THE DRIVE

CHRONICLE OF CAR CULTURE

MEDIA KIT 2024

The Drive delivers unique original features and covers the most vital news for consumers and car enthusiasts.

We speak to 6M+ people every month on our site and social media channels.

WHAT IS THE DRIVE?

THE CHRONICLE OF CAR CULTURE

We curate and contextualize the most important auto industry news for car enthusiasts and casual readers every day.

Our deep library of how-to and explainer stories give DIY'ers the confidence to take on new projects and consumers the insight to make the best purchases.

Unique feature stories, relatable misadventures, and deep-dives into cool corners of car history speak to the personal side of automobiles and keep superfan readers coming back.

BY THE NUMBERS

$100K
Average Household income

44%
25–44 years old

78/22
Male/Female split

6M
Uniques

1.2M+
Social

1.9M+
YouTube

70K
Newsletter

Source: Google Analytics 2023, Quantcast 2023

NEWS & CULTURE

Reporting, explaining, and contextualizing the most vital news from the world of cars.

INDUSTRY NEWS
New car releases, game-changing technology, transportation policy, and more...and why it matters.

CAR CULTURE
Cutting-edge creativity, personal stories, and adventures highlighting the human side of the car scene.

DEEP DIVES
Investigations into major moments, and stories behind the stories that captivate the audience.

1.4 M VIEWS

We Found Ford's Incredible Turbine-Powered Semi-Truck 'Big Red' That's Been Lost for Decades

600K VIEWS

How Thieves Are Stealing Hyundais and Kias With Just a USB Cable

1.3 M VIEWS

Company Builds Powerful 500cc 'One-Stroke' Engine, Immediately Installs It in a Miata

REVIEWS

Hands-on insights from experienced editors evaluating cars, accessories, services, and more.

ROAD TESTS
In-depth driving impressions from all kinds of cars driven all over the world.

PRODUCTS AND SERVICES
Tools, tech, accessories, apps, video games, and more. Anything automotive-adjacent can be tested by our staff.

2024 Chevy Silverado EV WT First Drive Review: Good Work Doesn't Come Cheap
By Nico DeMattia / Updated Jun 26, 2023

2023 Hyundai Elantra N Review: The Affordable Sport Compact Hero We Need
By Chris Rosales / Updated Apr 17, 2023

2024 Subaru Crosstrek Wilderness First Drive Review: Practical, Capable Overlander
By Andrew P. Collins / Updated Oct 2, 2023

2024 Nissan Z Nismo First Drive Review: A Good Car With Multiple Asterisks
By Chris Tsui / Updated Sep 25, 2023

DO IT YOURSELF

News you can use. Insights and instructions for how to get the most out of your car.

Service journalism that's about helping people. Learning a new skill, understanding how something works, getting answers you seek and saving money along the way.

HOW-TO
Step-by-step guides for DIY projects and car maintenance.

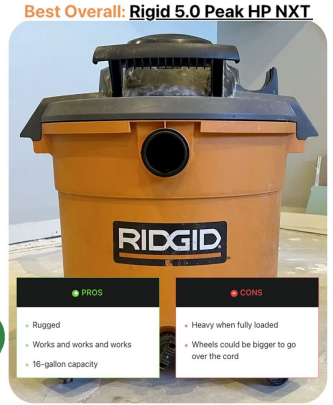
EXPLAINERS
Accessible answers to questions of "why" and "how." Mythbusting. Tools to understand cars.

DEALS & BUYING GUIDES

Spotlighting great buys on car parts, accessories, tools, electronics, toys, watches, and more.

DAILY DEALS
A new deal every day, handpicked by our staff.

DRIVE DEALS NEWSLETTER
Promote your brand in our twice weekly newsletter showing how to get the best products at the biggest savings.



FRANCHISES

The Drive's tentpole recurring features are unique, engaging, and accessible to a broad range of readers.

THE DRIVE AWARDS

The best of the best vehicles and products tested by The Drive staff rounded up every year.

Superlatives awarded by category.

PROJECT CAR DIARIES

Creating vicarious experiences for our audience with personal stories from our own garages.

