

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.

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

- Investors
- Mortgage
- Commodities
- Crypto
- Economy
- Insurance
- Loans
- Personal Banking
- Stocks and Investments
- TFSA
- Personal Banking
- Canadian Dollar
- Credit Cards
- Debt
- Family Finance
- Interest Rates
- Mortgage
- Retirement
- Taxes
- and more