



DIGITAL OVERVIEW

Roadandtrack.com leverages reader service to create enthusiasts. Our editors feed new obsessions and nurture existing ones: Regular auction scouting, deep divers on new classics, enterprising DIY, gear, and a daily search for new ways to live the enthusiast life.

ROADANDTRACK.COM	AUDIENCE ¹
MONTHLY UNIQUE VISITORS	2,610,000
MONTHLY PAGE VIEWS	6,000,000
AVERAGE MINUTES PER VISITOR	3 minutes

DEMOGRAPHICS	AUDIENCE
MEDIAN HHI	\$103,000
MEDIAN AGE	57

SOCIAL	AUDIENCE ²
TOTAL	2,803,828
FACEBOOK	1,654,004
INSTAGRAM	296,154
YOUTUBE	99,000
TWITTER	704,727
PINTEREST	49,943
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