



MOPAR CONNECTION

INTERNET'S ONLY DAILY MOPAR MAGAZINE

MONTHLY READERS
24,500

ANNUAL READERS
342,000

AVERAGE MCM READER

- 92% Male • 8% Female
- Average age: 51 years old
- 89% United States
- 8% Canada
- 1% Australia
- 2% Other

Since our official launch on January 1st, 2015 *Mopar Connection Magazine* has exploded in popularity among a wide swathe of the Mopar enthusiast community, offering them the most consistent source of useful tutorials, in-depth technical articles, entertaining event coverage and inspiring features.

Equally, we've remained the **ONLY** daily, digital resource for this market – even as other titles have attempted to segue into the competitive sphere of online publishing. Moreover, we've expanded into producing weekly video content, bi-weekly newsletters and our steady stream of daily articles.

There's a reason *Mopar Connection Magazine* remains one the most trusted media allies with Stellantis/Mopar. Our positive, energetic approach to this hobby ensures that there's no better partner for the aftermarket industry. After all, we all share the same goal: to keep these cars on the road!

From all of us at *Mopar Connection Magazine*, thank you for the opportunity to earn your trust and business.

Sincerely,
Kevin Shaw

President - Shaw Group Media
kevin.shaw@shawgroupmedia.com

www.moparconnectionmagazine.com



NEWSLETTER
12,700 (weekly)

12.7%
Returning Readers



87.3%
New Readers

SOCIAL FOLLOWING



FACEBOOK
56,800 followers



INSTAGRAM
5,900 followers

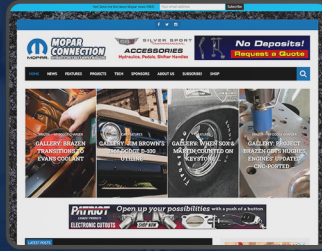
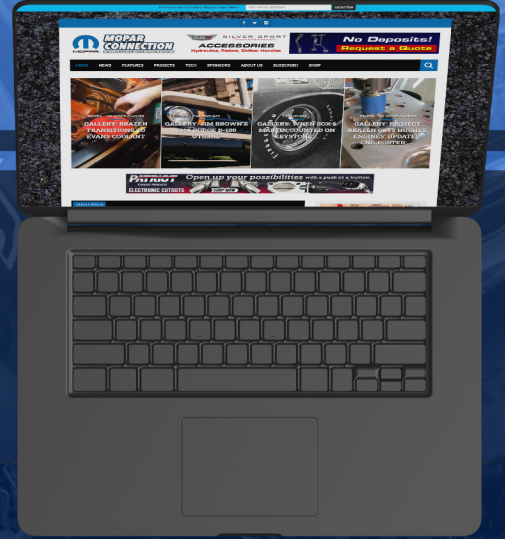


YOUTUBE
63,000 viewers (annually)



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**OPTIMIZED
FOR ALL PLATFORMS**
COMPUTER - TABLET - PHONE

AD PACKAGES

ENTRY \$200

HALF \$400

FULL \$600

RICH MEDIA AD

(300 X 250 / 150KB)



BANNER AD

(728 X 90 / 80KB)



MONTHLY NEWS



FULL-LENGTH FEATURES



NEWSLETTER SPONSOR \$900/MO. - Be the ONLY advertiser featured on Mopar Connection's weekly newsletter sent to our mailing list. (Includes FULL ad program)

ABOVE TITLE SPONSOR \$1050/MO. - Place your Company's ad at the top of every single page of Mopar Connection. There is no more visible location on the magazine. (Includes FULL ad program)

SAMPLE AD SIZES

728 X 90

300 X 250