

# Drive & The Motor Report

Australia's Leading New Car Destination

Fairfax Media

Drive **THE MOTOR REPORT**  
FIND YOUR NEXT NEW CAR



## DRIVE & THE MOTOR REPORT

**Drive & The Motor Report are Australia's leading new car destinations providing news and reviews on automotive makes and models to help guide adults on their journey to finding their ideal car on their next purchase.**

We are Australia's leading new car specialist digital platform.

Each month more than a million auto buyers and enthusiasts visit our automotive websites.

Our websites are the only automotive platforms to deliver an end-to-end consumer experience specifically catering to new car buyers.

Be it watching our independent video reviews, querying about new cars via our 24/7 live chat, inputting personal details for a new car enquiry, or being one of our 215,000+ Facebook followers - we deliver an end-to-end automotive audience.

# AUSTRALIA'S LEADING NEW CAR SPECIALISTS

## Drive

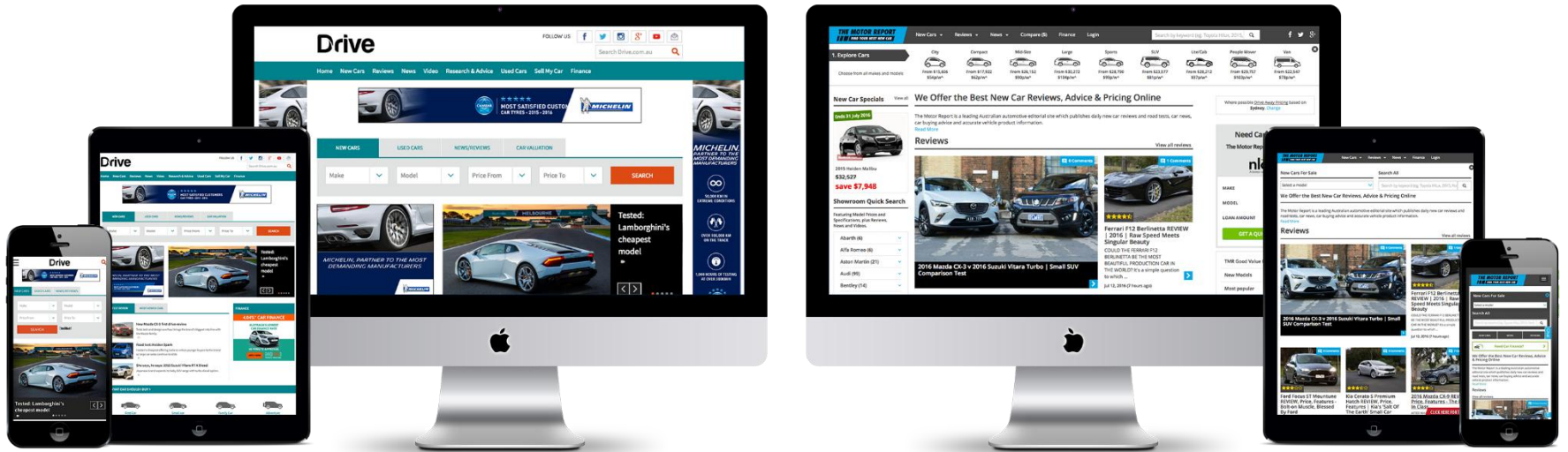
Drive is the leading platform for premium-quality automotive editorial and video content supported by the scale and reach of the Fairfax network.

**THE MOTOR REPORT**  
/// FIND YOUR NEXT NEW CAR

The Motor Report provides practical automotive advice and reviews in an easy and accessible format.



# THE AUTOMOTIVE EDITORIAL NETWORK





**WHO ARE DRIVE  
AND  
THE MOTOR  
REPORT'S  
AUDIENCE?**



There is minimal duplication (<9.6%) between the Drive and The Motor Report audiences.^

**By advertising across both sites you are reaching over 90% more people^**

## THE AUTOMOTIVE EDITORIAL AUDIENCE

Drive and The Motor Report reaches a network audience of **1,525,000+** Australians each month.\*

**Drive**

**1,250,000+**  
Unique Users

**THE MOTOR REPORT**  
FIND YOUR NEXT NEW CAR

**275,000+**  
Unique Users

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**<150,000^**  
Common Audience

SOURCE: \*Google Analytics, Jul 2016,  
^Nielsen, May 2016

# DRIVE AND THE MOTOR REPORT AUDIENCE



## Network\*

**1,500,000+**  
Unique Users

**4,400,000+**  
Page Views

**2,450,000+**  
Sessions

**<9.6%**  
Common Audience



## Time Spent\*

**0:01:34**  
Drive

**0:01:24**  
The Motor Report



## Desktop\*

**800,000+**  
Unique Users

**2,300,000+**  
Page Views

**1,300,000+**  
Sessions



## Facebook#

**215,000+**  
Total Followers

**200,000+**  
Drive

**15,000+**  
The Motor Report



## Smartphone\*

**500,000+**  
Unique Users

**1,400,000+**  
Page Views

**700,000+**  
Sessions



## Instagram#

**2.9K**  
Drive

**371**  
The Motor Report



## E-Mailing List#

**72,000+**  
Drive

**9,000+**  
The Motor Report



## Twitter#

**7K**  
Drive

**3.6 K**  
The Motor Report

SOURCE: \*Google Analytics, Jul 2016; # Fairfax Media internal reporting, Aug 2016

