and Surveys

Keyword Targeting
Audience Segment Targeting
Geographic Targeting



Site Banners



Ad Sizes

728 x 90 | 970 x 250

300 x 600 | 300 x 250

160 x 600*

300 x 600

*Where available
ATF = Above the Fold

Site Banners Homepage Takeover

Homepage Editorial

728x90

300x250/300x600

Gutter Rails

728x90 (Bottom)

Homepage Index

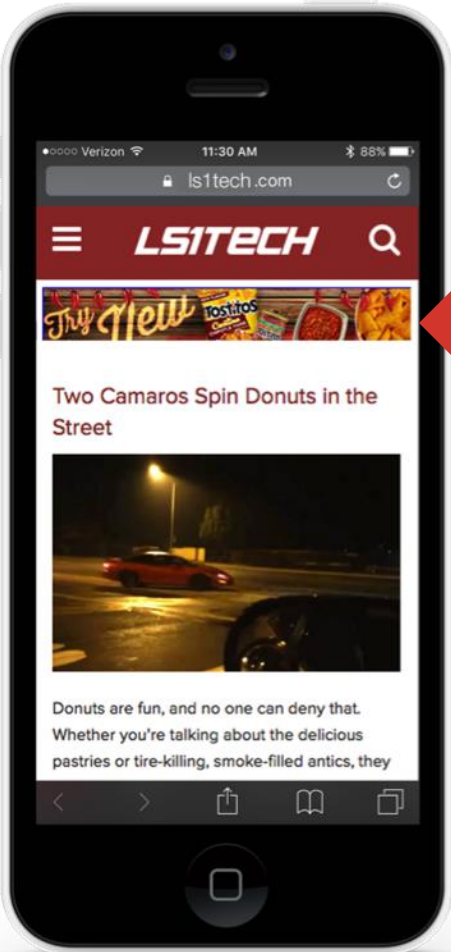
728x90

300x250/300x600

728x90 (Bottom)

