

# MOBILIZE YOUR BRAND **with the**



// 2011 MOBILE PROGRAMS //

**The power of the world's most credible and authoritative voices in the automotive industry is now in the hands of on-the-go enthusiasts and in-market consumers — and is the newest opportunity for advertisers to engage them.**

**Users can stay up-to-date with all the latest automotive news, blogs, vehicle reviews, videos, photos, and much more direct from their favorite automotive brands right to their mobile device. Consumers can receive coverage of the world's biggest auto shows, daily auto news updates and road tests of the hottest cars, even interact with the magazine like they never imagined!**



## **PLATFORMS**

- Motor Trend News & Automobile Magazine News (iPhone/iTouch/Android Apps)
- Motor Trend iPad News & Automobile Magazine iPad News (iPad App)
- Motor Trend & Automobile Magazine (iMag)
- WAP/Mobile Web
- Zinio

## **iPAD, IPHONE, ANDROID ADVERTISING OPPORTUNITIES**

- Homepage Sponsorship
- App-Loading Takeover
- Interstitial Pop-Over
- Banner Ads - expandable
- In-App Microsite
- Integrated Video, display, direct response
- Virtual Driving Experience

## **iMAG ADVERTISING OPPORTUNITIES**

- Sight, Sound, Motion, CGI integration, Virtual Animation
- If you can dream it we can build it



**Leverage the power of the automotive experts and connect with hundreds of thousands of mobile enthusiasts and in-market consumers!**

**To be a part of this powerful consumer resource, contact your MTAG Sales Representative or Eric Schwab, Publisher, at 248.594.2544 or [eric.schwab@sorc.com](mailto:eric.schwab@sorc.com).**

