

THE **DRIVE**

2022 MEDIA KIT



THE DRIVE

THE WORLD OF SPEED

The Drive brings you the best of what's new in the world of speed, from gear reviews to the latest industry coverage.

AUDIENCE

CAR ENTHUSIASTS
AUTO INSIDERS
CAR CULTURE JUNKIES

25-39 MEDIAN AGE
\$100-150k AVERAGE HHI
63%/37% MALE/FEMALE

REACH

8.5M MONTHLY UNIQUES
3.1M SOCIAL FOLLOWERS
70,000 EMAIL SUBSCRIBERS

OUR EXPERTISE

CAR CULTURE

GEAR, PARTS, &
TOOLS

DETAILING

AUDIO & TECH

ELECTRIC
VEHICLES

MOTORSPORTS

TEST DRIVES

OFF-ROAD



AUDIENCE

8.6x

more likely to be interested in
Electric Vehicles (EV)

8.0x

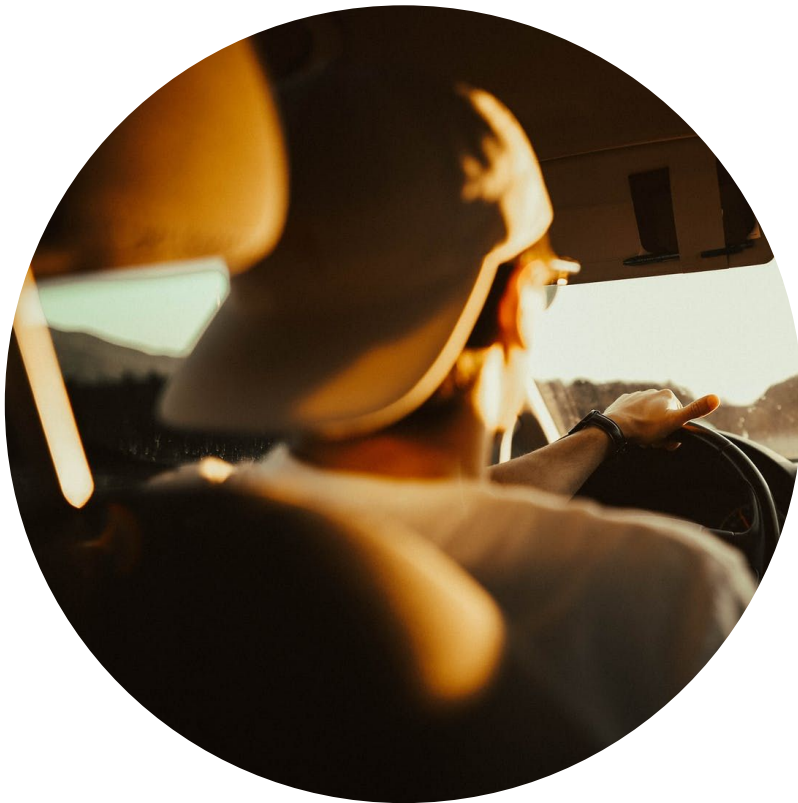
more likely to be interested in Pickup
Trucks

4.1x

more likely to be interested in Buying
& Selling cars

3.7x

more likely to be interested in
Motorsports



25–39

AVERAGE AGE RANGE

\$100–150K

AVERAGE HHI

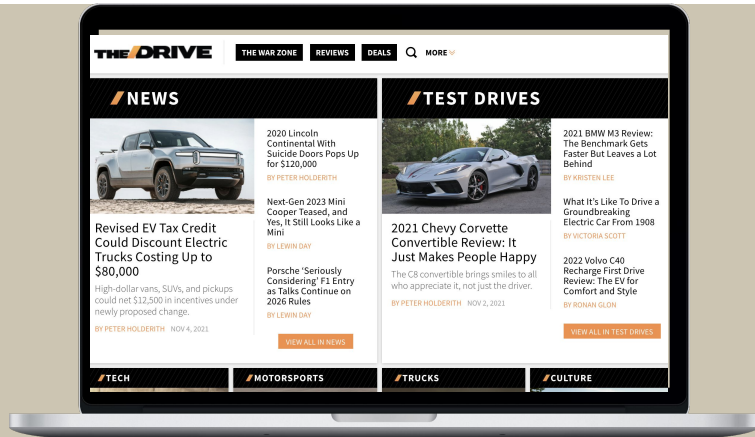
63%/37%

MALE/FEMALE

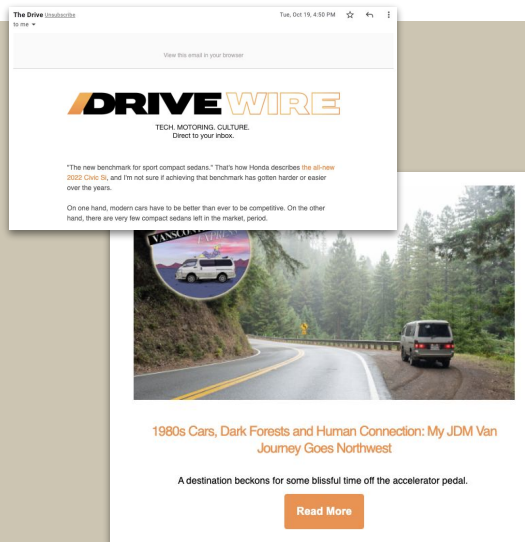
Source: Quantcast 2021

PLATFORMS

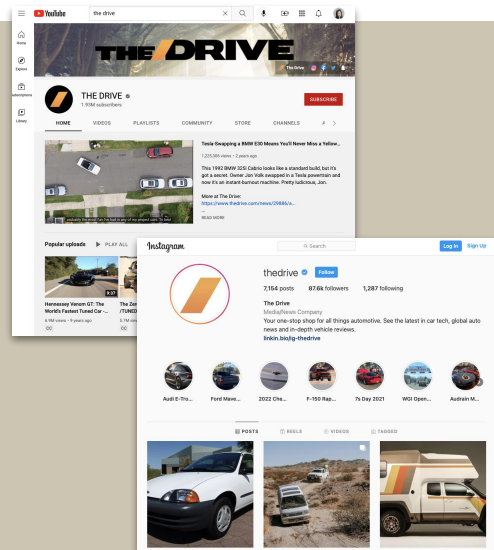
WEBSITE



EMAIL



SOCIAL



BY THE NUMBERS

THEDRIVE.COM

Unique monthly visitors	8,500,000
Male	63%
Female	37%
Median Age	25-39
Median HHI	\$100-150

SOCIAL MEDIA

YouTube Subscribers	1,930,000
Facebook Followers	921,000
Twitter Followers	137,000
Pinterest Followers	541,500
Instagram Followers	86,000

EMAIL NEWSLETTERS

Editorial newsletter subs	70,000
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