



MD MUSTANGDRIVER

THE **NEW** MUSTANG MOVEMENT

2020 MEDIA KIT

OUR MUSTANG READER

Our readers range from classic restorers to fresh-off-the-showroom floor street-performance tuners and everyone in-between.

Whether new to the world of Ford's legendary ponycar or generational fans of the breed, our readers look to Mustang Driver as the go-to publication for news, product reviews, instructional articles, and lifestyle-affinity stories that support and validate the real-world Mustang experience.

The Mustang world is a two-sided coin comprised of passionate owners and enthusiasts; and manufacturers and retailers who are equally passionate about product innovation and industry support. Mustang Driver serves as the integral link between the two by providing flexible, cost-effective, and results-oriented programs within a world-wide forum.

Mustang Driver brings the entirety of the Mustang world together, under a unified banner. For more information, contact John Nichols at advertising@mustangdriver.com.

The Mustang Driver Reader is...

- Focused on S550, S197, SN95, & Fox Body
- Enjoys Classics to Restomods
- Ages 24-55
- Total Individual Income 50K+
- Mobile Readers 77%+



ROCKING THE ONLINE MUSTANG SCENE!

OPTIMIZED FOR ALL DEVICES AND PLATFORMS

DESKTOP • TABLET • MOBILE

FULLY RESPONSIVE • UPDATED WEEKLY
NEWS • FEATURES • DIY TECH • RIDES • NEW PRODUCTS

FOCUSING ON S550 • S197 • SN95 • FOX BODY
CLASSICS TO RESTOMODS



352,000+ PAGE VIEWS
OUR FIRST 7 MONTHS

1,300+ DAILY
UNIQUE USERS

1.35%
BOUNCE RATE!
People love
the site!

78% OF WEB TRAFFIC
COMES FROM MOBILE VIEWERS

100% FORD MUSTANG
TARGETED CONTENT



SOCIAL NETWORKS INCLUDE FACEBOOK, INSTAGRAM, YOUTUBE AND PINTREST
22,000+ SOCIAL FOLLOWERS • 12,000+ EMAIL SUBSCRIBERS (IN OUR FIRST 7 MONTHS!)

SIZES & SPECS

- **Fully Responsive Ads!**

This means we can also supply your add as a responsive ad using one size for simplicity and the ad will adapt to all the other sizes!

* NOTE: File need to be 1440px wide @72dpi

- **Designed for the Future!**

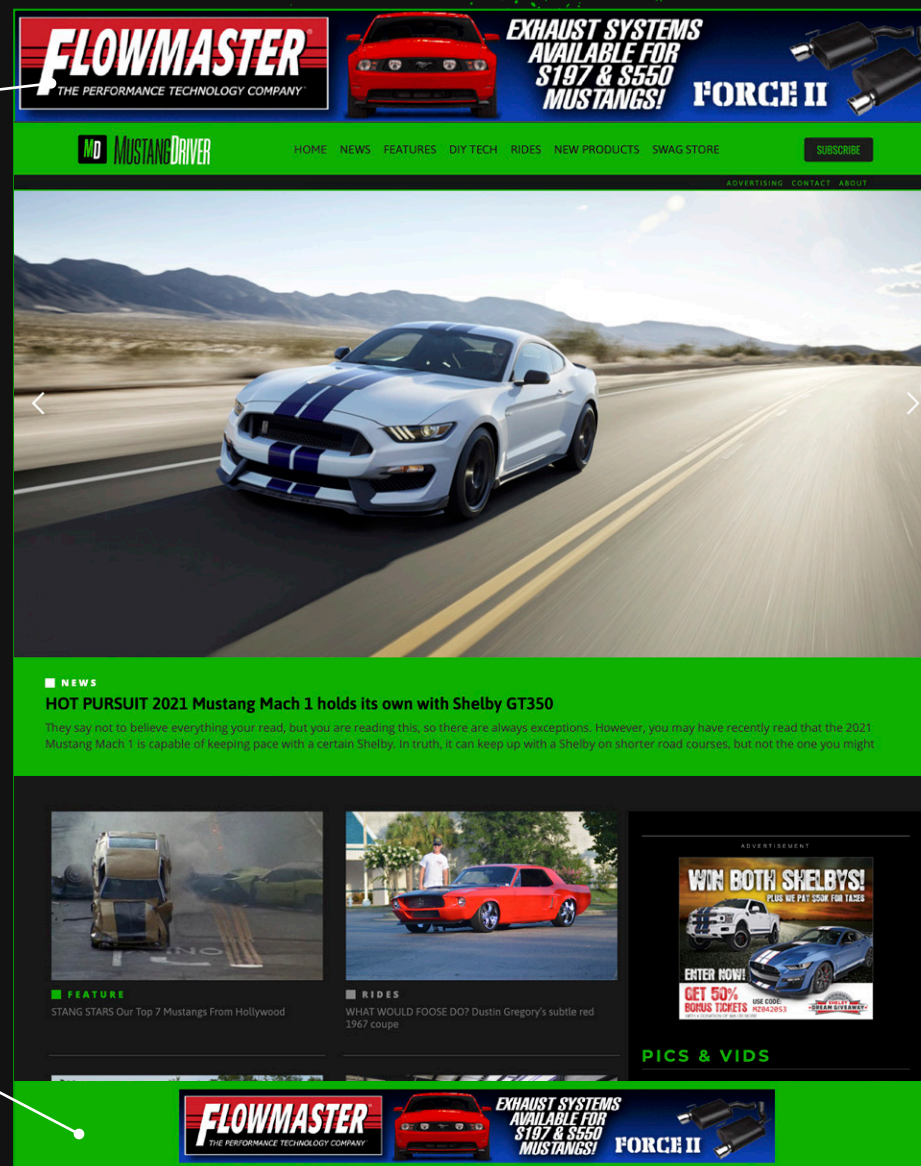
Mustang Driver is built using todays cutting edge HTML 5 and Java Script and is totally responsive on all devices. It has been optimized and streamlined. Some of the highlights are...

