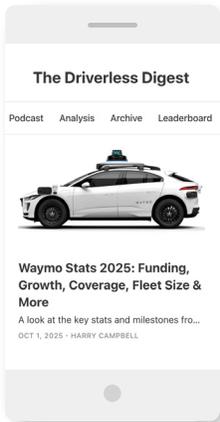


The Driverless Digest

# 2026 Media Kit & Rate Sheet



## Covering the Rapidly Evolving World of Autonomous Vehicles



Waymo's Master Plan



Waymo vs Uber



Baidu will bring robotaxis to London via Uber AND Lyft



Waabi Raises \$1 Billion, Moves Into Robotaxis With Uber



DoorDash Delivers Dot - New Autonomous Delivery Robot

***The Driverless Digest*** (TDD) is a premier independent media brand focused exclusively on autonomous vehicles and emerging mobility technologies.

With a highly engaged audience of executives, investors, and policymakers, TDD delivers trusted coverage and strategic insight across email, audio, video, and social platforms – connecting decision-makers to the developments that matter most.

### Why Partner with TDD?

**63%**

#### Fast-Growing Audience

INCREASE OF TDD SUBSCRIBER BASE IN THE PAST 90 DAYS

**7K**

#### Engaged Readers

TARGETED LIST OF TDD SUBSCRIBERS

**193K**

#### High Visibility

VIEWS OF TDD NEWSLETTER IN THE LAST 90 DAYS



#### Multi-Channel Exposure

ACROSS TDD'S PODCAST, NEWSLETTER, YOUTUBE, AND MULTIPLE SOCIAL PLATFORMS



#### Decision-Maker Readership

TDD AUDIENCE C-LEVEL EXECs, OPERATORS, & AV/ MOBILITY INVESTORS

# TDD Rate Sheet

## A | Podcast Feature Package



**Pricing**  
\$10,000

**Value**

Targeted promotion to AV insiders and industry decision-makers across professional networks

- Opportunity to bring a company executive onto **TDD Podcast** for a 30-minute interview
- **Episode Distribution:**
  - TDD Podcast Feed
  - **TDD YouTube Channel (13.3K monthly views)**
  - **Standalone Email Blast** to TDD newsletter subscribers (7K subscribers, 45%+ open rate) and a blog post on our website
- **Social Promotion:**      
  - **LinkedIn Post** promoting the episode to Harry's **17K+ followers**
  - **X Post** highlighting key quotes or insights from the episode to Harry's **16K+ followers**
  - **Short-form Video Clips** (two clips: 30-60 seconds each) from the interview will also be posted on social media channels

13.3K

YOUTUBE MONTHLY VIEWS

16K+

X FOLLOWERS

## B | Newsletter Ads Package



**Pricing**  
\$5,000

**Value**

Targeted promotion multiple times over the course of one month with a high number of valuable impressions.

- **4x Email Ads:** Featured in TDD newsletter (one ad per week)  
*Example – Terawatt Ad (top of fold and mid-roll)*
- **Current Reach:** 7K subscribers (up 63% in the past 90 days)
- **Audience:** AV operators, OEMs, investors, policymakers & tech providers
- **Performance:** 193K views in the last 90 days (+63%)

7K

SUBSCRIBERS

## C | Combo Package

 + 

**Pricing**  
\$13,500

**Value**

Combine both the podcast feature and newsletter ads together for maximum impact over a one-month period and a total savings of 10% over our standard pricing.

10%

Savings

## Frequently Asked Questions

### Q Who subscribes to *The Driverless Digest*?

*The Driverless Digest* (TDD) reaches a highly qualified audience of professionals actively shaping the future of autonomous vehicles, mobility, and urban infrastructure. Our readers are **industry operators, investors, policymakers, and technologists** – not casual observers.

### Q What types of companies are represented among subscribers?

More than 50% of subscribers use corporate or institutional email addresses, representing leading organizations across the autonomous vehicle ecosystem. Subscribers include professionals from companies such as **Uber** (86 subscribers), **Lyft** (22), **Lucid Motors** (22), **Waymo** (15), **Zoox** (15), **Nuro** (11), **Wayve** (9), **Serve Robotics** (8), **Hyundai** (8), **DoorDash** (10), and **Transdev** (10), among others.

### Q Are policymakers and public-sector leaders part of the audience?

Yes. TDD is read by policymakers and regulators from agencies such as **LA City DOT**, as well as researchers and leaders from major academic and research institutions involved in transportation and autonomy.

### Q Where are readers located?

- Our readership spans more than **25 countries** worldwide.
- Approximately **two-thirds of subscribers are based in the United States**
- Top U.S. hubs include **California, New York, Texas, Michigan, and Arizona**, reflecting key centers of AV development
- International audiences are strongest in **Germany, the United Kingdom, India, and Canada**, highlighting TDD's global relevance

### Q Is the audience global or U.S.-focused?

While the U.S. represents the majority of subscribers, TDD has a truly global audience, with strong engagement from OEMs, suppliers, regulators, and mobility leaders across Europe, Asia, and North America.

### Q How engaged is the audience?

Engagement is exceptionally strong. TDD's subscriber base has **grown 63%** in the past 90 days, with an average **open rate exceeding 45%** – indicating both rapid growth and sustained interest from decision-makers in the AV space.

### Q Why is TDD valuable for partners and advertisers?

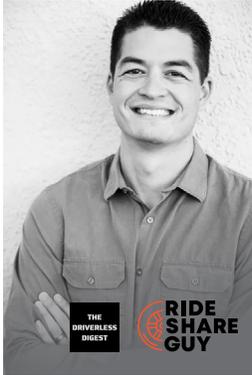
Because it reaches the people who are building, funding, and regulating the driverless future. TDD connects directly with decision-makers across the autonomous mobility ecosystem, offering a highly engaged audience.



Uber



## About Harry Campbell



**Harry Campbell** is the founder and editor-in-chief of *The Driverless Digest*. He's also the founder of **The Rideshare Guy** and has been a leading voice covering the mobility industry for 10+ years, having interviewed executives like **Uber** CEO Dara Khosrowshahi, **Lyft** CEO David Risher, **DoorDash** CEO Tony Xu, **May Mobility** CEO Ed Olson, **Wayve** CEO Alex Kendall, and many others.

Harry is also an active industry consultant, advisor, and start-up investor through his early stage fund—and the co-founder of the **Curbivore Conference** in Los Angeles.



### Let's Talk About Your Ad Plan

Contact TDD's Advertising Director  
**Andrew Schrage**  
andrew@therideshareguy.com