# DRIVE MONTHLY AUDIENCE REACH

Drive

## TOTAL DIGITAL READERSHIP<sup>^</sup>

Unique Visits: **1,250,000+**  
Page Views: **3,700,000+**  
Sessions: **2,070,000+**

Desktop Traffic: **53%**  
Mobile Traffic: **31%**

Time per person: **0:01:34**

## GENDER<sup>^</sup>

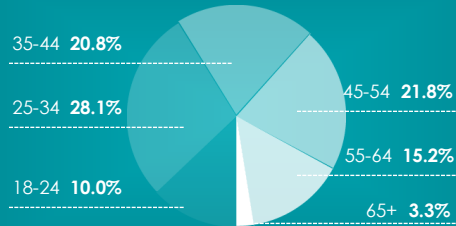


71% Male

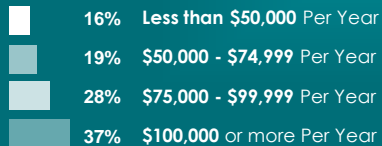


29% Female

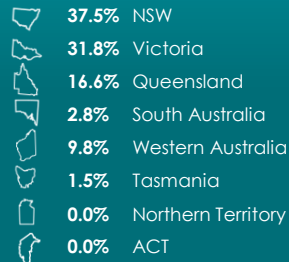
## AGE<sup>^</sup>



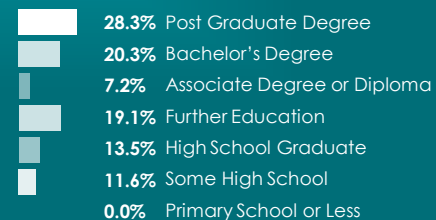
## INCOME\*



## LOCATION\*



## EDUCATION\*





# TMR MONTHLY AUDIENCE REACH

**THE MOTOR REPORT**  
FIND YOUR NEXT NEW CAR

## TOTAL DIGITAL READERSHIP<sup>^</sup>

Unique Visits: **275,000+**  
Page Views: **640,000+**  
Sessions: **380,000+**

Desktop Traffic: **48%**  
Mobile Traffic: **38%**

Time per person: **0:01:24**

## GENDER<sup>^</sup>

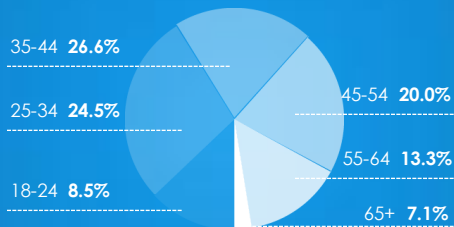


81% Male

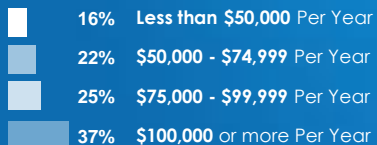


19% Female

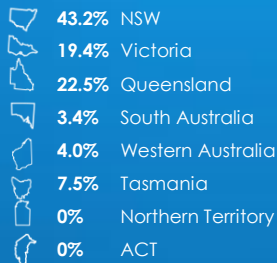
## AGE<sup>^</sup>



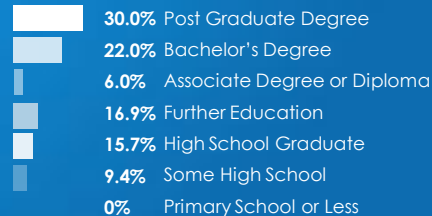
## INCOME\*



## LOCATION\*



## OCCUPATION\*





**ADVERTISING  
OPPORTUNITIES**



# WHAT WE DELIVER

Maximising consumers' active evaluation

HOW...



## INCREASE BRAND AWARENESS

- Editorials, News & Reviews
- Network Extension Across TV & Digital Platforms
- Generic new cars imagery & specifications

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## INCREASE CONSIDERATION

- Native Search Result Spotlights & Feature comparisons
- Rich Media Advertising Integration & segment ownership
- Key data insights

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## GENERATE RESULTS

- Integration of product incentives & specials
- Supporting Month-to-Month Campaigns
- Transparency & Data on Consumer Leads
- Customer Support



## BESPOKE ADVERTISING OPPORTUNITIES

### Delivering unique solutions & steer away from an over reliance on traditional banners & buttons

#### ONSITE INTEGRATION

- Showcasing **all car make models**, variants, features, technical specifications, imagery & pricing.
- **Review** textually & **video** all car make models & strategically place this content across **searches** (we are the largest in video reviews).
- **Native** search integration across **Mobile & Desktop**.
- **Priority ranking** of car make models in search results with native placements.
- **News & reviews** priority placement & integration into search results.
- Live chat assistance 24 x 7, with ability to influence **car make queries & enquiries**.
- **New Car Showroom** to showcase models with ability to integrate car make content with car make model searches.
- Ongoing **data capturing** of what consumers engage with for car make & competitor models.

#### OFFSITE INTEGRATION

- Editorial integration on **Sydney Morning Herald & The Age** digital mastheads & **Drive Newspaper** insert (Syd & Melb).
- Customer service; verbally engaging all customer service enquiries to **influence customers brand or product choice**.
- **Reporting** back to our Dealer Group & a selection of OEMs.
- **Social Media** exposure & topic conversation.
- **Post lead enquiry** representation of "Have you considered car make model 'x' ?"
- **EDMs** to communicate to consumer market news, reviews, & updates.
- **Branded Drive & TMR video** content for use in Dealerships, leveraging our independent journalism and credibility.



## CONTACT

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