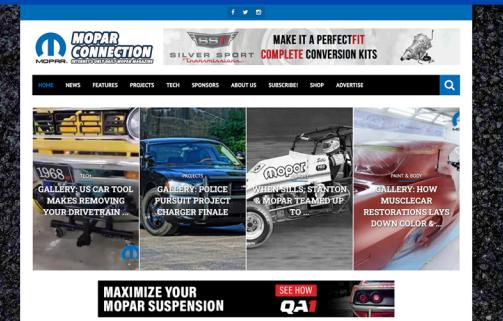


# CELEBRATING A DECADE OF MOPAR EXCITEMENT!

## DEVELOPING A LIBRARY OF MOPAR CONTENT



## CREATING A CATALOG OF VIDEO CONTENT



- The ONLY Daily Digital Mopar Enthusiast Magazine
- 10 Years of Publishing DAILY Articles
- Over 2,500 Articles Published
- Over 1.25 Million Articles Read

- Generating new bi-weekly videos
- Over 150 videos produced
- Nearly 1 Million views to date
- Nearly 100,000 hours watched

This January 2025 we celebrate a decade of publishing Mopar Connection Magazine, the only daily digital Mopar enthusiast magazine. It's been a tremendous honor to remain the only publication of its kind to be officially recognized and licensed by Mopar/Stellantis, bringing Mopar enthusiasts of all ages and degrees of interest the best, most entertaining and informative articles and tutorials available today.

Over the course of a decade, we've gathered a tremendous team of former print and digital authors and contributors, building a team unlike any other, including professional racers, fabricators, highly esteemed authors and career instructors and professors. All of us at Mopar Connection Magazine share the same goals as you do, to cultivate and nurture a passion for these cars and history.

For those who have supported Mopar Connection Magazine thus far, we thank you for your trust. To those companies who have yet, we ask you to permit us the opportunity to earn your business. You'll find no other Mopar enthusiast magazine more motivated to make your phones ring, and with no better success rate of doing so. It is our goal to help your brand reach your goals.



Sincerely,  
*Kevin Shaw*  
Editor-in-Chief • Mopar Connection Magazine  
kevin.shaw@shawgroupmedia.com



**MOPAR®**

# MOPAR CONNECTION

INTERNET'S ONLY DAILY MOPAR MAGAZINE

"Mopar Connection has been a long-term trusted media partner that we count on to help us connect with the diehard Mopar enthusiasts. With all the changes in the automotive media industry, we feel that it further amplifies the value delivered by technical content producers such as Mopar Connection."

Chris Douglas  
President & CEO, Edelbrock Group



"We have found Mopar Connection Magazine to be a professional publication that provides great infotainment for the readers and treats their advertisers well."

