

**Automobile**  
mag.com

**MOTOR TREND.COM**

automotive.com®  
where your car search begins™

**IntelliChoice**  
CHOOSE YOUR CAR WISELY

internetAutoGuide.com

**AutoMall USA**

Autobuyguide.com

NewCar.com



**SOURCE**  
**INTERLINK**  
**MEDIA** ▲  
AUTOMOTIVE DIGITAL  
www.SIMautomotive.com

**2010 MEDIA KIT**  
**MOTOR TREND AUTO GROUP**

# IN-MARKET/MOTOR TREND AUTO GROUP PROFILES



The Motor Trend Automotive Group, often referred to as the “In-Market Group” is the automotive editorial authority. With flagship properties including Motor Trend, Automobile Magazine, IntelliChoice, and Automotive.com, we produce brands that appeal to the masses. Driven by superior Search Engine Optimization, the group is comprised of eight In-Market websites with New Car Buyer’s Guides and Used Car Classifieds. Informative editorials and blog/forum commentaries give enthusiasts insight to some of the nation’s most dominant web sites in the automotive industry.

## SITE PROFILES

### [MOTORTREND.COM](http://MOTORTREND.COM)

MotorTrend.com is a source of automotive information and entertainment, aimed towards the mainstream car audience. Online features include the New and Used Car Buyer’s Guide with price comparison tools, reviews, interactive interior and exterior car shots, and up-to-date auto loan rates and pricing. Buyers can obtain price quotes from MotorTrend.com’s dealer network. Enthusiasts are presented with compelling technical articles, video, active blogs and forums. “Green” pages containing hybrid/eco-friendly automotive content can be found on the website, as well as “Wide Open Throttle” - automotive content that is updated every hour; bringing enthusiasts the latest in automotive news.

### [AUTOMOBILEMAG.COM](http://AUTOMOBILEMAG.COM)

AutomobileMag.com covers how automobiles fit in one’s sophisticated lifestyle. Visitors will find long-term reviews of their latest car or truck, design articles, opinions on current trends, and plenty of image galleries and video. Interactive forums and blogs give readers and editors a chance to discuss the most recent news on such concerns. For buyers, AutomobileMag.com provides the most current information via the New/Used Car Buyer’s Guide, test drives, and plenty of tools to determine vehicle pricing, current rebates, safety features, and even recall information.

### [AUTOMOTIVE.COM](http://AUTOMOTIVE.COM)

Automotive.com is a consumer-focused portal and information web site. Tools to help consumers research vehicles include the New/Used Car Buyer’s Guide with interactive fields, links, and menus to specify their desired car, price range, and even location information. By providing secured information such as zip codes, potential buyers can quickly get in touch with local car dealers. Active blogs and forums assist visitors to make car choices, receive response to car troubles, and find the latest specials or vehicle recalls. Automotive.com also pulls content from the collection of over 60 automotive websites of Source Interlink Media.

### [INTELLICHOICE.COM](http://INTELLICHOICE.COM)

IntelliChoice.com provides an objective point of view for consumers to find the best vehicle for their want and lifestyle based around its Best Overall Value system. With its data-driven content, this Internet-only site publishes a monthly BOV listing and its associated awards throughout the year. Readers can check out the numerous How-To articles before using the site’s web tools to find the nearest dealership or seller, and obtain the latest pricing, photos, or even a local classified posting. The Buyer’s Guide provides automobile pricing, specifications, ownership cost, and leasing data through the use of interactive menus on the web site.

# IN-MARKET/MOTOR TREND AUTO GROUP PROFILES



## [AUTOBUYGUIDE.COM](http://AUTOBUYGUIDE.COM)

AutoBuyGuide.com provides a simple, clear web page for car buyers to find new or used car information in a single glance and click. New car prices, used car classifieds, and the latest photos of some of the hottest models out today are all presented. More in-depth information, such as all recalls for trucks or the latest used cars for sale is just a click away. AutoBuyGuide.com illustrates that ease of use doesn't mean limited content or detail.

## [INTERNETAUTOGUIDE.COM](http://INTERNETAUTOGUIDE.COM)

InternetAutoGuide.com provides consumers multiple ways to obtain vehicle information. From drop-down menus that let buyers select their vehicles to obtain the best quotes, to specific sections like 'Car Reviews' for more casual browsing, the web site is designed to let the buyer research their vehicles their way.



## [NEWCAR.COM](http://NEWCAR.COM)

NewCar.com's interactive format visually guides buyers in selecting, then obtaining, information and quotes on their desired cars. Navigation menu options provide quick vehicle specifications and links for reviews, rebates, and even safety ratings. Buyers can configure their vehicles, then compare it with others in its segment side-by-side through NewCar.com's 'Compare' feature.

## [AUTOMALLUSA.NET](http://AUTOMALLUSA.NET)

AutoMallUSA.net is the guide to vehicle information online. Consumers are able to search New and Used cars with ease, as they peruse through multiple automotive-related topics including: car ratings, gas prices, auto rebates, car incentives, and auto insurance.



## [MOTORTRENDENESPANOL.COM](http://MOTORTRENDENESPANOL.COM)

MotorTrendEnEspanol.com provides MotorTrend.com's content for the Spanish-speaking market. Aimed at the enthusiast, the web site provides Motor Trend's translated magazine online where it is joined with exclusive site articles and images. New vehicle information, reviews, and news are all a click away. Visitors can also subscribe to the magazine's digital edition.



