



The Rideshare Guy
2026 Media Kit

Advertising
Partnerships

**Reach the Right Audience
in the Right Places**





Who We Are

We're the Leading Resource for Rideshare Drivers

The Rideshare Guy blog, podcast, and YouTube tutorials compel hundreds of thousands of entrepreneurial people per month to take action to improve their financial lives. Our best-in-class brand motivates and inspires—giving followers the tools they need to succeed.

Why Partner With Us

Audiences are more segmented than ever. It's not enough to splash your message everywhere. And there is a lack of trust. The Rideshare Guy has built a wonderful, collaborative community by empowering drivers and genuinely helping them since the site's 2014 inception.

The Rideshare Guy offers a community that drivers trust

178K

BLOG USERS
PER MONTH

1.2M

YOUTUBE
VIEWS PER MONTH

211K

YOUTUBE
SUBSCRIBERS

245K

PAGE VIEWS
PER MONTH

19K

FACEBOOK
FOLLOWERS

15K

X
FOLLOWERS

2K

PODCAST LISTENS
PER MONTH

35K

E-NEWSLETTER
SUBSCRIBERS

45%
OPEN RATE



Harry Campbell, Founder and Editor

Harry has been covering the industry for 10+ years as THE expert on Rideshare, including having written the leading book in the space: *The Rideshare Guide*. He's been featured in The New York Times, CBS News, CNBC, Forbes, CNET, WIRED, NPR, the LA Times, and the Huffington Post. He regularly interviews executives and CEOs at top companies, including Uber and Lyft.

The
New York
Times

CBS

CNBC

Forbes

cnet

WIRED

npr

Los Angeles Times

THE
HUFFINGTON
POST



The Tribe

We'll show you the numbers. *But what is in the heart of the people in our audience?*

Rideshare drivers are independent entrepreneurs—they're ambitious, resourceful, and eager to find smart strategies to maximize their income.

Most of our followers drive in America's biggest cities.



Where They Drive

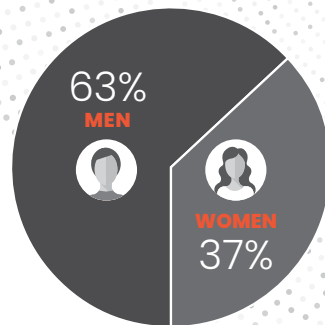
TOP 10 Areas

- #1** New York
- #2** Los Angeles
- #3** Chicago
- #4** Atlanta
- #5** Dallas
- #6** Houston
- #7** San Jose
- #8** Phoenix
- #9** Seattle
- #10** Miami



Rideshare Guy followers are highly motivated small business folks

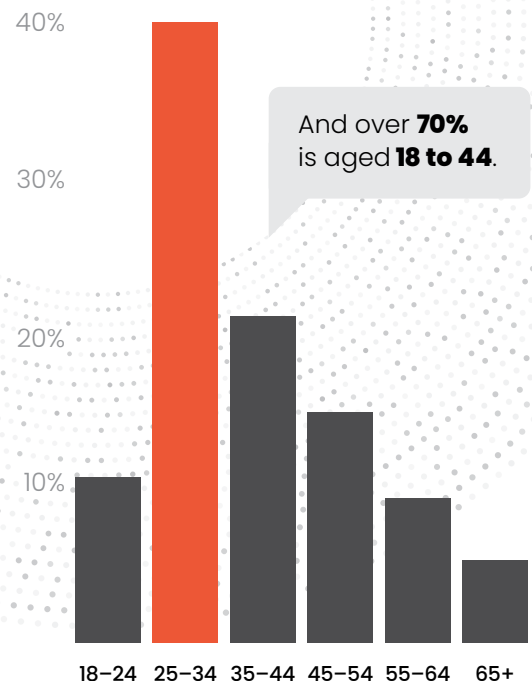
They are drivers who are hungry to learn how to earn more and save more of their income.



Who They Are

Almost **40%** of our audience is aged **25 to 34**.

And over **70%** is aged **18 to 44**.





What Top Brands Say About Us

“

Few people are as familiar with the ins-and-outs of rideshare driving as Harry. His deep understanding of what it's like to get behind the wheel as a rideshare driver combined with his passion for helping others make him a valuable resource for folks who want to get even more out of their experience driving with Uber.”

Uber**Rachel Holt**VP and Regional General Manager
Uber, US & Canada

“

One of Lyft's earliest pioneers...Harry shares all the tips that have made him successful—not only as a driver, but as a trusted entrepreneur.”

**Laura Copeland**Head of Driver Communications
Lyft

“

Becoming a rideshare driver can serve as a pathway to freedom, or it can be just another part-time job. Harry's book shows you the difference—read it and take your game to the next level.”

**Chris Guillebeau**New York Times bestselling author
of *Side Hustle* and *The \$100 Startup*

Let's Work Together

A Menu to Match your Advertising Goals and Budget



Big visibility and targeted engagement

Our flexible packages help you connect with the right audience in the rideshare community.



Featured Posts

We can work with you to develop a Sponsored Post revolving around your brand, detailing your product or service and the benefits it can provide to our audience. Click to see our successful campaign with **Roadie**.

Featured Video

This can be a video version of your featured post or a firsthand review by one of our popular YouTube personalities! Here's a great example showcasing **Uber's rideshare driving program**.