Misty McComas  
Marketing, Silver Sport Transmissions

## MONTHLY READERS

31,900

## ANNUAL READERS

383,275

## AVERAGE MCM READER

90% Male • 10% Female

Average age: 52 years old

- 90% United States

- 7% Canada

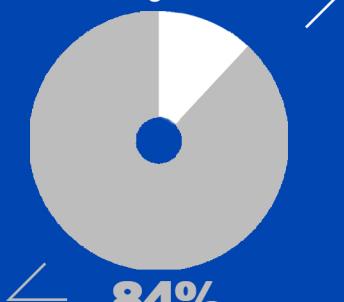
- 3% Other

## NEWSLETTER

14,025 subscribers

16%

Returning Readers



84%  
New Readers

## SOCIAL FOLLOWING



FACEBOOK  
67,200 followers

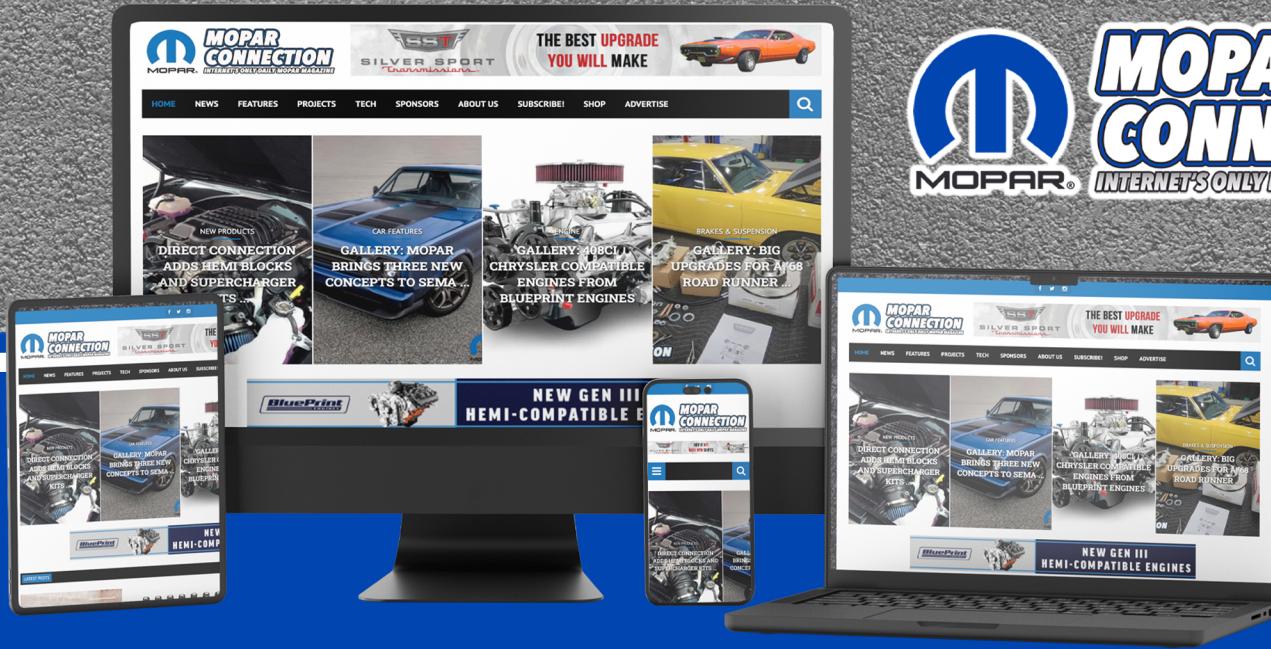


INSTAGRAM  
6,700 followers



YOUTUBE  
12,650 subscribers





## OPTIMIZED FOR ALL PLATFORMS (DESKTOP - TABLET - PHONE)

### HIGH IMPACT ADVERTISING

All digital advertisements are dynamically rotated using advanced AI software to recognize the individual's IP address, ensuring that they'll have a unique experience with every visit.

### AD PACKAGES

#### SINGLE \$100/MO.

Choose either a single Sidebar Banner (300x100) or Standard Banner (728x90)•

#### ENTRY \$250/MO.

Receive a single Sidebar Banner (300x100), a Standard Banner (728x90) and a Medium Rectangle (300x250)\*

#### HALF \$450/MO.

Receive uniquely-written monthly news articles, as well as (2) Sidebar Banners (300x100), a Standard Banner (728x90) and a Medium Rectangle (300x250)\*

#### FULL \$650/MO.

Receive including monthly news, full-length feature articles, as well as a Sidebar Banner (300x100), a Standard Banner (728x90), a Medium Rectangle (300x250), a Vertical Half-Page (300x600) and a Billboard (970x90) inserted into full-length features..•

#### SUPER \$800/MO.

Our most powerful marketing plan yet! Received monthly news, full-length features and participation on project vehicles, as well as ALL of our available ad sizes including a Billboard (970x90) and Premium Billboard (970x250) inserted into full-length features..•

#### NEWSLETTER CO-SPONSOR \$750/MO

Mopar Connection Magazine sends out two weekly newsletters. Share this exclusive access to our newsletter subscribers (includes FULL ad program)••

#### ABOVE TITLE SPONSOR \$1,100/MO

Place your brand's banner ad at the top of every single page of Mopar Connection Magazine. There is no more visible location on the magazine (includes FULL ad program)••

• Available with 3 month minimum duration

•• Available in 6 and 12 month minimum durations

••• Available in only 12 month minimum duration

"Mopar Connection Magazine provides the perfect platform to connect with the Mopar community and share the latest QA1 news through their daily content."  
Dave Kass  
Marketing Manager, QA1

### SAMPLE AD SIZES

- SIDE BAR BANNER - 300 X 100
- MEDIUM RECTANGLE - 300 X 250
- STANDARD BANNER - 728 X 90
- VERTICAL HALF-PAGE - 300 X 600
- BILLBOARD - 970 X 90
- PREMIUM BILLBOARD - 970 X 250

