

**SOURCE
INTERLINK
M E D I A** 
AUTOMOTIVE DIGITAL



2012 ONLINE MARKETING OPPORTUNITIES
FROM THE LEADING PUBLISHER OF ONLINE ENTHUSIAST MEDIA

A PORTFOLIO OF OVER 80 DIGITAL ASSETS REACHING OVER 20 MILLION
AUTOMOTIVE, TRUCK AND MOTORCYCLE ENTHUSIASTS MONTHLY

WWW.SIMAUTOMOTIVE.COM

AUDIENCE

With over 80 premier digital assets, over 20 million readers per month look to us for everything auto, truck and motorcycle related. Our sites bring enormous scale and definition since the majority of visitors reach us while searching for vehicle & product tests, reviews, installations, opinions, insight, etc. This delivers an active and impressionable audience—people truly seeking information. Another plus—our online audience has very low duplication with the readership of our magazines.

LEGITIMACY

Source Interlink Media Digital is one of the largest and most respected online properties worldwide. All site traffic & metrics are measured & verified by leading analytic firms ComScore and Nielsen. We own 100% of our online content and utilize the industry standard, DoubleClick DART (a division of Google) for online advertising management.

BRANDS:

Advertise and co-brand with the leader in automotive, truck and motorcycle enthusiast media. Source Interlink Media is the market share heavyweight covering 50+ market segments with brands spanning 60+ years.

MOTOR TREND AUTO GROUP	LOWRIDER GROUP	STREET ROD GROUP	PERFORMANCE GROUP	MOTORCYCLE GROUP	TRUCK GROUP	TUNER GROUP
Motor Trend Automobile Magazine Automotive.com IntelliChoice.com InternetAutoGuide.com AutoBuyGuide.com NewCar.com AutoMallUSA.net	Lowrider Lowrider Arte Lowrider Bike Lowrider Edge	Classic Trucks Custom Classic Trucks Custom Rodder Kit Car Rod & Custom Street Rodder	5.0 Mustang Camaro Performers Car Craft Chevy High Performance Circle Track Corvette Fever GM High Tech Performance High Performance Pontiac Hot Rod Mopar Muscle Muscle Mustang Fast Fords Modified Mustang and Fords Mustang Monthly Popular Hot Rodding Stock Car Racing Super Chevy Vette	ATV Rider Baggers Dirt Rider Hot Bike Motorcycle Cruiser Motorcyclist Sport Rider Street Chopper Super Streetbike	4 Wheel & Off Road 4 Wheel Drive & Sport Utility 8-Lug Diesel Power Four Wheeler JP Mini Truckin' Off-Road RV Magazine Sport Truck Truckin' Truck Trend	European Car Eurotuner Honda Tuning Import Tuner Modified Super Street Turbo VW Trends
8 WEBSITES 58.1 MM PV 11.7 MM UV	4 WEBSITES 2.5 MM PV 303,000 UV	6 WEBSITES 2.7 MM PV 523,000 UV	17 WEBSITES 10.5 MM PV 2.4 MM UV	9 WEBSITES 7.1 MM PV 1.7 MM UV	12 WEBSITES 11.7 MM PV 2.5 MM UV	8 WEBSITES 6.6 MM PV 1.4 MM UV

Source: Omniture Monthly Average 2011

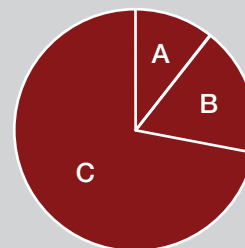
HARNESS THE POWER OF CONTENT!

Top-notch SEO attracts the best audience—people seeking information and insight find our sites ranking high on their search results.



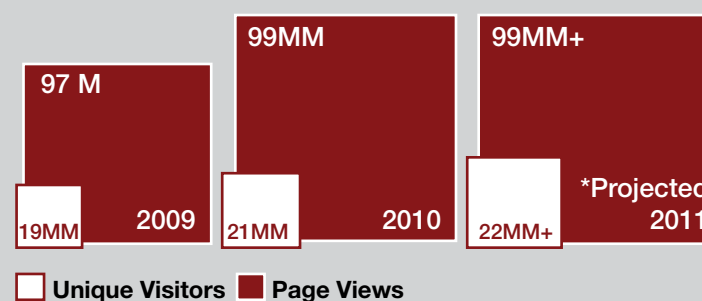
HOW PEOPLE ARE DRIVEN TO OUR SITES:

- A) 15% Magazine Readers.
- B) 20% External websites linking to SIM-Digital websites.
- C) 65% Natural Search (Search Engine results for technical, installation, and vehicle information content).



