

Interests & behaviours

- Automotive Shopping Advice
- Reviews & Test Drives
- Reading about Environmental Sustainability
- Investing
- Looking to Travel
- Shopping for Car Insurance

Lifestyle: Fitness, DIY'ers, Golfing,
Pro-Sports tickets, Outdoor Fun

Consumer affinity

23x

more likely to be
in-market for a
new car

Favourite cars

SUVs, Pickup Trucks, Hatchbacks

Sentiment

"I keep up on the latest advances in
automobile technology"

"I would like to own an autonomous vehicle"

"I like innovative cars"

"My car should catch peoples attention"

Automotive Audience

Postmedia's Automotive audience is interested in
automotive shopping advice, reviews and test drivers.

5.18m

Page views/month

50/50

Male/Female

875K+

Uniques/month

\$350+

per month
online shopping

\$150K+

HHI

Automotive Shoppers

Responsive to Investment content and media, these audiences are on trend
with business and money making news. Actively seeking content on to better
their knowledge likely to better inform their decision making careers.

Favourite Postmedia content

NATIONAL POST

Driving.ca

David
Booth



Matthew
Guy



Jill
McIntosh



Local News

Trusted & scalable audiences

- Automotive enthusiasts
- Automotive intenders
- Automotive
- Affordable Vehicles
- AutonomousCars
- Chinese EVs
- Classic cars or trucks
- Convertibles
- Coupe
- Electric vehicles
- Family vehicles
- Hatchback
- Hybrids
- Luxury vehicles
- Maintenance & safety
- Minivan
- Motorcycles
- New cars
- Performance vehicles
- Pickup trucks
- Reviews & test drives
- Sedan
- Shopping advice
- Supercars
- SUV
- Technology & Innovation
- Used Vehicles
- Wagon
- + Many car brands