- **MUSTANG DRIVER IS HUGE!** Mustang Driver starts at 1440px on the desktop that fills the screen on most todays large landscape monitors
- **INFINITE SCROLLING!** Infinite scrolling of stories constantly serves up great content. Readers stay engaged and YOUR ad stays in front of them during the duration of their stay at Mustang Driver.
- **LOAD MORE!** Buttons at the bottom of contents pages so the content never ends and readers stay engaged

- **Device Wide Footer Position!**

We added a fixed footer ad position that is present accross all devices - desktop, tablet and mobile

* This is a fixed add position with ads that rotate within the footer. or can be an exclusive position if desired



SIZES & SPECS (Continued)

Desktop & Tablets



Responsive Leader-board
1440 x 100 (scales down)



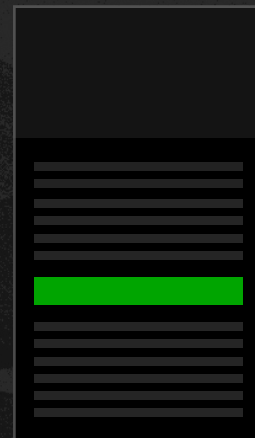
Responsive Billboard
1440 x 230



Responsive XL Billboard
970 x 550



Vertical Column
300 x 600

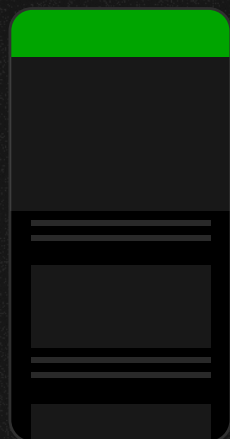


Leader-board 728 x 90

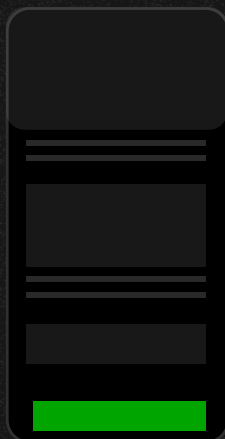


Rectangle ()
300 x 250

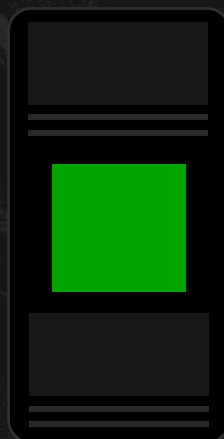
Mobile and All Devices



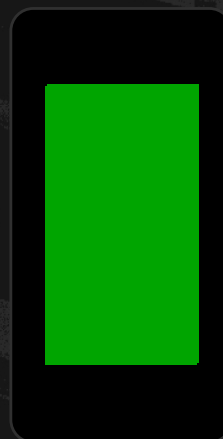
Responsive Leader-board
1440 x 100 (scales down)



Mobile Footer
320 x 50



Rectangle (RMA)
300 x 250



Vertical Column
970 x 230



Mobile Leader-board
970 x 230



Need a different Ad Position?

That's great, let's talk, Mustang Driver is always looking for new ways to help promote our sponsors

We can design an advertising package to fit your budget!



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Advertising info Contact **John Nichols** @ (863) 944-3747

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