2017 Media Kit

The Dirt Report Advertising Information

To book your ad or request more information:
news@thedirtreport | (204) 230-1930 | www.thedirtreport.com

About The Dirt Report

What is The Dirt Report?
The Dirt Report is an online interactive motorsports media outlet designed for the automotive racing community. The Dirt Report serves as the main source of credible motorsports news in Manitoba, North Dakota and Minnesota.

Who Reads The Dirt Report?
According to statistics provided from a number of online reports, the typical reader of our website is a brand loyal male, aged 35 - 54 who lives in southern Manitoba with disposable income that is a business owner or makes business decisions in white and blue collar industries.

Why Advertise on The Dirt Report?
Racers, race fans and sponsors have shown to be some of the most brand loyal shoppers in the world. By advertising on The Dirt Report you can reach a niche target group without wasting money on target overspill the way you do in newspaper, radio and outdoor advertising.

Book your ad today to reach a niche, target group that includes motorsports fans, racers, sponsors, business owners, gearheads in a mix of both blue and white collar industries.

Reach

19,836 Annual Page Views

0:45 Average Page Duration

1,653 Average Monthly Page Views

Average 55 articles per year

10,871 Annual Unique Visitors

Desktop Audience 49%
Mobile Audience 44%
Tablet Audience 7%

The Dirt Report stats are collected from Google Analytics - reported from actual stats in 2016

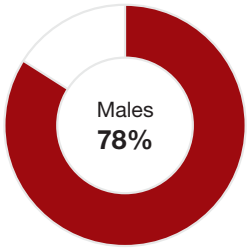
Why People Visit Us

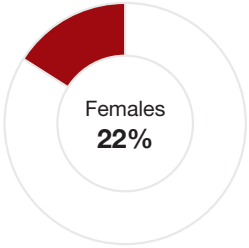
Summer Dirt Track Racing
Dirt track racing is where The Dirt Report all started. For 7 years a team of reporters has been covering multiple forms of dirt track racing from a number of facilities all across WISSOTA country. Recently, we have set up a team of reporters that send weekly articles from tracks in southern Manitoba and north western Minnesota. On average, between May and October we publish 3-4 articles per week that incorporate approximately 300 race teams. Since we are the only way to learn what happened at a race event, sponsors, race fans and competitive racers keep visiting to read up on their favorite driver.

Summer Asphalt Racing
In 2015, The Dirt Report introduced the Winnipeg Sports Car Club to our articles. The WSCC races every second week at Gimli Motorsports Park and introduces a whole new demographic with Stock Car, Open Wheel and Time Attack classes. WSCC members are sanctioned by the Western Canadian Motorsports Association (WCMA) which brings readers to us from British Columbia to Massachusetts. We plan to continue growing our coverage of this series to grab all motorsports segments.

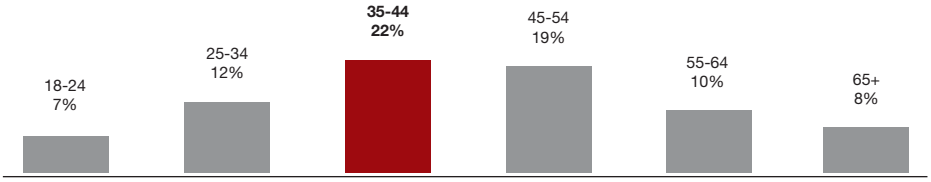
Winter Ice Racing
In 2015 we recognized the need to keep our readership up during the typical racing off-season. It was after doing some research that we found the Winnipeg Sports Car Club's Ice Racing Series. Between January and March, the WSCC tours southern Manitoba with their growing Ice Racing class. Sanctioned by the WCMA, the Ice Racing circuit brings readers to us from British Columbia to Ontario. There are a number of drivers that race all year round, and use The Dirt Report as a tool for their fans and sponsors to check in to see how their driver is performing.