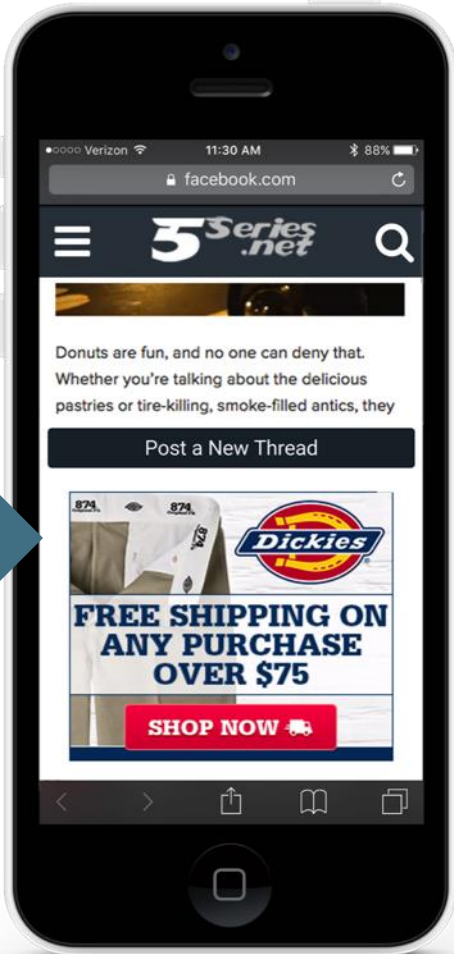


Mobile Banners



320x50

300 x 250

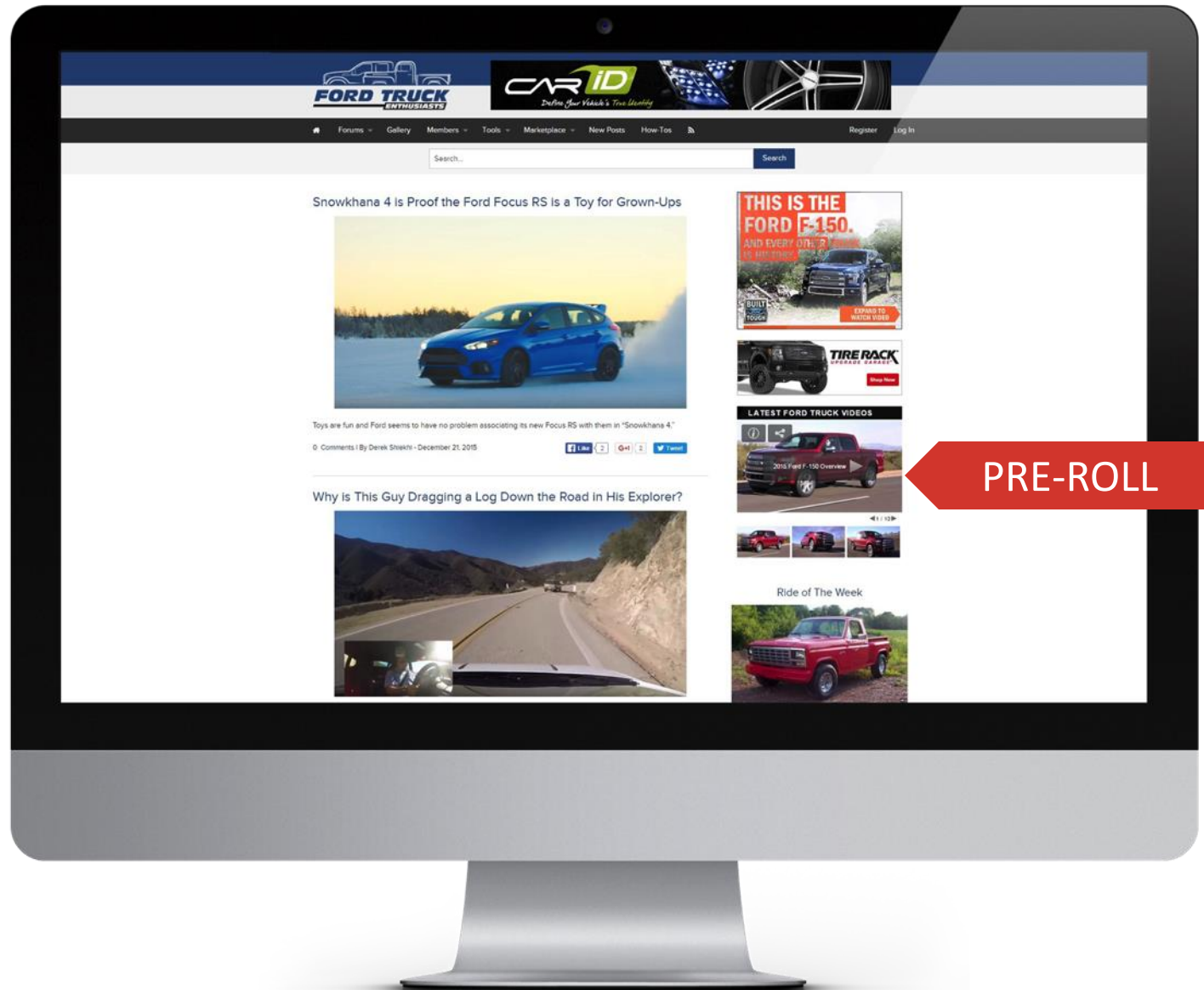


Video

300x250 Video

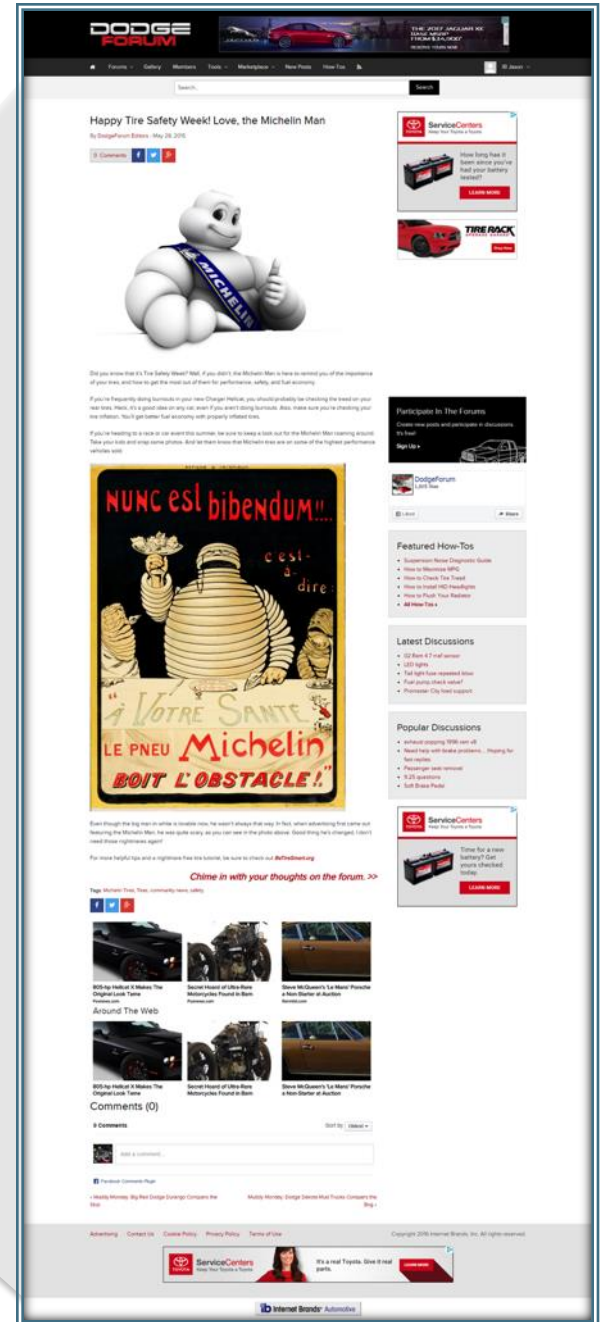
Long form

Pre-roll

