

The Gentleman Racer[®]

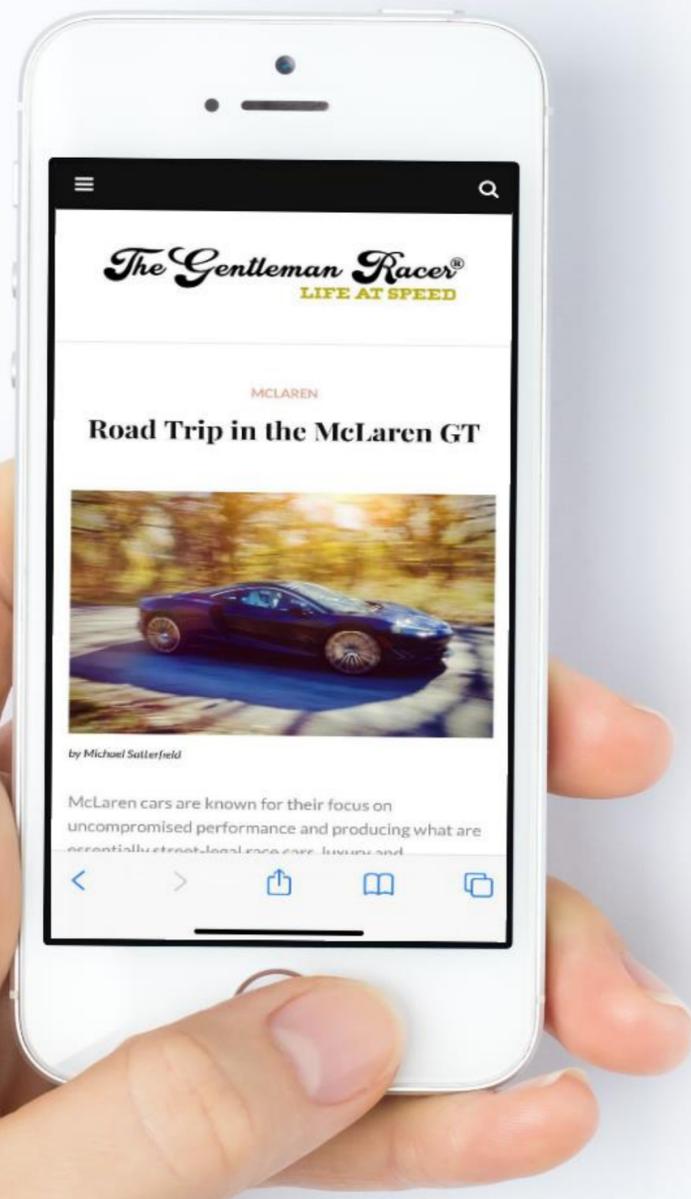
LIFE AT SPEED



WEBSITE

THEGENTLEMANRACER.COM OVERVIEW

The Gentleman Racer® is a convenient and exciting destination designed for today's modern man. Balancing the aspirational and attainable and taking readers beyond automotive content to embrace an entire lifestyle as curated by our editor and founder Michael Satterfield.



