

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

Highly motivated, affluent audience that is in-market for a new vehicle and actively researching their next major purchase. These affluent tech-savvy shoppers rely on our trusted reviews and investment content to guide their decision-making process.

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"

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