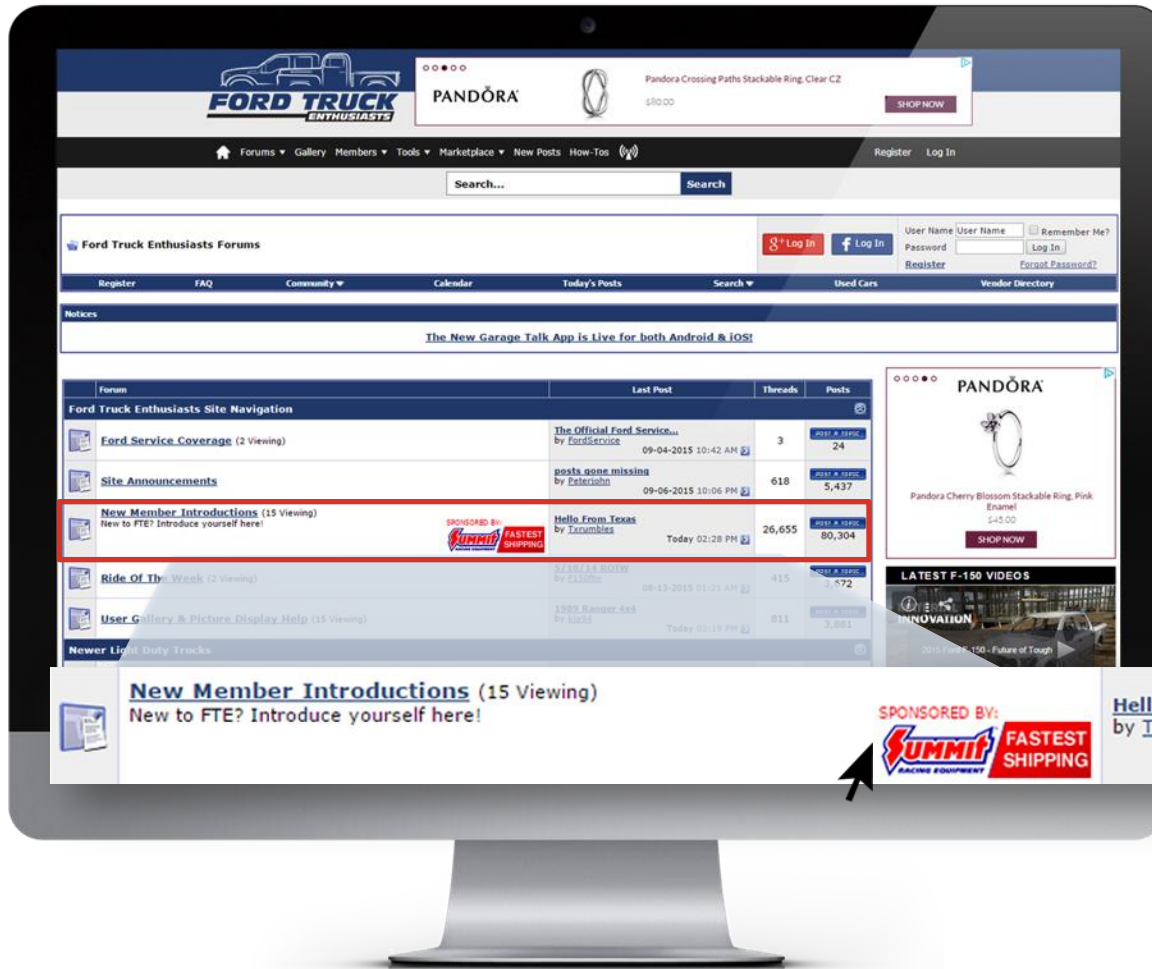


Sponsored Editorial

Native Content: Your advertorial/editorial running within our homepage editorial content.



Forum Sponsorship



Permanent banner