550,000+

Average Monthly Pageviews

230,000+

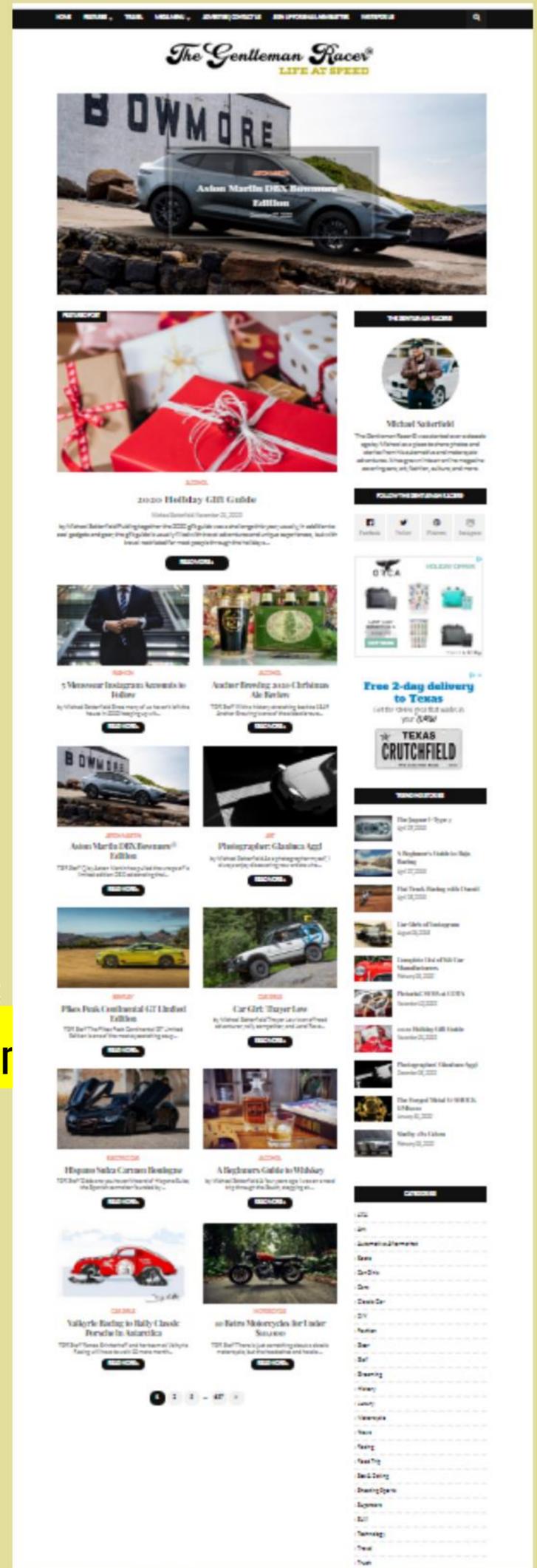
Average Unique Visitors/Month

2.3

Pageviews/Visit

U.S. Alexa Ranking

- 10,657 Maxim
- 23,726 Garden & Gun
- 35,246 The Truth About Cars
- 36,840 The Gentleman Racer**
- 48,231 Monocle
- 104,921 Petrolicious
- 111,674 Gunaxin
- 141,850 Pickup Truck Talk
- 219,023 Articles of Style
- 423,878 Joe's Daily