Diversity in vehicle types and perspectives.

WILL IT DOG?

Practical, realistic, and fun car reviews from a pet owner's perspective.

Testing cars for pet-friendliness with a family of award-winning and photogenic animals.

THE DRIVE INTERVIEW

Conversations with some of the most interesting people in the automotive world.

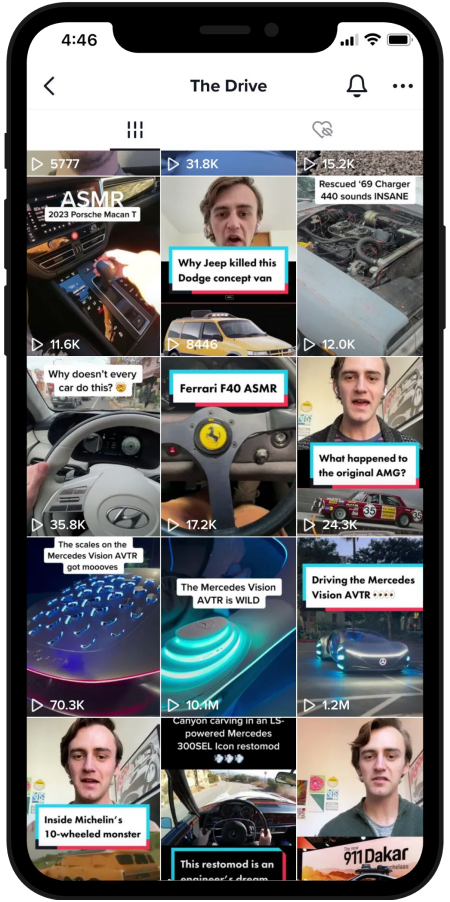
Racers, creators, executives, and more share unique insight.

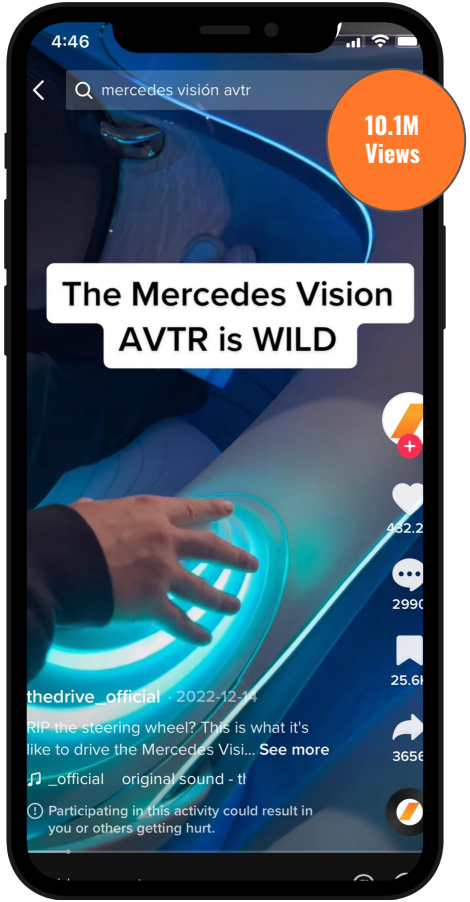
SOCIAL

Partner with us on Instagram (@TheDrive), Facebook, Twitter, or TikTok to get your brand in front of our fast-growing social audiences.