This placements within the forum itself allow a deep imprint of your brand message

New Member Introductions (15 Viewing)
New to FTE? Introduce yourself here!



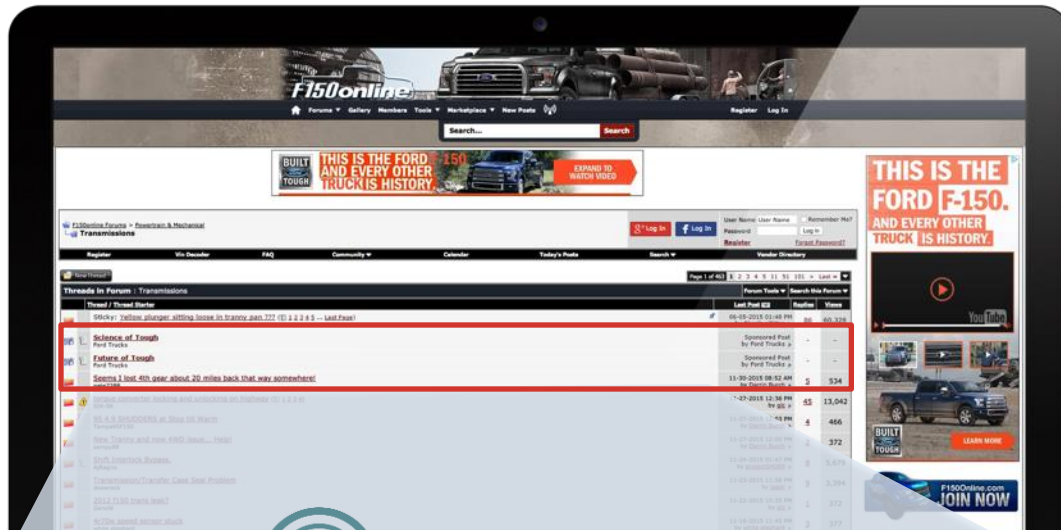
Hello From Texas
by [Txrumbles](#)

