



www.automotiveaddicts.com

Malcolm Hogan

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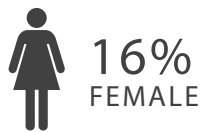
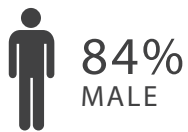
ABOUT THE BLOG

AutomotiveAddicts.com was proudly founded in 2004 by Malcolm Hogan as a personal hobby website. The site was originally created for auto enthusiasts of all types, including enthusiast who like super cars, driving fast, or just simply enjoy the presence of other car lovers. The site has evolved over the past 13 years, and now provides compelling, candid, and in depth car reviews each week, from various industry influencers, plus the site delivers original content, without recycling material from other networks. Since its inception AutomotiveAddicts.com has participated with the local car enthusiast community and in 2013 began overseeing of the 8-year-running Automotive Addicts Cars and Coffee monthly event in Jacksonville.

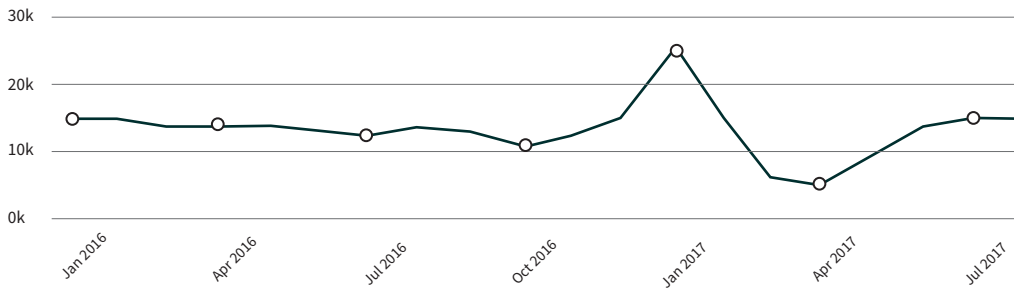
With a wide array of automotive news, original features, shows, and related multimedia content and a central focus on the automotive world, AutomotiveAddicts.com is able to offer advertisers with ad spots to display products, services, websites or any other resource that may be remotely related to the automotive enthusiast audience.

SITE TRAFFIC

The traffic to AutomotiveAddicts.com is comprised of 54% from organic search, 34% from direct search, and 8% from referral links. The age demographic is fairly evenly distributed between age groups: 18-24 (14.3%), 25-44 (22%), 35-44 (20%) and 45-54 (25.9%).



74% United States
4% United Kingdom
3% Canada



BLOG STATS

40,158

Page views per month

12,936

Average sessions per month

10,930

Unique visitors per month

3.10

Average pages per sessions

1,355

Unique interest categories

37

Average referring links per month

SOCIAL FOLLOWERS



19k+ followers



7k+ followers



500+ followers



1k+ followers



300+ followers



500k+ Views



1k+ followers



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SERVICES OFFERED

Guest Blog Post

Guest Blog Posts allow brands to get their content in front of readers of AutomotiveAddicts.com. Since the site targets auto enthusiast, we regularly look for great content geared to this demographic.

\$125 per post

Social Media Campaign

We are passionate about our online and social presence and we love authentic engagement with our followers. A social media campaign allows us as an influencer to help our readers know more about your brand and its benefits.

\$250 per campaign

Contest and Giveaways

We do some pretty amazing things at AutomotiveAddicts.com to engage with our community. Contest & giveaways are a great way to showcase your brand and products and promote them our readers and subscribers.

\$250 per event

MARKETING RATES

WEB AD SPECS	1 MONTH	6 MONTH	12 MONTH
Leadboard 728x90	\$500.00	\$450.00	\$400.00
Rectangle ATF 300x250	\$350.00	\$315.00	\$300.00
Rectangle BTF 300x250	\$250.00	\$225.00	\$200.00
Skyscraper 300x600	\$250.00	\$225.00	\$200.00

OTHER SPECS	ONE WEEK	TWO WEEKS	One Month
Email Blast Distribution	\$250.00	\$225.00	\$200.00
Sponsored Blog Post	\$250.00	\$225.00	\$200.00
No-Follow Back Links URL	\$250.00	\$225.00	\$200.00
Straigh Back Links URL	\$2500.00	\$2250.00	\$2000.00