Source: SIM Proprietary Data, average across SIM Enthusiast sites, 2011

CONTINUOUS GROWTH:



Source: Omniture 2011

SIM Digital ad units are available in a range of exposure types to meet your campaign goals. Each unit can run individually or as part of a combined effort. All units feature performance metrics reporting for campaign optimization.

A) BRANDING!

TOTAL SITE SPONSORSHIP:

- Fixed, six month permanent placement.
- Visible on all sections and pages.
- Exclusive, maximum six sponsors/site.
- Places your brand next to ours for prominent co-branding.
- Delivers: Efficient “top of mind” brand exposure.



C) PRODUCT-CENTRIC EXPOSURE

PRODUCT SHOWCASE:

- Fixed position, exclusive to one company.
- Sold by month or week.
- Ability to rotate up to five creatives.
- SIM builds ad unit from client assets.
- Delivers: Excellent product focus.



B) VIDEO/MOTION/SOUND

VIDEO PRE-ROLL:

- 15 second autoplay commercial with audio.
- Clickable video region.
- Prominent location.
- Delivers: Sight, sound & motion through an exclusive location ad unit.



D) BRANDING, PROMOTION

DISPLAY ADVERTISING:

- IAB Ad units, banner, tower, rectangle.
- Run of Network, Channel, Group, Site and Section.
- Vehicle & Behavioral Targeting options.
- Standard or Rich Media, video ads, etc.
- JPG, GIF, Flash.
- Interstitials available.
- Delivers: Increased ad size/area, greater creativity, motion.

E) SPECIAL PROMO UNIT

PEEL-BACK, INVERTED ZIPPER

- Always floats above the fold.
- Follows visitor up & down the page.
- Opens to 450x450 pixels.
- Animation or still creative.
- Delivers: Special attention and heightened interactivity.

ADDITIONAL FEATURES:

VEHICLE AND BEHAVIORAL TARGETING:

Position your ads within editorial pages on specific Make, Model & Year trucks, cars and motorcycles. Use this to reach New & Used vehicle shoppers or to target specific aftermarket parts to certain vehicles. We also offer Vehicle Buyer's Guides with specific inventory pages for Make, Model and Year. Our Behavioral Targeting options allow you to target users' online behavior and reading habits across all SIM sites.

REGIONAL & GEO-TARGETING CAMPAIGNS:

Target your display ads regionally or locally to promote events, store promotions, etc.

RICH MEDIA:

From campaigns to creations services, SIM Digital can develop and launch your Rich Media ad creatives. Such ad units range from expanding and non-expanding Video Ads, expanding Mini-Catalogs and more.

Digital brand extensions and online campaign management

SIM ON THE GO!

Source Interlink Media Digital's mobile platforms provide premium content from the most popular SIM titles, delivered to the consumer's phone anytime and anywhere! Users have instant access to an amazing collection of interviews, road tests, car reviews, and special events, updated to provide the most current look at the hottest action on the road and beyond.

MOBILE SITES:

Extensions of our sites or popular site sections for devices such as the iPad, iPhone, Android phones and other smart-phones. Content includes articles, videos, hi-res image galleries, etc. Multiple sponsorship opportunities for Rich Media, video, galleries, locators, calculators, etc. Mobile sponsorships also offer Social Media integration, QR code destinations and more.



MOBILE APPS:

Custom functionality for iPhone, iPad, Droid Tablet and Android Phone Apps. Content includes articles, videos, hi-res image galleries plus special features ranging from Calculator Tools to Virtual Driving. Mobile sponsorships also offer Social Media integration, QR Code destinations, iTunes & Android Market, etc.



IMAG:

Remarkable sight, sound and motion capabilities separate our imag offerings from the competition. Integrated creative assets that can include video, photography and computer generated images deliver a unique and exclusive experience. Up to six ad placements throughout each issue.