Today 02:28 PM

26,655

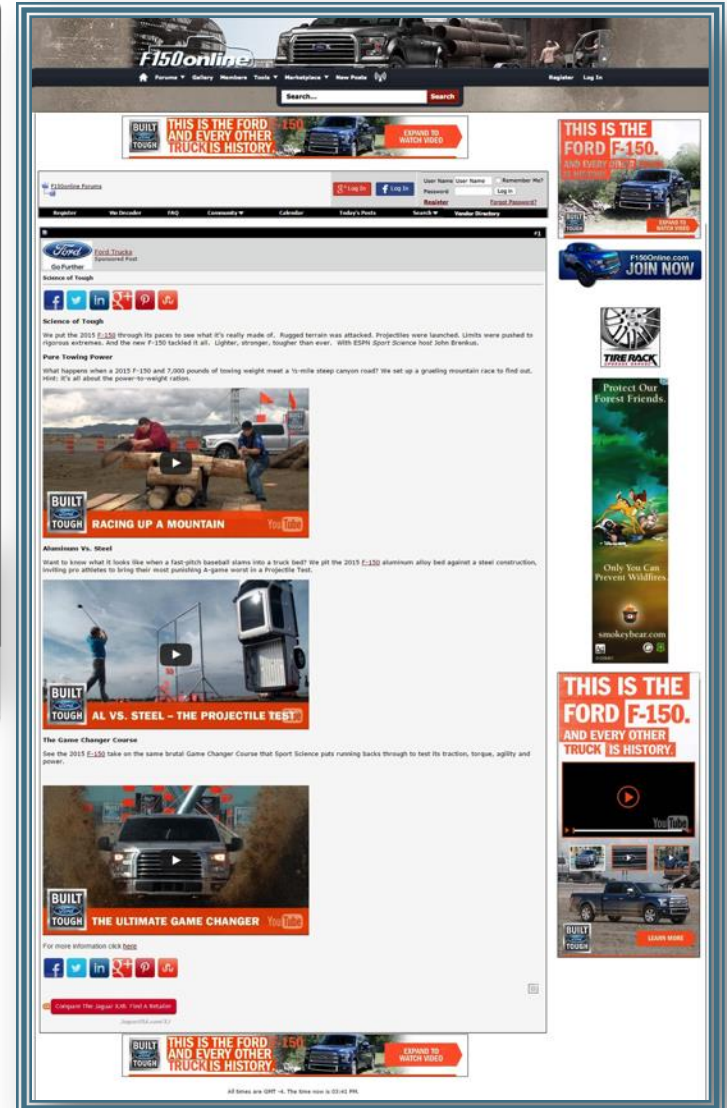
[POST A TOPIC](#)
80,304

Sponsored Native Thread Content



	Science of Tough Ford Trucks	Sponsored Post by Ford Trucks ▶
	Future of Tough Ford Trucks	Sponsored Post by Ford Trucks ▶

