

CAR AND DRIVER

DIGITAL OVERVIEW

Everything from the magazine runs on caranddriver.com, but that's just the top layer. Our digital platforms—from the website to Instagram to automotive media's best TikTok—saturate our faithful with every scrap of auto info they could ever want. It's a daily—no, and HOURLY—destination for the latest car news and reviews. When one of our readers is ready to buy a car, we're already top of mind; and when someone who is not yet a reader gets ready to enter the market, our completionist attitude towards digital publishing ensures they'll find us first.

CARANDDRIVER.COM	AUDIENCE ¹
MONTHLY UNIQUE VISITORS	9,558,000
MONTHLY PAGE VIEWS	31,000,000
AVERAGE MINUTES PER VISITOR	4 minutes

DEMOGRAPHICS	AUDIENCE
MEDIAN HHI	\$100,000
MEDIAN AGE	53

SOCIAL	AUDIENCE ²
TOTAL	5,423,664
FACEBOOK	2,288,177
INSTAGRAM	958,543
YOUTUBE	741,000
TWITTER	1,253,525
PINTEREST	55,239
TIKTOK	127,000