SOCIAL

95,000+

Instagram Followers

25,000+

Facebook Fans

4.1 million+

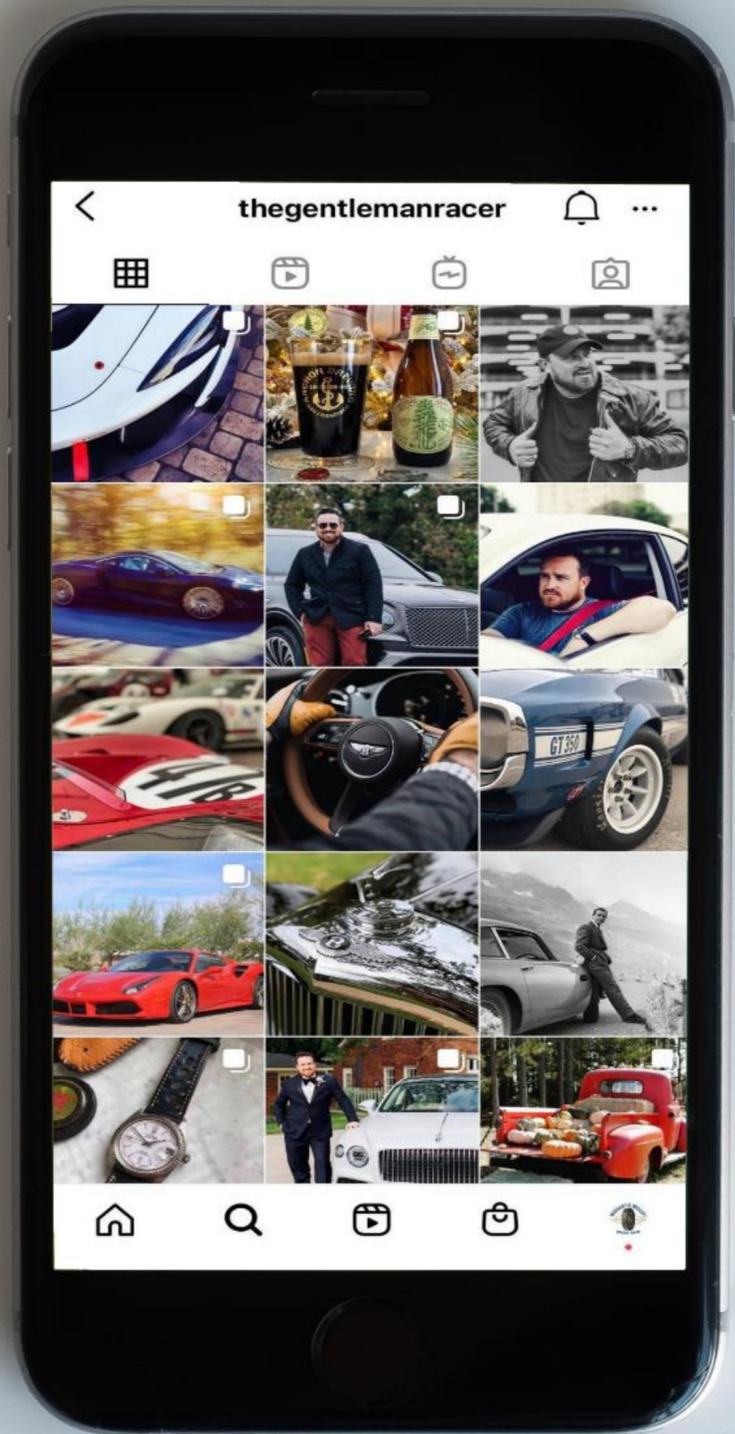
Pinterest Monthly Impressions

50,000+

Other Social Platforms

5 million+

Monthly Social Impressions



DEMO

An engaged and growing online community visits *The Gentleman Racer* for the best in automotive, luxury lifestyle, travel, and culture. Our content is geared towards a mid-30s male audience, yet still connects with readers and fans regardless of age or gender.

FEMALE 32%

MALE 68%

18-24 19%

25-34 26%

35-44 18%

45-54 16%

55-64 13%

65+ 8%



The Gentleman Racer[®] LIFESTYLE

The Gentleman Racer[®] is a lifestyle brand anchored by its award-winning website and exclusive print magazine that celebrates the spirit of the gentleman racers who pioneered motorsports. These Renaissance men were far more than just racing drivers, they were engineers, style icons, writers, artists, inventors, celebrities, and family men. The passion that fueled their dreams and inspired future generations of gentlemen is alive today at *The Gentleman Racer*.

From road tripping across America on a 250cc Chinese motorcycle to exploring exotic luxury travel destinations in a McLaren Spider, *The Gentleman Racer* is focused on telling unique stories from an adventurous perspective exposing our audience to people worth knowing, experiences worth having, and lifestyle worth living.

Our readers are curious, they are looking for more than just reviews about cars and the racing stats. Which is why *The Gentleman Racer* offers more, including exclusive interviews, and stories on culture, history, destinations, menswear, and other gentlemanly interests. *The Gentleman Racer* has become a resource for our readers, exposing them to new brands, teaching them new skills, and expanding their world view. We are the only automotive focused lifestyle site that speaks to larger vision of the modern man.

Yes, we share stories about vehicles, but it is less about the car or motorcycle and more about where they can take you, what stories they hold, and showcasing how they fit into our reader's lifestyle. A lifestyle lived by our founder and contributors every day.



OPPORTUNITIES

PREMIUM ADVERTISING OPPORTUNITIES

Embedded In-Story Ad

Your brand appears on specific popular content pages that aligns with topics relevant to your brand. Embedded ads cannot be blocked by 3rd party ad-blocking software. Monthly & Annual rates.

Run of Site Ad Embedded

Your brand will appear on every page on the site. Ad cannot be blocked by 3rd party ad-blocking software. Weekly & Monthly rates.

Newsletter Insert Ad

Your brand will appear in our weekly e-mail newsletter which reaches over 15,000+ opt-in subscribers every Monday morning.

Print Edition Ad

Your brand in our exclusive annual print edition.

Branded Content

Your brand becomes a part of *The Gentleman Racer* story.

Social Media Marketing

- Paid promotional plan to boost engagement
- Posts promoted with “paid partnership” language
- Captions written by *The Gentleman Racer* editors to support the advertiser’s current campaign and brand messaging
- Preferred hashtag and handle included
- Photography assets provided by the advertiser or add on photography services are available.
- Opportunity for the post to link directly to the advertiser’s preferred website

Brand Ambassador

Long term partnerships integrating brands into content across all platforms. “Official partner” language and category exclusivity through the length of campaign.

Live Events

Exclusive events designed by the team at *The Gentleman Racer*, event sponsorship, brand integrations, and bespoke activations.



BRANDED CONTENT

Written by *The Gentleman Racer*, branded content works within the editorial framework of the site to expose readers to your brand. Sponsored lifestyle content gets more reads and more engagement.

Let us tell a story for you...

Telling stories is what we do at *The Gentleman Racer* and working with brands to integrate their messaging in an organic and meaningful way is what we are best at. Be it a single product focused story, or a series “presented by” your brand, we take our readers along with us as we explore new places, discover amazing experience, and meet interesting people.

