

CAR AND DRIVER®

mobile



Get 2-for-1: in-market buyers & influential enthusiasts

• OVERVIEW:

Car and Driver Mobile is car enthusiasts' and in-market buyers' instant connection to trusted automotive info, anytime they want, anywhere they go. Features on C/D mobile include daily updated car news, expert reviews, and in-depth data and photos for every new car on the market.

<http://m.caranddriver.com>

• AUDIENCE:

Broad Reach – On deck distribution with Verizon, Sprint, T-Mobile and Boost; Promoted off deck through Car and Driver magazine, CarandDriver.com and mobile search

Targeted – Affluent, educated and early adopters of technology, male, 18-44, \$50k+HHI

Engaged – Strong traffic growth: 1.2mm PVs in May '08 from Oct '07 relaunch. High CTRs: ~3-5%

• ADVERTISING OPPORTUNITIES:

Graphical banner ads on all editorial pages

Opportunities for custom editorial integration

Banner and mobile microsite creation

Brand awareness research survey



Key Advertiser Benefits

☑ Reach a desirable audience 24 x 7

☑ One-stop shop for end-to-end mobile solutions

☑ Superior service from HFM Mobile: Campaign management, optimization, and detailed reporting

CAR AND DRIVER
mobile

E L L E

girl mobile

girl latina

PREMIERE MOBILE

Woman'sDay mobile

HFM U.S.
Hachette Filipacchi Media