

europaean car
MAGAZINE

eurotuner

HONDA TUNING

IMPORT
tuner

modified
THE TECHNICAL PERFORMANCE REPORT

SUPER
STREET

turbo
ALL MOTOR - TURBO - SUPERCHARGERS - INJECTOR - POWERSTEERING - STREET - DRAG RACING
ターボ & HIGH TECH PERFORMANCE

VW Trends



2011 MEDIA KIT

TUNER GROUP

SOURCE
INTERLINK
MEDI ▲
AUTOMOTIVE DIGITAL
www.SIMautomotive.com

TUNER GROUP PROFILES



From European luxury cars and Japanese street racers, to stereos and electronics, the Tuner Group attracts the next generation of car consumers, and reaches the younger demographic. Besides a strong emphasis on performance, speed, and style, these websites spotlight the pop culture of fashion, music, and technology.

SITE PROFILES

EUROPEANCARWEB.COM

With an emphasis on the most highly modified and technically superior European cars, European Car delivers straight forward advice and product evaluations based on expert hands-on analysis. The site menu and search allows readers to find unique reviews, technical articles, and opinions. Forums allow enthusiasts to post their questions while replying to others. Blogs allow similar functionality while providing the most up-to-date news.

EUROTUNER.COM

Eurotuner shares the latest and hottest European automotive performance styling and technological trends with users. Focusing specifically on the entry-level European tuning segment, the site provides unique, site-specific articles, and search capability. Forums and blogs provide the most up-to-date news and trends while allowing fans to post their questions, opinions, and comments and respond in turn.

HONDATUNINGMAGAZINE.COM

Honda Tuning fuels the passions of enthusiasts who own the most popular sport-compact platform - Honda/Acura. Users can read the most current news and respond using the onsite forums and blogs. An easy-to-use link system makes finding articles, opinions, and technical details a click away.

IMPORTTUNER.COM

Import Tuner Online sets the style agenda for teens and young adults living a cutting-edge automotive driven lifestyle. Enthusiasts can check out the latest on mods and current events. Forums and blogs allow fans to post questions or discuss issues. A popular "Readers Rides" section provides a platform for users to upload photos of their cars and create profiles to share with and rate other profiles.

TUNER GROUP PROFILES



MODIFIED.COM

Modified is the insider's source for news and information for fast and furious sport compact and import cars. Enthusiasts can read about the latest industry news, NOPI, NHRA, Formula D, D1GP, HIN, and SEMA. The website provides event coverage, products, videos, and plenty of images of MODIFIED Girls.



SUPERSTREETONLINE.COM

Super Street sets the standard of the tuner culture by focusing on what teens and young men crave: extensive coverage of the best performing compact cars, the coolest aftermarket parts and products, the must-have games, the best entertainment, and "eye candy" ('nuff said). Coverage includes the most recent articles from the magazine; older reviews and event coverage; and multi-media video as well as sheetmetal and flesh. With a unique style marked by irreverent humor, Super Street wraps it all up in a testosterone-driven and very entertaining package.



TURBOMAGAZINE.COM

Turbo & High-Tech Performance takes a hardcore, no-nonsense approach to the most highly tuned and stylized cars prowling the import scene. Builders, enthusiasts, and fans can find the latest technical article on engine tuning using the site's links and images, or do a quick search using the Search function. Blogs and forums are available for fans to post questions or respond to them.



VWTRENDSWEB.COM

VW Trends covers the full range of classic Volkswagen cars, from the VW Bug to the Type I Beetle, to the Type II Kombi, and more. Features project cars, technical content, car shows, wallpapers, and community forums.

ABOUT OUR AUDIENCE



EUROPEAN CAR AUDIENCE

18-49 Users	54%
Male Users	84%
Mean Age	39
Mean HHI	\$75,000
Page Views*	442,000
Unique Visitors*	153,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

EUROTUNER AUDIENCE

18-49 Users	81%
Male Users	71%
Mean Age	33
Mean HHI	\$85,000
Page Views*	835,000
Unique Visitors*	178,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

HONDA TUNING AUDIENCE

18-49 Users	69%
Male Users	71%
Mean Age	30
Mean HHI	\$81,000
Page Views*	952,000
Unique Visitors*	158,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