Threads appears on top of the other threads for easy visibility



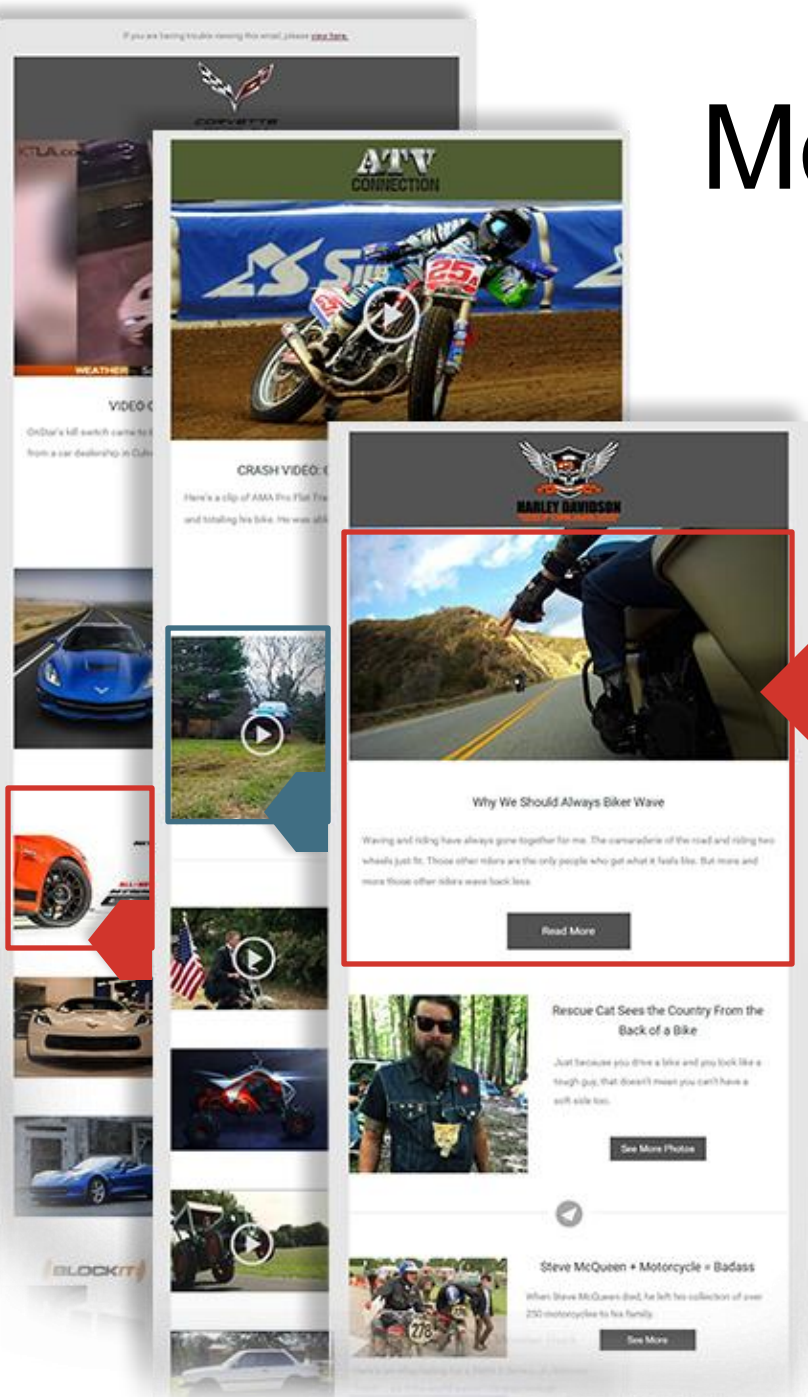
Monthly Newsletter

Breaking news, events, and human interest stories surrounding specific auto brands.

