

DRIVING PROFITS with Advertising

WHAT AUTO MARKETERS NEED TO CONSIDER

Purchase Journey



60%

car buyers
in market at
least six months

actively researching and seeking advice...

Media Trends

21%

DIGITAL AD GROWTH



\$3B > \$17B

reaching in 2019

DIGITAL AD SPENDING



#1 magazines reach affluent consumers in more categories than all other media combined.

MAGAZINES GENERATE HIGH AUTO PURCHASE CONSIDERATION. **161** INDEX

What You Should Know

69%

car buyers influenced by YouTube

1/2

car shoppers use smartphones while at the dealership... conquest shoppers while they're on the lot... or not.

88%

of prospective buyers use Internet for research

53%

vehicle shoppers use multiple devices

78%

78% of local mobile searches result in offline purchase

Audience

Condé Nast Readers

3 in 5

affluent households who own/lease 5+ vehicles



1 in 2

affluents who spend **\$50k** on a vehicle

Sources: eMarketer, thinkwithgoogle, AutoTrader, Facebook, MPA, GFK/MRI