Email Newsletter Ads

Get inside their inbox!

- **Top/Bottom of Page Ads:** Be seen four times a week in a 575 x 150 box at the top or bottom of e-mails. We regularly see CTRs of **5%** and Open Rates around **45%**.
- **Targeted Newsletter Blast:** Email a specific city, metro, or state about your company.
- **An Email from Harry:** Harry writes a few paragraphs about your company in a conversational way. This has the personal touch to connect with his loyal following.

Social Media

Get a custom campaign of 5-10 posts to tell your story to our popular, highly-engaged platforms across Facebook, X, TikTok, Instagram, Threads, YouTube Shorts, and LinkedIn.

Resource Pages

Get listed! When our drivers need an attorney, insurance or tools, they turn to our **Resource pages**. Our drivers trust The Rideshare Guy's recommendations, so they come to these pages for the answers to their problems.

Show Me the Money Club (SMTMC)

- **YouTube Podcast Series:** Feature your brand on our popular weekly 1.5-2 hour *Show Me the Money Club*.
- **CEO Interview Series:** Have your CEO interviewed as part of our popular **CEO Interview series** to discuss the unique, value-adding aspects of your brand. Our authentic hosts interview your CEO one-on-one to add a personal touch.
- **Multi-platform Presence:** YouTube, podcast apps, Facebook, Instagram, X, and TikTok.
- 10K-50K views per week.
- Sponsor a segment to feature your brand or product.



Current and Past Advertisers

We've helped businesses both small and large succeed because we target directly the audience they want most. Whether you need a seasonal campaign or ongoing visibility to find new customers, we've got a solution for you.



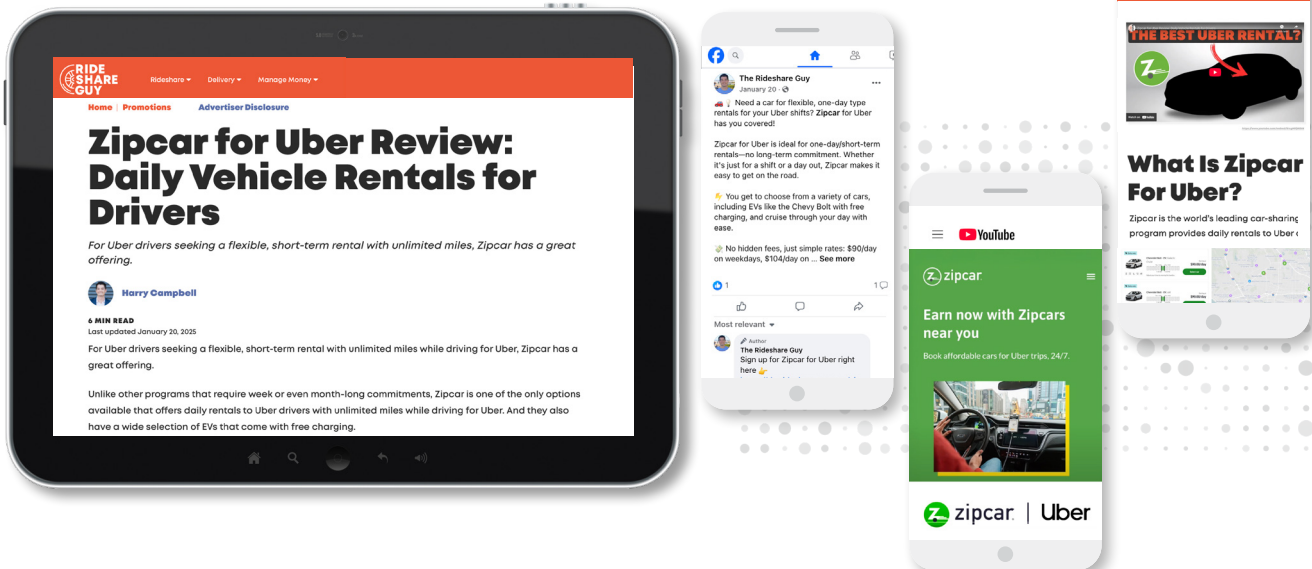
Case Study

A Highly Successful Campaign for Zipcar



Zipcar is the world's leading car-sharing network. With over 1,000,000 members and 12,000 cars, they provide a sustainable transportation option to nearly 500 cities and towns and hundreds of colleges and universities. Their members get quick, easy, reliable access to a car without the cost and hassles of owning one.

Here's what happened when Zipcar partnered with us



178K

TOTAL
REACH

1.4K

TOTAL
ENGAGEMENT

Page 1

GOOGLE SEARCH
(Uber + Zipcar)

► Showcased the Zipcar brand in a campaign that resulted in total reach of 177,885 and total engagement of 1,384.

► Any search with the keywords *Zipcar* and *Uber* brings up our review as a top result on Google's search page.



Let Us Help Boost Your Business

We work hard each day to maintain and build the best brand in the business. Whether you need a seasonal campaign or ongoing visibility to find new customers, we've got a solution for you.



Let's Talk

Andrew Schrage, Advertising Director
andrew@therideshareguy.com

Email Andrew and he'll send you our rate card and help you figure out the right solution to get you the results you need.