Sponsored Tiles

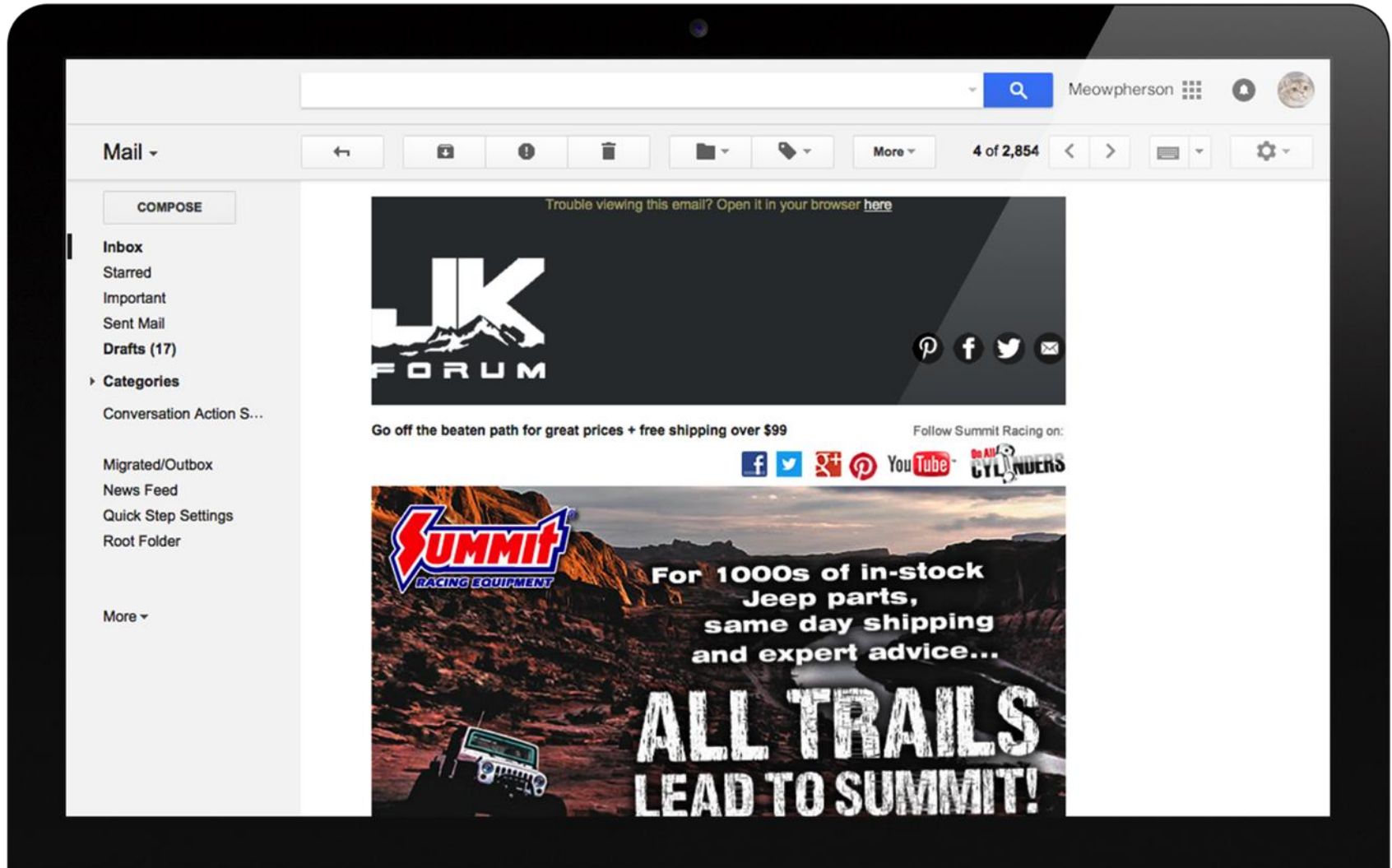
Product Highlight

Announcement



Email Blasts

Client specific email blast using custom content



Social Media

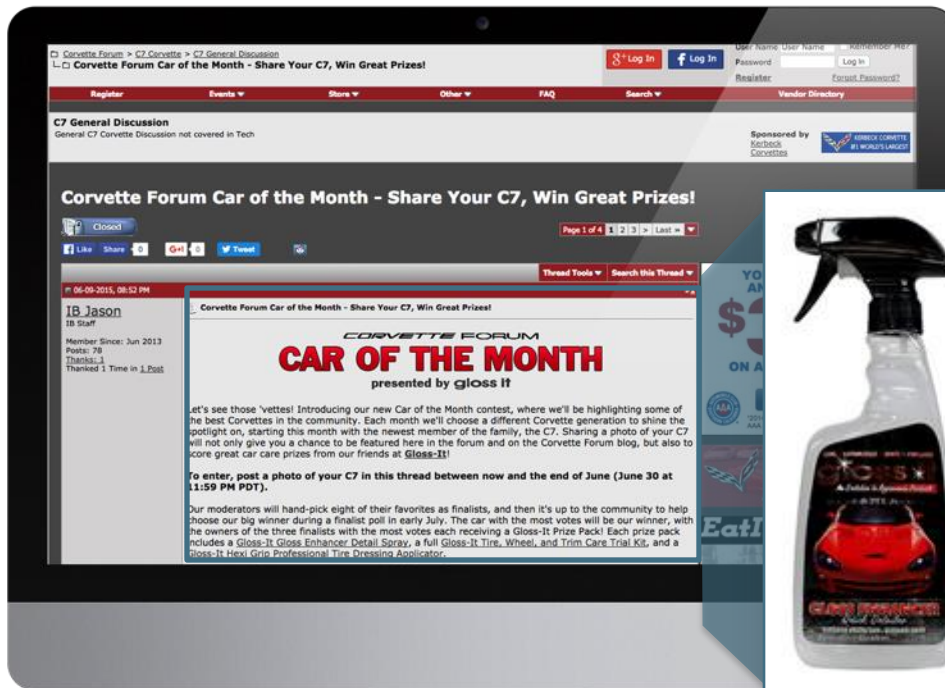


Custom Marketing

Packages can be customized to meet client's needs through consultation with our sales reps by optimizing placements.

