

2021 MEDIA KIT

THESPEEDJOURNAL.COM



*Specializing in Automotive News,
Exclusive Features, For Sale,
Directories & More.*

With an extensive automotive and motorsports background, The Speed Journal was founded in 2017 and features news and highlights from around the globe. We also showcase classic & exotic cars for sale, driving school & driving experience directories, as well as videos from leading influencers in the car world.

TSJ Driver's Series



The Speed Journal's Jeff Francis with ex-F1 Driver Mark Webber at the Porsche Experience Center, Le Mans, France.

The Speed Journal's Driver's Series scours the world to find and explore compelling driving experiences for the driving enthusiast with a passion for speed. We send our resident driver Jeff Francis to get behind the wheel and report back to Speed Journal readers to ride along virtually or become inspired to take on the driving experiences themselves.

HIGHLIGHTS

1,000,000+
PAGEVIEWS

90,000+
UNIQUE VIEWERS/YEAR

4,000,000+
IMPRESSIONS/YEAR


230,000+
FACEBOOK FOLLOWERS


6,000+
INSTAGRAM FOLLOWERS

FULLY RESPONSIVE WEBSITE = FULLY RESPONSIVE CONTENT

The Speed Journal employs a fully responsive architecture, which serves as the **perfect platform to view content regardless of the device.**



USERS BY DEVICE

Approximately half of TSJ users rely on smart phones and tablets.



49.8% Mobile

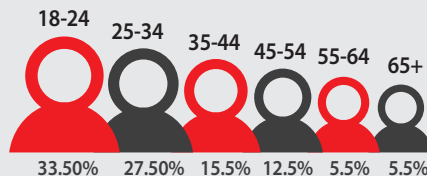


50.2% Desktop

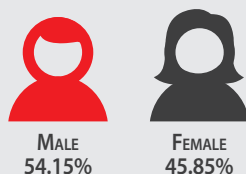
THE SPEED JOURNAL - OUR AUDIENCE BY THE NUMBERS

USER DEMOGRAPHICS

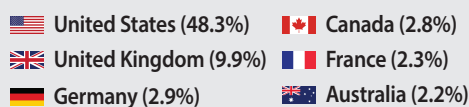
USER BY AGE



USER BY GENDER



USER BY COUNTRY



“

The Speed Journal boasts leaders from the automotive industry as well as enthusiasts around the world as its users. Our reach is truly global, with nearly 50% of viewers located in the United States.

”

ORGANIC IMPRESSIONS

Google Impressions/Month: 300,000+
Google Impressions/Year: 4,000,000+

UNIQUE VISITORS

Total Unique Users/Month: 7,500
Total Unique Page Views/Month: 15,500

OUR MEDIA PARTNERS

The Speed Journal has developed relationships with countless international automotive brands, as well as public relation companies which provide much of our PR stories, photographs and video. The following is a list of major automotive brands that contribute to The Speed Journal's high-quality content.

Acura	Chevrolet	Karma Automotive	RM Sotheby's
Alfa Romeo	Dodge	Koenigsegg	Range-Rover
Alpine	Ducati	Lamborghini	Rolls-Royce
Aston Martin	Ferrari	Lotus	Silverstone Auctions
Audi	Ford	MINI	Tag Heuer
BAC Mono	Goodwood Festival of Speed	Maserati	The Petersen Museum
BMW	HAAS F1	McLaren Automotive	Toyota
Barrett-Jackson Auctions	Hennessey Performance	Mecums Auctions	Volkswagen
Bentley	Honda	Mercedes-Benz	Weathertech Raceway Laguna Seca
Bonhams Auctions	Indian Motorcycles	Nissan	Williams F1
Bugatti	Indycar	Pininfarina Automotive	
COYS Auctions	Jaguar	Porsche AG	