MICROSITES:

Custom sponsorship pages or sites for brand awareness, product exposure, sweepstakes, contests, events, etc. Developed as integrated microsite (within SIM site), stand-alone site or Facebook application as part of your Facebook page. Content includes articles, videos, hi-res image galleries and custom features such as various sub categories, voting, UGC, performance tracking, Social Media integration, QR Code destinations etc. Sponsorships available for site section, entire microsite or entire stand-alone site. Microsites deliver increased reader engagement.



DART:

Source Interlink Media Digital uses DoubleClick DART (a division of Google) to provide third-party verification for all ad metrics. Clients can request their own log-in to DoubleClick DART to monitor ad campaigns or SIM Digital will monitor, measure, and report activity to advertisers during and after each ad campaign.

Advertiser: 914654, Original Parts Group Order: 2219166, Original Parts Group 2010... List of Ads: 15 Displayed

View Ads:	Active and Inactive								
Ad ID	Name	Units	Quantity	Delivered	Clicks	Click Rate	Start		
88236056	1000_DPD_Enthu_HotRod_POE_160	CPM	696,000	393,000	630	0.16	3/8/2010		
88236013	1000_DPD_Enthu_HotRod_POE_728	CPM	498,000	353,000	548	0.09	3/8/2010		
88236017	1000_DPD_Enthu_CarCraft_POE_160	CPM	136,000	106,000	333	0.27	3/8/2010		
88236012	1006_DPD_Enthu_CarCraft_POE_728	CPM	215,000	208,000	483	0.27	3/8/2010		
88236024	1006_DPD_Enthu_ChevyHot_POE_160	CPM	215,000	182,000	316	0.21	3/8/2010		
88236021	1004_DPD_Enthu_ChevyHot_POE_728	CPM	215,000	181,000	189	0.09	3/8/2010		
88236026	1009_DPD_Enthu_Truckin_POE_160	CPM	247,000	147,000	217	0.19	3/8/2010		
88236027	1002_DPD_Enthu_Truckin_POE_728	CPM	247,000	147,000	353	0.21	3/8/2010		
88236073	1001_DPD_Enthu_HighPerformance_POE_160	CPM	224,000	138,000	202	0.26	3/8/2010		
88236020	1006_DPD_Enthu_HighPerformance_POE_728	CPM	224,000	140,000	188	0.21	3/8/2010		
All totals for entire Campaign		N/A	5,065,000	4,002,000	8,442	0.22	N/A		

More than just tracking. Know your prospects:

We can provide specific information regarding your ad campaign respondents such as location, impression levels, click-thru ratios, ad creative performance comparisons, etc.

SIM Automotive Digital Properties

CONSUMER	PERFORMANCE	STREET ROD	TRUCK
MOTOR TREND Automobile	5.0 MUSTANG HIGH PERFORMANCE	Classic TRUCKS	PETERSEN'S 4WHEEL & OFF-ROAD
IntelliChoice	CAMARO PERFORMANCE	TRUCKS	4WHEEL DRIVE
automotive.com	CAR CRAFT	Custom RODDER	8-LUG HDTRUCK
AutoMall USA	MUSTANGS & FAST FORDS	KITCAR	DESELPower
NewCar.com	CHEVY HIGH PERFORMANCE	ROD & Custom	FOURWHEELER
InternetAutoGuide.com	CIRCLE TRACK	STREET RODDER	Jp
Autobuyguide.com	CONVETTE FEVER	STOCK CAR RACING	MINI TRUCKIN'
europaencar	High-Tech	Vette	OffRoad
eurotuner	PONTIAC	LOWRIDER	SPORT TRUCK
HONDA TUNING	IMPORT	ATV RIDER	Truckin'
modified	LOWRIDER	MOTORCYCLIST	SSB
SUPER STREET	LOWRIDER	DIRT RIDER	
turbo	EDGE	BAGGERS	
VW Trends	Bicycle	BIKE	
		CRUISER	

Visit SIMAutomotive.com to see all of our websites.

For information and quotes, please contact us at EM-Advertising@sorc.com.

SOURCE INTERLINK MEDIA
AUTOMOTIVE DIGITAL

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