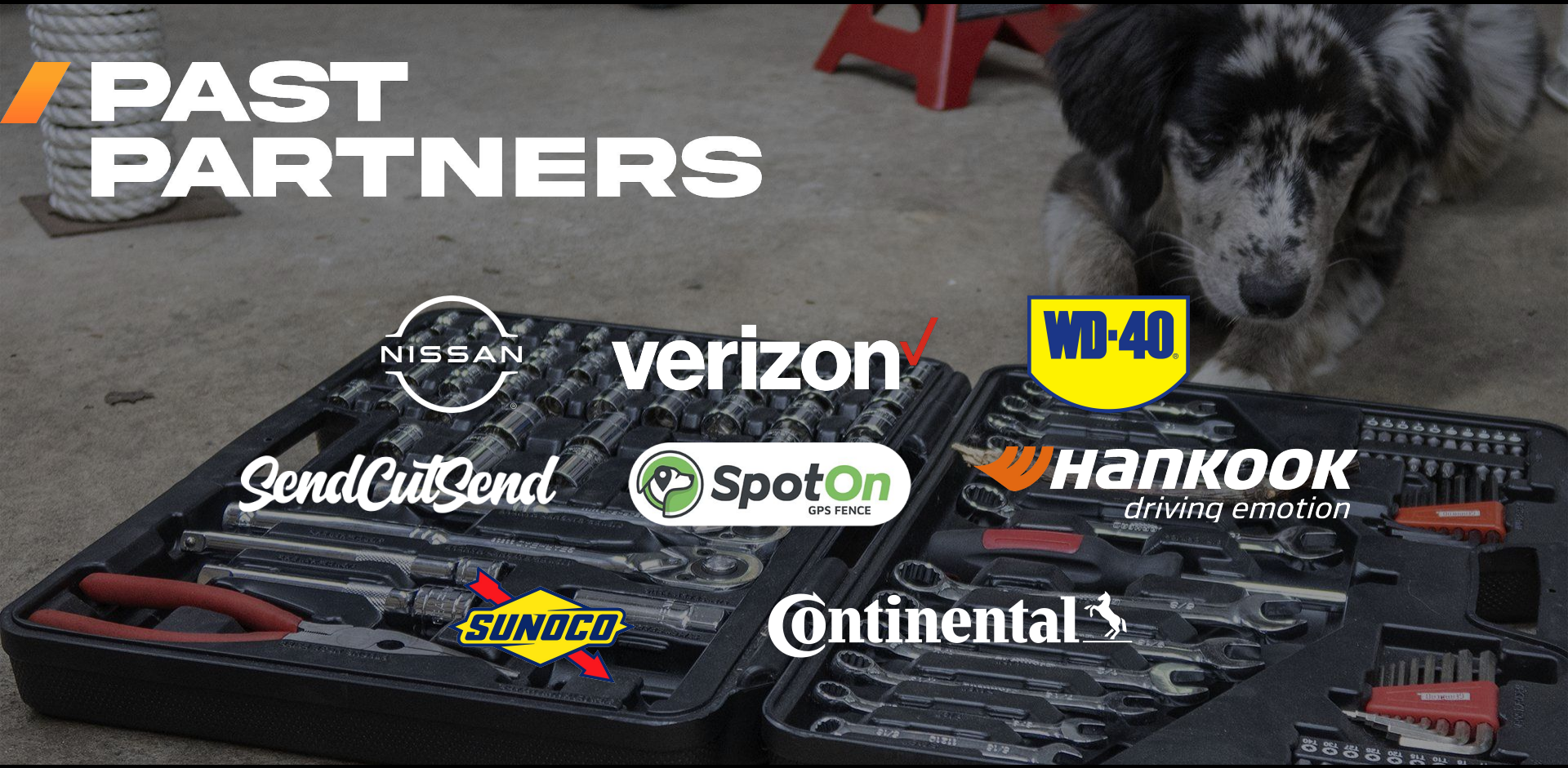
OPPORTUNITIES

- TikTok Video
- Instagram Reel
- Instagram In-Feed Posts
- Facebook In-feed Post





PAST PARTNERS



PARTNERSHIP OPPORTUNITIES

A full suite of creative offerings that channel The Drive's signature voice and look via its stable of editorial contributors, designers, and photographers.

BRANDED CONTENT
Branded content for client's owned and operated channels, access to the signature brand voice from endemic contributors.

VIDEO PRODUCTION
From snackable to cinematic, the brand can produce video assets for all platforms to reach your audience and help achieve your goals.

LEAD GENERATION
Target and convert intent-based visitors to TheDrive.com through through lead generation ad units in contextual environments.

SPONSORED COMMERCE
Travel with readers from the top to the bottom of the purchasing funnel, from awareness to the point of making a buying decision.