We can also better focus your campaign by targeting:

Geography Behavior Keyword Demographics Contest & Surveys



Case Study #1 – New Product Launch

A tire manufacturer ran a banner campaign across a variety of Internet Brands Automotive sites for a 3 month campaign. Sites were selected based on the Audience Composition of the sites in relation to the manufacturer's target consumer for a new tire launch.

Internet Brands and the client were tracking overall Click Through Rates against all Sites and Ad Sizes with a goal of .1% or higher.



Additional tracking of Consumer Behavior based on Post-Click and Post-Impression activity on Dealer Locator and Tire Selector sections of the manufacturer's website provided daily by the client to Internet Brands.

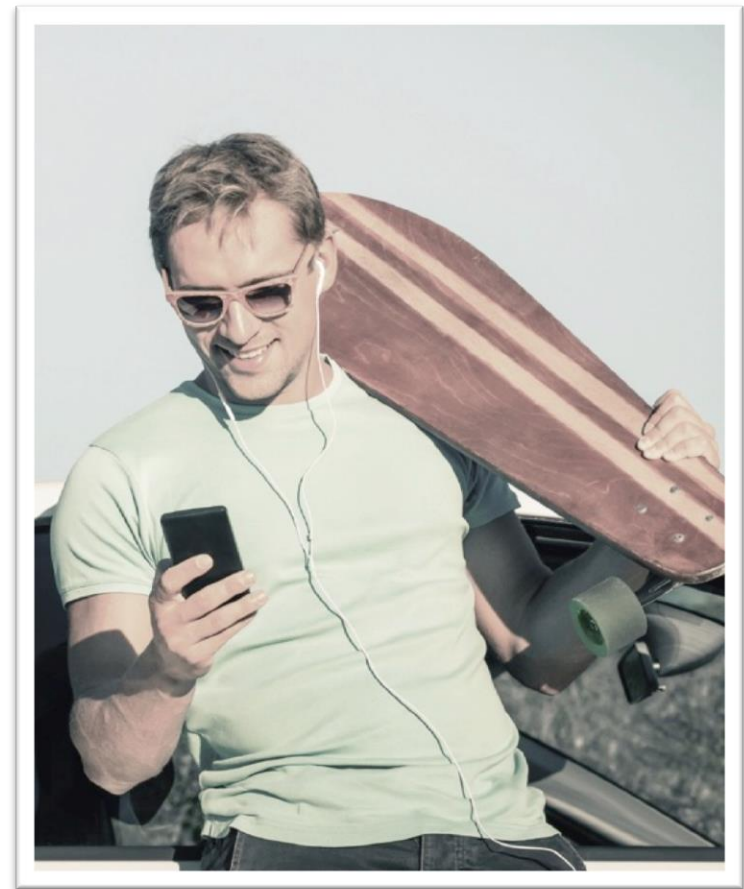
Daily Reports are utilized by Internet Brands to optimize the client's ad placements based on specific site performance and Index against post-click and post-impression goals.

Case Study #2 – Social Media Influencers

Internet Brands worked with manufacturer to identify Key Influencers on forums relevant to their products that could become “Brand Ambassadors” for the client.

Client has embraced these Brand Ambassadors and has brought them to key product events including the North American International Auto Show, Test-Drive Days and Product Demo Days. This resulted in many posts, threads, articles across our websites from contributors the forum community considers valuable sources.

Manufacturer also had posting privileges on the site and had active users involved daily in the forum communities answering questions and providing information to site users. Keyword alerts were also used to inform the client on any new and ongoing discussions regarding their products.



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Contact Details



ANY QUESTIONS ABOUT ADVERTISING
WITH INTERNET BRANDS ARE WELCOMED



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