THE SPEED JOURNAL AD RATES

HOMEPAGE AD RATES

***Website Masthead Banner
(Site-Wide)**

\$1,500.00/Month

Feature Billboard

\$500.00/Month

Middle Billboard

\$500.00/Month

Bottom Large Leaderboard

\$250.00/Month

Box 1, 2, or 3

\$250.00/Month

ARTICLE AD RATES

****Top Large Leaderboard
"News Articles"**

\$1,000/Month

**Bottom Large Leaderboard
"News Articles"**

\$500.00/Month

Sidebar Skyscraper

\$350.00/Month

Sidebar Box

\$250.00/Month

**Video Box
(Category-Wide)**

\$350.00/Month

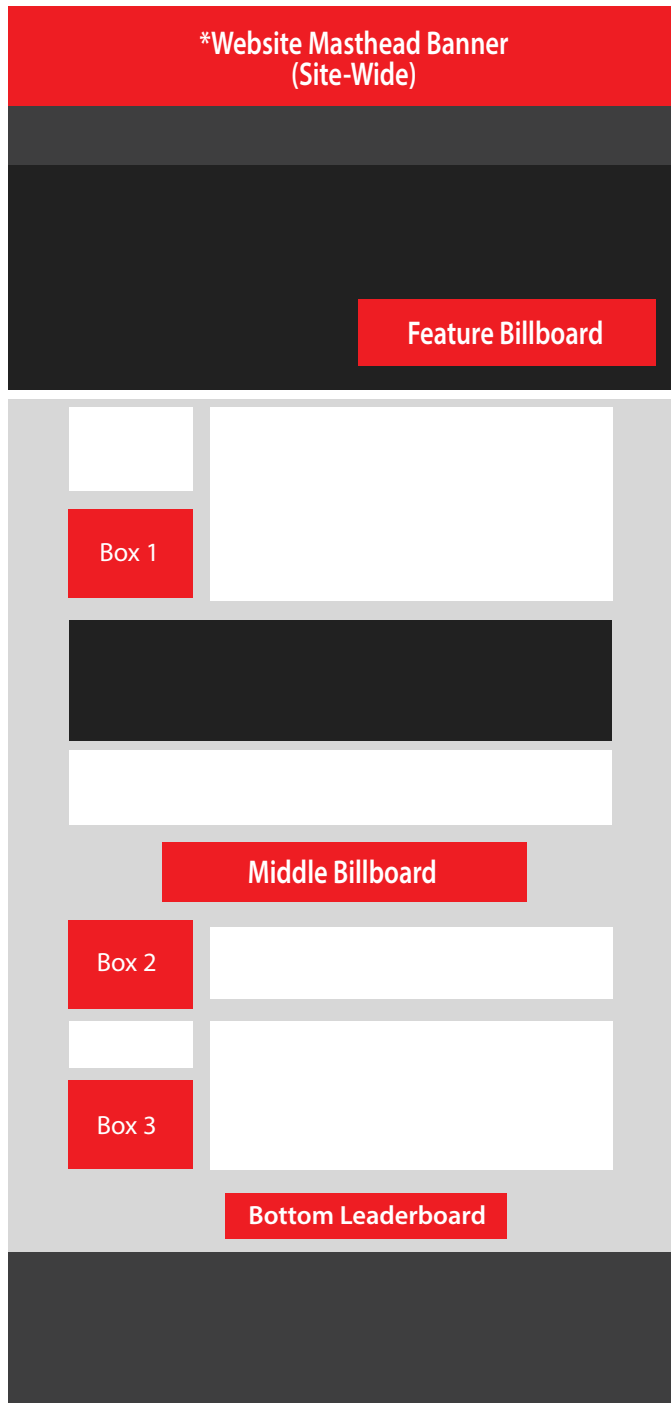
* Includes newsletter mast banner & 4 social media posts.

** Includes 600px x 74px banner on The Speed Journal newsletter & 2 social media posts.
Multiple month & multiple ad discount packages available.

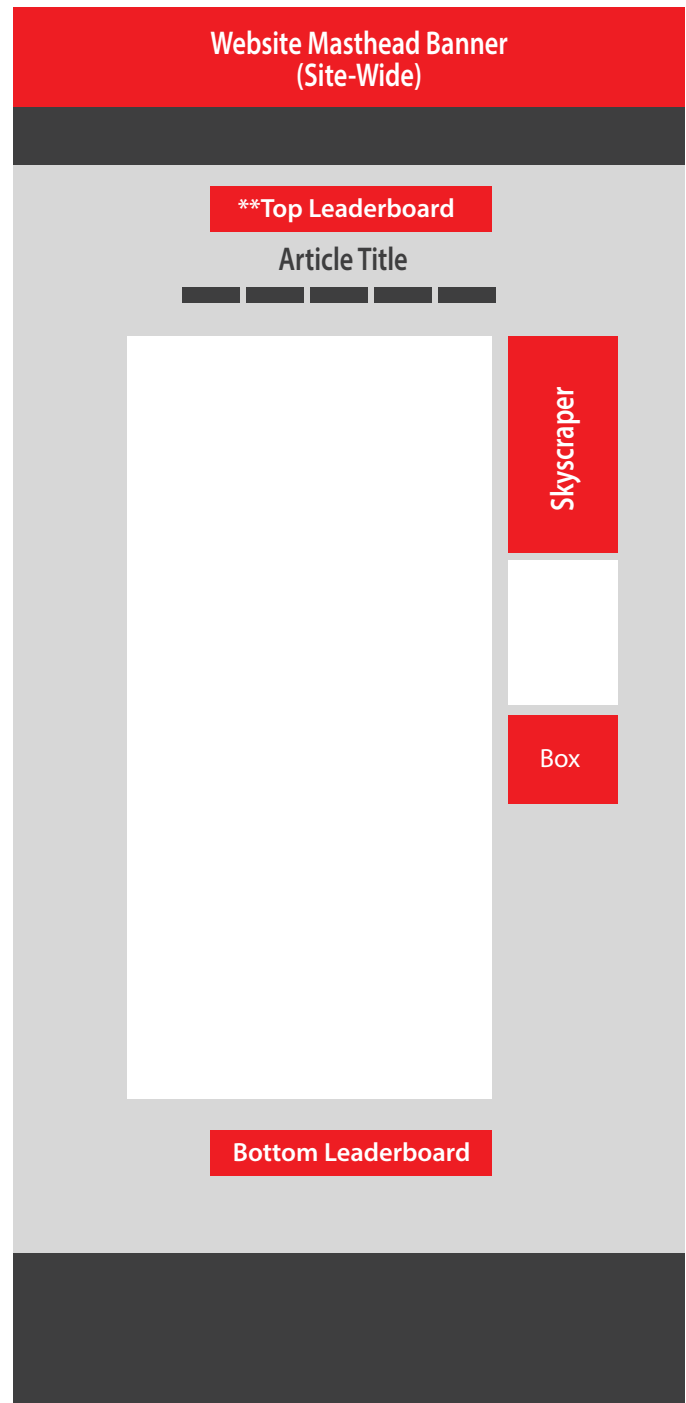
WEBSITE AD LOCATIONS

The Speed Journal's ad locations are carefully placed for maximum exposure on every platform.

HOMEPAGE



ARTICLE PAGE



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