AUDIENCE + INTENT BASED TARGETING
Reach your precise audience through segmented audience and intent-based targeting based on demo, location, online behavior and more.

DATA & ANALYTICS
Measure and analyze how customers respond to or interact with your brand and marketing campaigns.

CONSUMER INSIGHTS
Gain a deeper understanding of your customer through partnered research and audience surveys tailored to your brand.

MEDIA TACTICS

WHY YouTube?

YouTube has become the dominant force in new media and streaming services, with a higher watch time than Netflix, NBC Universal, Paramount, and the list goes on.

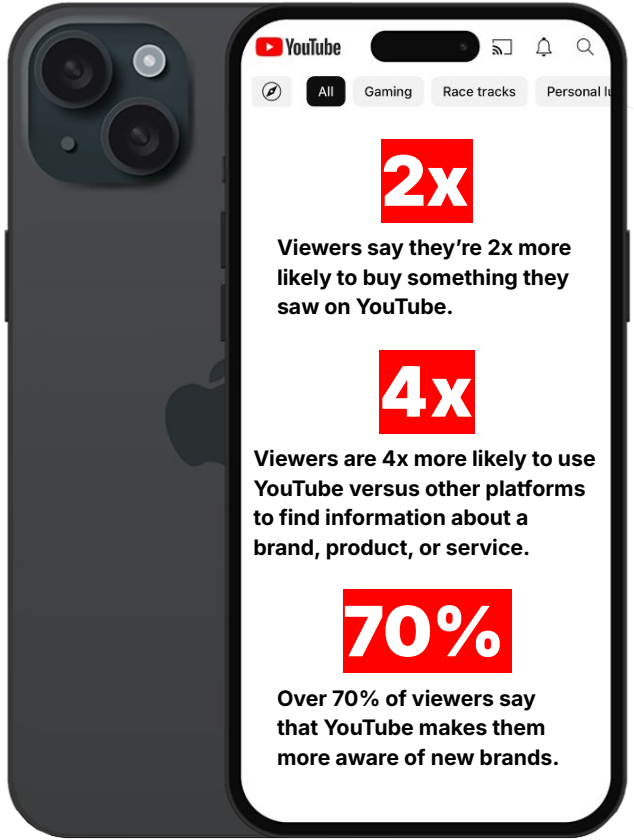
YouTube continues to become the go-to choice for many, with over **2 Billion Monthly Users** & viewers globally consume over **1 Billion Hours** on average of YouTube content on their TVs every day.

TC

YouTube dominates TV streaming in US, per Nielsen's latest report

FORTUNE

More people watch YouTube than NBCUniversal or Paramount as the internet keeps crushing traditional TV



*YouTube Official Blog, FEB 20, 2024

VIDEO SPONSOR

Sponsorship includes: “Sponsored by” logo on title card.

Mention + link in video description.

YOUTUBE PREROLL / MIDROLL

Run your ads on The Drive preroll and midroll or roadblock our Youtube channel with your spots

BRANDED SEGMENT

Host read :60 second segment within first 5 minutes of video.