Demographics

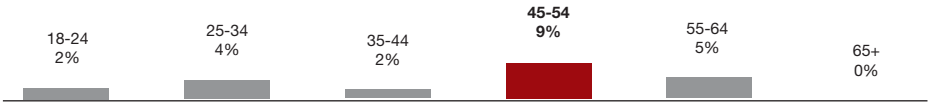




Male Age Audience:



Female Age Audience:



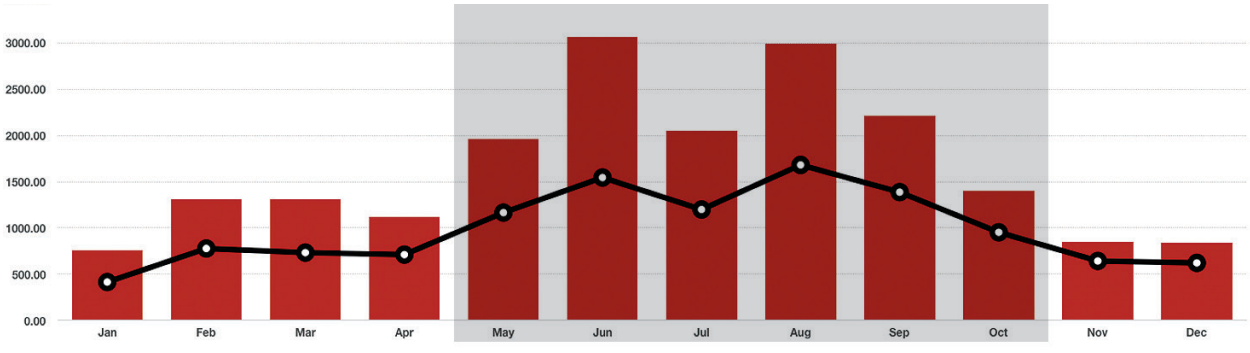
Geographics

Canada 51%
- MB 41%
- BC 4%
- ON 4%
- AB 1%
- SK 1%

USA 19%
- MA 4%
- MN 3%
- ND 1%
- IL 1%
- CA 1%

Manitoba, Minnesota and North Dakota make up 45% of our total global audience.

Web Traffic



2016 Actual Web Stats | 19,836 Annual Page Views (average 1,653 page views/month) | 10,871 Annual Unique Visitors (average 906 unique visitors/month)

Ad Packages

Platinum Package – 12 Month Spot – $750
– Size of 300 x 150 on sidebar of every page
– Size of 620 x 100 at the end of every article
– Linked to your website (or choice of location)
– Estimated impressions: 39,672*
– CPM (cost per thousand): $18.90
– Estimated cost per impression: $0.01.9

BEST VALUE!

Diamond Package – 6 Month Spot – $500
– Size of 300 x 150 on sidebar of every page
– Size of 620 x 100 at the end of every article
– Linked to your website (or choice of location)
– Estimated impressions (based on peak months): 27,318*
– CPM (cost per thousand): $18.30
– Estimated cost per impression: $0.01.8

Gold Package – 3 Month Spot – $300
– Size of 300 x 150 on sidebar of every page
– Size of 620 x 100 at the end of every article
– Linked to your website (or choice of location)
– Estimated impressions (based on peak months): 16,190*
– CPM (cost per thousand): $18.52
– Estimated cost per impression: $0.01.8

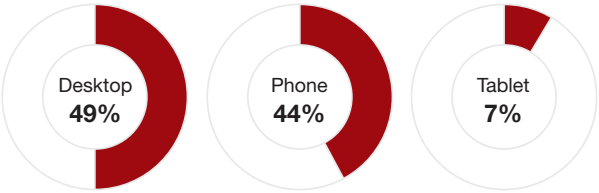
Silver Package – 1 Month Spot – $200
– Size of 300 x 150 on sidebar of every page
– Size of 620 x 100 at the end of every article
– Linked to your website (or choice of location)
– Estimated impressions (based on peak month): 5,224*
– CPM (cost per thousand): $38.28
– Estimated cost per impression: $0.03.8

Bronze Package – Single Article Spot – $100
- Size of 620 x 100 within the single article of choice
– Linked to your website (or choice of location)
– Estimated impressions (based on peak article): 982*
– CPM (cost per thousand): $101.83
– Estimated cost per impression: $0.10.2

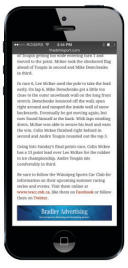
Monthly Ad Position Upgrade - $100
Once you have bought ad space with us you will have the opportunity to move your ad to the top of a month's worth of articles.

*Based on desktop/tablet impressions (sidebar and content ads)

Ads can be supplied at the specs provided, or we can create the ad for you at no extra charge. All advertisers will also be displayed on our Social Media accounts at no extra charge. Ads are displayed from top to bottom in order of sale.



Single Article/Position Upgrade Ads
620 x 100
491 annual impressions (per article)



Content Ads
19,836 annual impressions