



online



## ONLINE READER PANEL

### Speedy Access To Your Target Audience

Currently, CAR and DRIVER has 5,052 online reader panelists and the database is constantly growing.

CAR and DRIVER's database of online readers is known as "Cyber Drivers" and gives an advertiser the opportunity to access a highly responsive audience.

Panelists are recruited through in-book ads and online ads, as well as through email marketing using a circulation database of email addresses. Once a participant responds to the recruitment information, the individual is directed to the CAR and DRIVER website to complete a screener survey, comprised of demographic, behavioral and psychographic questions. Once the survey is completed the participant officially becomes a "Cyber Driver."

As an incentive to participate, "Cyber Drivers" are automatically entered into a sweepstakes to win a variety of merchandise, such as consumer electronics, retail gift certificates, magazine branded premiums and more.

A highly responsive group, "Cyber Drivers" can be broken into subsets (e.g., specific demographics, purchasing behavior and more) providing a tailored, fast turn-around glimpse into the thought processes and purchasing habits of a highly-targeted audience with valuable opinions.

An advertiser can access the "Cyber Drivers" database with a customized questionnaire (typically 10-12 questions), and will receive a customized report based on their specific marketing needs and goals.

#### **Benefits**

- Contact with committed automotive enthusiasts with a variety of special interests
- Opportunity to develop customized questions for a targeted survey
- Address timely issues with reduced turn-around time for results
- Option to segment newsstand readers or subscribers only
- Ability to compare data to national averages by indexing to MRI's syndicated studies
- Access to the latest research technology

Various "Cyber Drivers" programs are available for advertisers to help them meet their specific marketing goals.

For more information, please call Zvia Herrmann, VP/Marketing at 212.767.6088.