



Demographic Breakdown

Our audience exhibits a clear profile, which can be summarized as follows:

Geographic Location

- United States: 53%
- United Kingdom: 12%
- Canada: 6%
- Australia: 6%

Age Breakdown

81% of our readers and viewers are over 30 years old.
46% of our readers are over 52, which is the average age of car buyers in the U.S.

Device Breakdown

- Mobile: 70%
- Desktop: 27%
- Tablets: 3%

Gender (from Pinterest)

- Male: 65%
- Female: 35%

This data showcases a mature and predominantly male audience, primarily based in English-speaking countries, with a strong preference for accessing content via mobile devices.

General Contact

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