YouTube

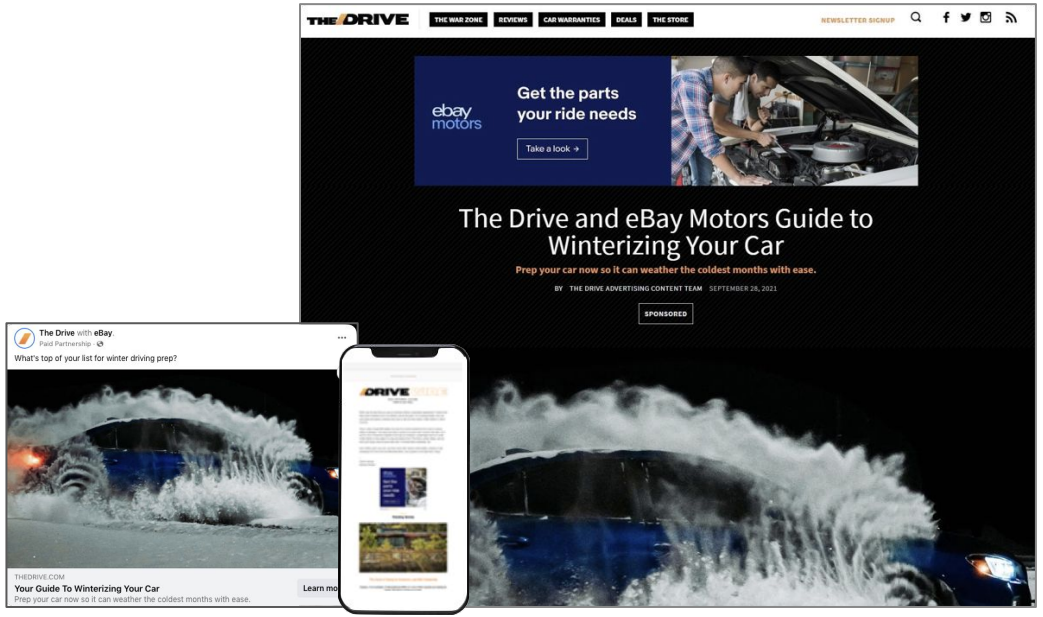
BRANDED CONTENT

Branded content reads like editorial by mimicking the look and feel of a traditional landing page but are identified as sponsored. This allows the opportunity to deliver customized brand messaging for for your brand.

In the voice of The Drive, we will create an article that entices our readers to explore the benefits of your brand. Your brand can provide copy points and images for brand messaging direction.

PACKAGE INCLUDES

- Custom article + Branded banner media surrounding the content
- Promoted via native display ads
- Facebook promotion
- Newsletter native promotion + branded banner media



/CARISMA

Carisma is our new hit series where we take a deep dive into some incredible and fascinating builds along with their owners. Carisma has been a fan-favorite from the start!

Reach our core and ever growing YouTube audience of 1.9M+ subscribers.

PACKAGE INCLUDES

- “Presented by logo” in show opener + :15 second VO branded segment
- 30k Guaranteed views
- $5,000 per spot - 2 Episode Minimum
- Link to video in one ENE

EXPLAINER VIDEOS

We are always on the lookout for some of the most interesting yet unknown stories in the automotive world.

This investigative side of our YouTube has proven to be loved by our audience and has generated some of our most viewed stories.

PACKAGE INCLUDES

- 100k Guaranteed Views
- :30 second branded segment
- $7,000 per episode
- Link to video in one ENE

He secretly changed this freeway sign, helped millions of drivers

4.2 Million Views

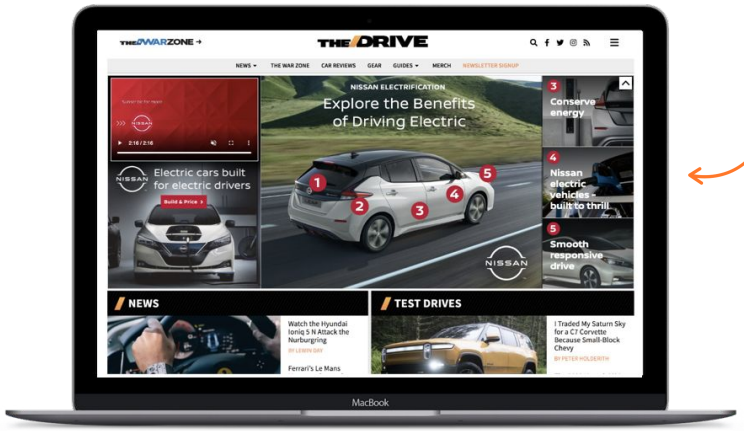
RICH MEDIA

OUTSTREAM VIDEO
The in-content video unit appears upon page load between paragraphs of editorial content. Video content will automatically play once unit is in view and sound begins on mouseover.

- :30 Second video max length
- Max file size under 3.5MB
- 16:9 Aspect Ratio

CARTOGRAPH UNIT
This dynamic placement features points of interest on a content page where users can click to learn more and visually explore your brand.

- Runs multi-platform as 300×400 on desktop and 300×250 on mobile



Live Demo Here

Supplied branded video creative

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