Instead of a traditional ad, consider integrating your brand into an adventure, guide, or project. Telling a story that will be shared for years to come by providing value to our audience that has an impact far beyond a simple endorsement or advertisement ever could.

We have created branded content for the Texas Department of Transportation, Chevrolet, Unilever, Cleveland CycleWerks, Mazda, Walther, Ript Energy, BMW, Charles Tyrwhitt, Sony, and many other amazing brands.

We have a team of creatives in Texas, with content partners in Denver, Chicago, San Diego, and New York City.

Sponsored Content Opportunities

- Lifestyle Stories
- Travel & Destination
- Home & Garage
- Automotive Project Cars
- Style Guides
- Custom Articles
- Product Reviews

Activations

- “Presented by” language
- Logo included
- Paid promotional plan to boost engagement
- Advertiser's social included in post
- Embedded Ad



LIVE EVENTS

It's better in person...

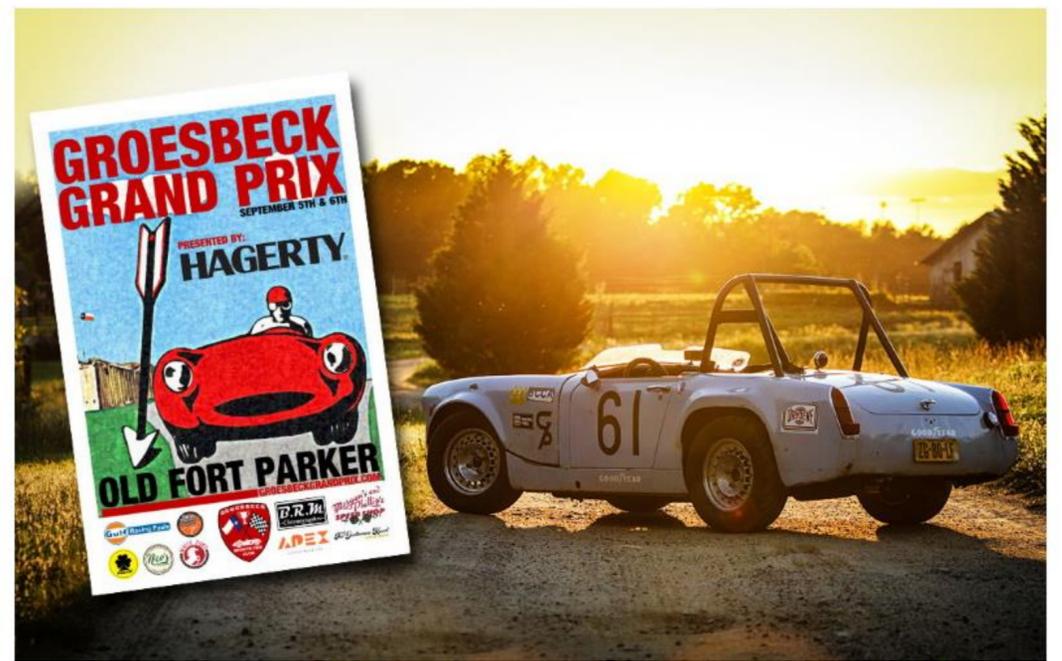
From our signature annual event the Groesbeck Grand Prix – A Motorsports Festival, which attracts classic car collectors and vintage racing enthusiasts from across the country, to intimate Drive & Dine events, *The Gentleman Racer* can help integrate your brand into exclusive experiences for discerning guests.

The Groesbeck Sports Car Club was created as an exclusive, invite only car club, members include those who have raced at the Groesbeck Grand Prix, Automotive Influencers, Members of the Press, and Car Collectors. While most inductees are from Texas, we have members in several states.

When allowed, we will begin hosting our quarterly Drive & Dine events, which are limited to a maximum of fifty guests. The events start with a destination drive, a dinner with a special guest speaker, and an overnight stay. Each event is themed around a regional or marquee of car.

Sponsorship Opportunities

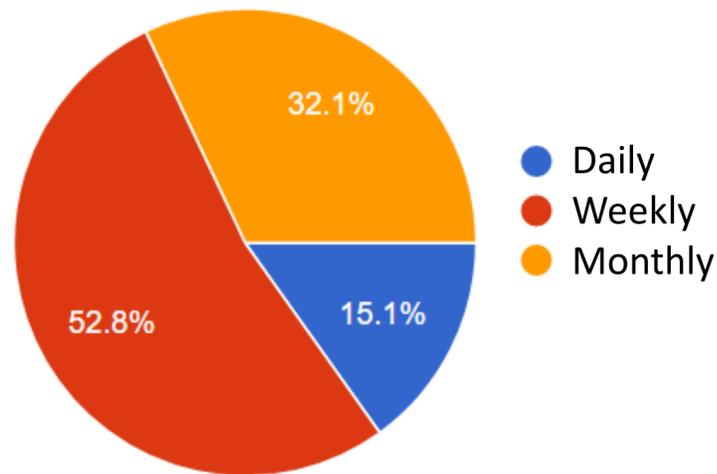
- Groesbeck Grand Prix – A Motorsports Festival (various sponsorship levels.)
- Groesbeck Sports Car Club, Dine & Drive Events
- Gift Bags & Event Gifting Suites
- Step & Repeat
- Onsite hospitality
- Destination integration