# ABOUT OUR AUDIENCE



## SIM IN-MARKET AUTO GROUP AUDIENCE

Male Users	55%
Mean Age	43
Mean HHI	\$74,000
College Educated	75%
Professional/Managerial or Self Employed	30%
Employed Full or Part Time	76%

## RESEARCH ONLINE MORE THAN THE AVERAGE ONLINE USER

Research new/used vehicle purchase, last 30 days	131 Index
Seek or post product reviews, last 30 days	179 Index

## PARTICIPATE IN ONLINE ACTIVITIES MORE THAN THE AVERAGE ONLINE USER

Seek or give advice online, last 30 days	162 Index
Publish blog on blogging and social networking sites	196 Index
Auctions: Purchased item last 30 days	176 Index
Participate in online incentive/reward programs	143 Index
Participate in sweepsatkes/lottery	134 Index

## MORE INFLUENTIAL THAN THE AVERAGE ONLINE USER

Provide frequent advice about cars/automotive	108 Index
Be any business purchase decision maker/influencer	150 Index
Provide online shopping e-commerce advice	144 Index
Be a business purchase decision maker or influencer for a car/truck/van	104 Index

## SHOP/PURCHASE ONLINE MORE THAN THE AVERAGE ONLINE USER

Purchased new/used cars/trucks online last 30 days	130 Index
Purchased used cars/trucks online, last 30 days	138 Index
Definitely will purchase a new car/truck, next 6 months	113 Index
Shopped online for a new automobile, last 30 days	178 Index
Shopped online for a used automobile, last 30 days	190 Index
Shopped online for a new/used automobile, last 30 days	181 Index
Purchased auto parts online, last 30 days	136 Index
Shopped online auto loans, last 6 months	224 Index

## OTHER INTERESTS

Fix/renovate their cars as a personal interest	115 Index
Purchase event tickets online	167 Index

Source: Nielsen Online @Plan, Release 2, 2010

# THE SIM AUTOMOTIVE GROUP



## DEFINITELY WILL PURCHASE A NEW OR USED CAR OR TRUCK (NEXT 6 MONTHS)

MSN Autos	170 Index
Kelly Blue Book	122 Index
<b>SIM In-Market Group</b>	<b>109 Index</b>
Edmunds	96 Index
AOL Autos	93 Index
AutoTrader	75 Index

Source: Nielsen Online @Plan, Release 2, 2010

## THE SIM AUTOMOTIVE GROUP IS AMONG THE LARGEST AUTOMOTIVE ENTITIES

Kelly Blue Book	4.7 Million Unique Audience
Edmunds	4.4 Million Unique Audience
<b>SIM Automotive Group</b>	<b>3.9 Million Unique Audience</b>
Autotrader	3.7 Million Unique Audience
<b>SIM In-Market Group</b>	<b>2.8 Million Unique Audience</b>
Cars.com	2.2 Million Unique Audience
Jumpstart	1.4 Million Unique Audience
Carmax	1.4 Million Unique Audience

Source: Nielsen Online NetView, August 2010



# AD UNITS



## IAB ADVERTISING UNITS AND SPECIFICATIONS

Ad unit sizes:

728x90	(Fig. A)
250x90	(Fig. B)
160x175	(Fig. C)
160x600	(Fig. D)
300x250	(Fig. E)

Max file size:

160x600, 300x250, 728x90	50kb
160x175 and 250x90	15kb

File types: JPG, GIF, Flash, HTML

Max Loops: 3 loops (15 seconds/loop)

Flash version accepted: 8 or below

## EXPANDABLE SIZE MAX (CLICK TO EXPAND)

Initial Size	Expanded size	Direction of expansion
160x600	320x600	Right
300x250	450x250	Right
728x90	728x180	Downward
160x175	280x175	Right

Close method: Click or roll off

We allow pinning, there must be a prominent close button

Initial file size: 50kb

Maximum file size expanded state: 100kb

Close button: Required

Initial animation: 15 seconds

Max loops: 3 loops (15 seconds/loop)

Video: Non-user initiated

Audio: User initiated

Max video/audio length: 30 seconds

Audio/video buttons required: Play, Stop, Pause, Mute, Restart

## NOTES FOR FLASH CREATIVES:

For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have exported SWF to us. Back-up GIFs should be supplied with the SWF files and be under 40kb in size.

```
Click tag for flash (case sensitive):
on (release) {
  get URL (_level10.clickTag,"_blank");
}
```

We accept all DART-supported forms of rich media including the following: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

Please contact [traffic@sorc.com](mailto:traffic@sorc.com) with any questions or concerns.

# OTHER ADVERTISING OPPORTUNITIES



## HOMEPAGE SPOTLIGHTS:

Showcase vehicles directly on the homepage of Consumer Auto Group websites.

## BEHAVIORAL TARGETING:

Target your messages and offerings to consumers interested in specific automotive segments or makes.

## REGIONAL ADVERTISING:

Tailor dealer association messages to consumers in targeted geographic areas.

## SITE SPONSORSHIPS:

Increase visibility with this constant, above-the-fold, premium placement on all pages of a website.

## CUSTOM SOLUTIONS:

We can turn your ideas to reality. Please consult your Digital Sales representative for more information.

## MICROSITES:

Go “beyond the banner” and engage directly with your core audience. Leverage our massive portfolio of automotive web sites and the automotive enthusiasts that frequent them.

