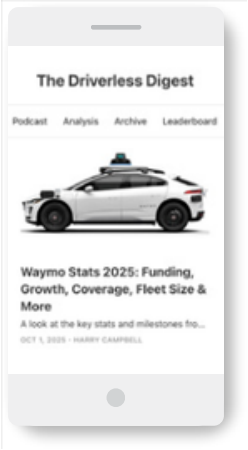
THE DRIVERLESS DIGEST

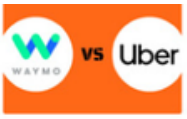
The Driverless Digest

2026 Media Kit & Rate Sheet



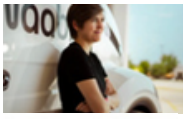
Covering the Rapidly Evolving World of Autonomous Vehicles

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

11K

Engaged Readers
TARGETED LIST OF TDD SUBSCRIBERS

237K

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
$15,000

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 (11K subscribers, 45%+ open rate) and a blog post on our website
- **Social Promotion:**
  - **LinkedIn Post** promoting the episode to Harry's 18K+ 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
$8,000

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:** 11K subscribers (up 63% in the past 90 days)
- **Audience:** AV operators, OEMs, investors, policymakers & tech providers
- **Performance:** 237K views in the last 90 days (+37%)

11K
SUBSCRIBERS

C | Podcast Ads Package

Pricing
$5,000

Value
Live voice readout on TDD Podcast (metrics outlined in Package A above).

- **4x Podcast Ads**

D | Combo Package

Pricing
$25,000

Value
Combine the podcast feature, newsletter ads, and podcast ads packages 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.

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
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