READER SURVEY

Staying connected to our readers has been key to our success, we asked our email newsletter subscribers to give us feedback in December 2020. Over 1,300 valid surveys were collected to help make *The Gentleman Racer* even better in 2021 and beyond.

How often do you visit TheGentlemanRacer.com?



Survey Results:

73% of readers said they visit The Gentleman Racer to discover unique cars, destinations, and other creative & cultural stories.

95% of readers said they keep coming back because they like The Gentleman Racer's perspective and mix of automotive & lifestyle content.

Most Popular Sections:

1. Road Trips
2. Classic Cars
3. Automotive Aftermarket & Project Cars
4. History
5. Feature Interviews
6. Modern Cars
7. Gear & Technology
8. Racing
9. Menswear
10. Watches

Most Requested Content:

1. Project Car Builds
2. Road Trips
3. Overland Adventure
4. Men's Luxury / Brand
5. Vintage Race Car Coverage
6. Historic Racing Venues
7. Interviews
8. Formula 1
9. Automotive Shop Visits/Interviews
10. Motorcycle



READER SURVEY

Where do you follow TGR?

Instagram	68%
Facebook	41%
Twitter	8%
LinkedIn	6%
Pinterest	33%
YouTube	7%

What content made you follow TGR?

Cars	28%
Lifestyle	23%
Menswear	14%
Photography	16%
Travel	19%

Would you be interested in attending live TGR events (when safe) in 2021?

Yes	68%
Maybe	17%

Comments:

“Great writing, photography, interesting products and travel experiences.”

- Alexander, Colorado

“Mike has great tastes... sophisticated and manly, with just a little bit of edginess. I get great ideas for things my husband might like!”

- Erica, Texas

“I think what you're doing is excellent. It keeps my interest and I appreciate what you do.”

- Sean, New York

“Mike’s got a sincere blend of excellent personal style and candid, confident presentation that I appreciate.”

- James, California

“The site has a great balance, keep up the good work and try to do more travel content.”

- Ted, United Kingdom



ABOUT MICHAEL SATTERFIELD

Michael has been creating content for over twenty years, since founding Satterfield Group LLC., in 2002 his work has taken him around the world telling stories and sharing adventures with his readers through *The Gentleman Racer* and company's other publications. With a fresh take on the automotive lifestyle, *The Gentleman Racer* has grown from a simple blog where Michael would share his automotive adventures into a successful, award-winning platform reaching millions of readers annually.

In addition to creating content for Satterfield Group publications, Michael is the Automotive Editor for Society Texas, the premier high society magazine of the Lone Star State and occasionally contributes to other regional and national publications. Michael is also the Co-Founder of RBR Inc. a lifestyle apparel company where Michael serves as the Creative Director and lead designer, working with some of the most iconic brands in the world including Gulf Oil, Shelby American, Coach, and others.

When he isn't working Michael enjoys spending time with his wife Jennifer and working his local community in Groesbeck, Texas.



AWARDS



- 2018 WEB DESIGN
- 2019 WEB DESIGN
- 2019 PHOTOGRAPHY
- 2020 MAGAZINE WRITING
- 2020 PHOTOGRAPHY



BEST PHOTOGRAPHY 2019



BEST AUTOMOTIVE BLOG 2020

Fohr

TOP INFLUENCER 2019

- CHEVROLET
- INFINITI
- JAGUAR
- LAND ROVER
- MAZDA
- PORSCHE

AS SEEN IN

SOCIETY TEXAS

Forbes

THE DRIVE

IMBOLDN

Easyriders

ebay

auto motor and sport

TEXAS STANDARD

JALOPNIK

ROAD & TRACK

HOONIVERSE

MOD X MAN

CLASSIC & SPORTS CAR

GQ

HOT ROD

AMERICAN EXPRESS

OPEN

CAR AND DRIVER

CBS

Forum

The Gentleman Racer[®]
LIFE AT SPEED

THEGENTLEMANRACER.COM

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