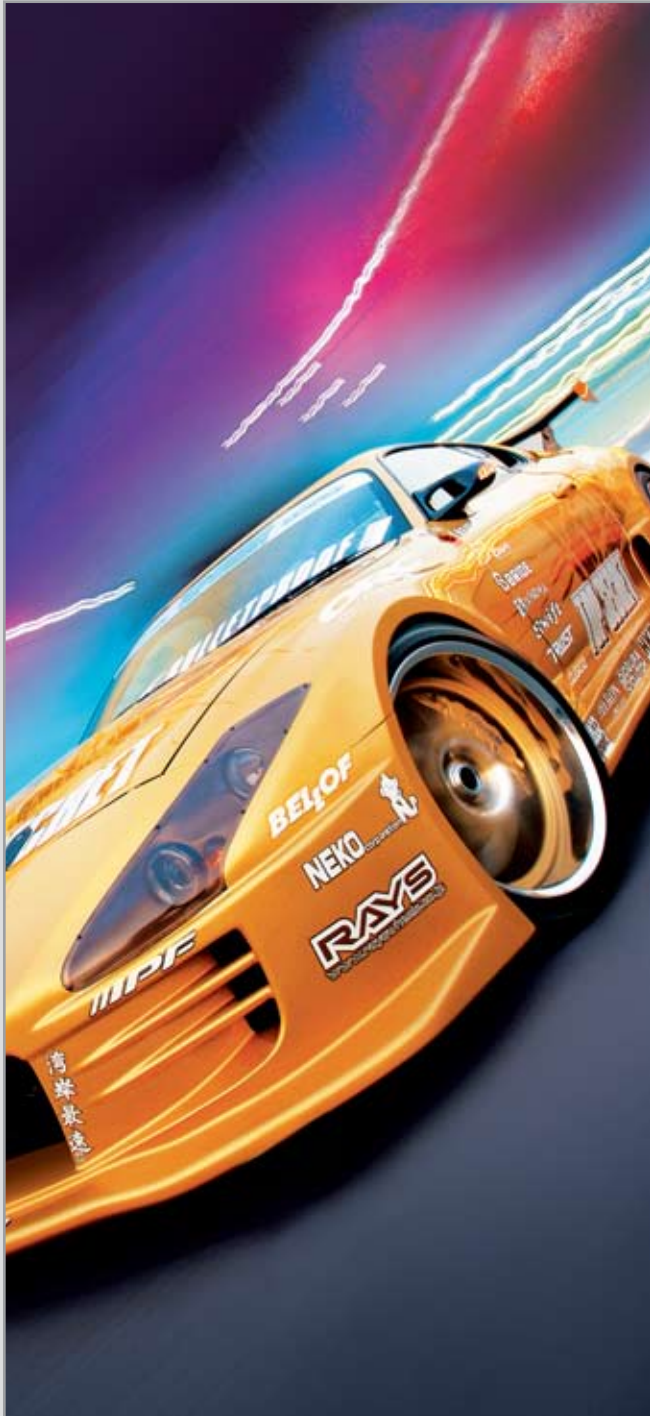
IMPORT TUNER AUDIENCE

18-49 Users	74%
Male Users	77%
Mean Age	29
Mean HHI	\$68,000
Page Views*	1.3 Million
Unique Visitors*	245,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

ABOUT OUR AUDIENCE



MODIFIED AUDIENCE

18-49 Users	78%
Male Users	83%
Mean Age	29
Mean HHI	\$71,000
Page Views*	734,000
Unique Visitors*	208,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

SUPER STREET AUDIENCE

18-49 Users	83%
Male Users	75%
Mean Age	29
Mean HHI	\$65,000
Page Views*	1.2 Million
Unique Visitors*	224,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

TURBO & HIGH TECH PERFORMANCE AUDIENCE

18-49 Users	84%
Male Users	72%
Mean Age	29
Mean HHI	\$74,000
Page Views*	567,000
Unique Visitors*	157,000

Source: ComScore Metrix, 3-Month Avg, December 2010

* Nielsen Online SiteCensus YTD Monthly Avg, December 2010

VW TRENDS AUDIENCE

Page Views*	133,000
Unique Visitors*	25,000

Source: * Nielsen Online SiteCensus YTD Monthly Avg, December 2010

AD UNITS



IAB ADVERTISING UNITS AND SPECIFICATIONS

Ad unit sizes:

728x90	
250x90	
160x175	
160x600	
300x250	

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	Homepage Left/Other pages Right
300x250	450x250	Right
728x90	728x180	Downward
160x175	280x175	Right

Close method:

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 50kb 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 with any questions or concerns.

OTHER ADVERTISING OPPORTUNITIES



READERS RIDES:

A personal car space for all lowriders, where members can post ride profiles, view car photo galleries or rate others' rides.

PRODUCT SHOWCASE:

Showcase a new product directly on the homepage of select websites. Exclusive placement for an entire month.

VIDEO SPONSORSHIPS:

Place :15 or :30-second video commercials before/after all videos played on select websites. Repurpose your TV commercials!

REGIONAL/LOCAL ADVERTISING:

Target your ads regionally or locally.

COOPERATIVE ADVERTISING:

Use available co-op advertising funds to promote a product/brand with "clicks" routed to authorized resellers.

TOTAL SITE SPONSORSHIP:

A Powerful branding option. Exclusive placement on every page of a website for one month.

CONTENT TARGETING:

Target ads to certain sections and articles.

MINI CATALOG:

Rich Media ad expands to show an assortment of products. This ad can be updated frequently and clicks-through to your product page.

MICROSITES:

Semi-Custom microsites provide turnkey promotional campaigns. Leverage one of our microsite solutions to expand your campaign and engage directly with your core target audience. Custom solutions are also available.