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
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
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