



2017 media kit





Connecting the Karting Community

At Karting Connect, our mission is to provide the most comprehensive karting coverage, from local club races to international events. We strive to bring our readers the latest industry news and updates, along with original content on important topics that encourage discussions and engage individuals within the racing community.

Our goal is to create a unified media brand for the sport where racers, teams, and manufacturers can *connect* to every aspect of karting, whether it be on or off the track.

OUR AUDIENCE



kartingconnect.com averages
5,093 monthly visitors and
12,160 page views



87% of our readers are
male, and **50%** are between
the **ages 25-44**



Our **social media** platforms
have an average daily reach
of **145,657** with an average
post engagement of **21,320**



North America is our primary
audience, with **64%** of user
sessions from the
United States and **Canada**



14,136



315



431

2016 statistics based on Facebook and Google analytics, current as of January 2017.

DIGITAL ADVERTISING

Karting Connect Website

- | | | | | | |
|---|------------------------------|-------|---|-------------------------------|-------|
| > | Leaderboard (rotating) | \$250 | > | Large Rectangle Ad (rotating) | \$125 |
| > | Large Banner (rotating) | \$175 | > | Small Rectangle Ad (rotating) | \$100 |
| > | Large Vertical Ad (rotating) | \$150 | > | Square Button Ad (rotating) | \$50 |

(prices are for a single month, rotating advertisement)

Facebook / Instagram

- | | | |
|---|-----------------------|-------|
| > | 7-day sponsored post* | \$100 |
|---|-----------------------|-------|

PRESS RELEASES**

- | | | |
|---|----------------------------|-------|
| > | Single release | \$125 |
| > | 5 release pre-paid package | \$500 |
| > | 8 release pre-paid package | \$800 |



**all content, imagery, and links must be provided by client*

***includes content creation, featured placement on kartingconnect.com and digital impressions on social platforms*



For more information on how you can advertise with
Karting Connect, get in touch with us directly:

Karting Connect

Advertising / Media Inquiries

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www.kartingconnect.com