



# THE RIDESHARE GUY

A Blog and Podcast for Rideshare Drivers

## MEDIA KIT



### who we are

TheRideShareGuy is the **industry's leading resource for drivers**. Its blog, podcast, and YouTube tutorials compel hundreds of thousands of **entrepreneurial people** per month to **take action** to improve their financial lives!

TheRideShareGuy motivates and inspires with its **best-in-class brand**, giving followers the tools they need to succeed.

### why partner with us

In today's world, it's not enough to splash your message everywhere. Audiences are more segmented than ever. And there is a lack of trust.

TheRideShareGuy has built a wonderful, collaborative community by empowering drivers and genuinely helping them since the site's 2014 start.

### founder

TheRideShare Guy is lead by founder and editor Harry Campbell.

Harry has been featured in **The New York Times, CBS News, CNBC, Forbes, CNET, WIRED, NPR, the LA Times, the Huffington Post**, and many other media outlets.

Harry was a full-time aerospace engineer for Boeing and part-time Uber and Lyft driver when he began blogging.

### the tribe

We'll show you the numbers. But what is in the heart of the people in our audience? They are small business folks.

These drivers are hungry to learn how to earn more money and save more of their income.

# 173K

BLOG USERS PER MONTH

# 80K

EMAIL NEWSLETTER  
SUBSCRIBERS

# 49K

YOUTUBE  
SUBSCRIBERS

# AUDIENCE



**274K**  
**Pageviews**  
**/ Month**



**260K**  
**YouTube**  
**Views /**  
**Month**



**10K**  
**Podcast**  
**Listens /**  
**Month**



**28,513**  
**Alexa**  
**PageRank**  
**(US)**

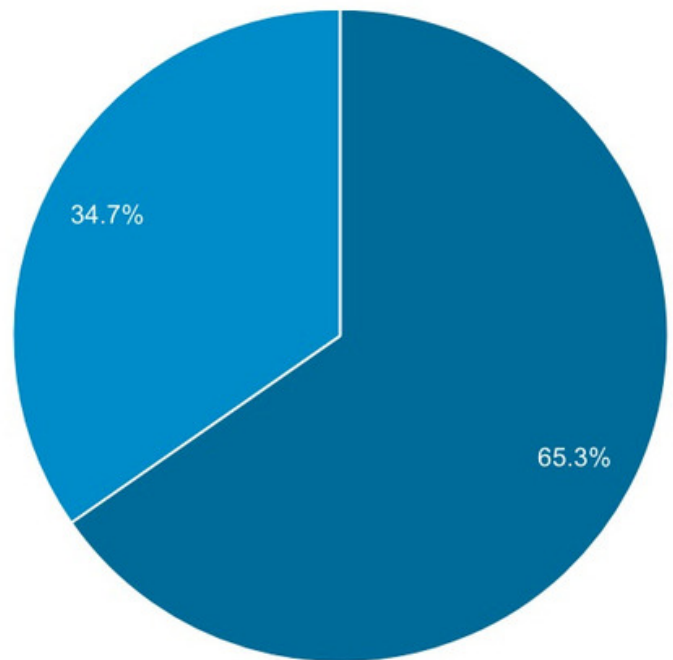


## top metros

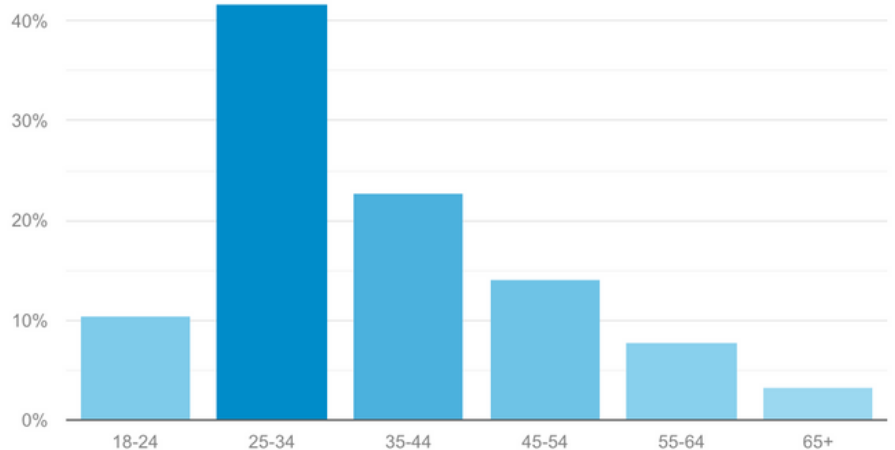
We reach drivers all over the US, but as you might imagine, we have the most density in some of America's biggest cities. Here are the top 10 areas where our followers drive:

1. Los Angeles
2. Chicago
3. Chicago
4. San Francisco
5. Washington
6. Atlanta
8. Dallas
8. Delhi

■ male ■ female



## age of our drivers



 **18K**

 **7K**

Stats updated September 2019

# Case Study: a highly successful campaign with FarePilot

Tom Mourmouras loves his results. And you will too.



**FarePilot**

FarePilot wanted positive attention. Here's what happened when they joined us:

- Over the past 11 months of advertising, we've partnered to showcase their brand on 1.2 million pageviews and in 1.68 million newsletter opens.
  - As of this writing, our Sponsored Post that reviews their app appears in the #1 position on Google.
- 
- Our article, paid for just once, still receives 30 to 40 pageviews each day, nearly a year later!

# CURRENT AND PAST ADVERTISERS

*Whether you need a seasonal campaign or ongoing visibility to find new customers, we've got a solution for you. We've helped businesses both small and large succeed.*



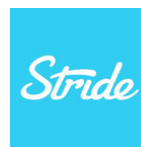
**Ford**



**USAA**



**Intuit  
QuickBooks**



**Stride**



**TurboTax**



**InstaCart**



**DoorDash**



**HyreCar**



**Geico**



**Amazon  
Flex**



**Caviar**



**Postmates**



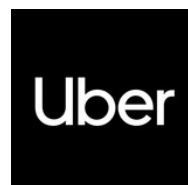
**FarePilot**



**Take 5 Oil**



**Lyft**



**Uber**

# LET'S WORK TOGETHER

*Here's our menu. Or we can create a unique solution for you!*

*Don't see what you want here? Just ask!*

## sponsored posts

We can work with your company to develop a custom piece of content surrounding your brand, a series of posts featuring your brand, or even a podcast or Youtube video. Click to see an *example of our successful campaign with QuickBooks*.

## sponsored video

This can be a video version of your sponsored post or something else entirely! Here's a great *example showcasing the Shop Your Way cashback program*.

## review

We will conduct a thorough review and assessment of your product or service! Please note we retain editorial control on all reviews. *Here's an example of our partnership with Ford Fusion Hybrid*.

## social media

- We can create a custom campaign of 5 to 10 posts to tell your story to our followers on Facebook and Twitter.
- We have access to a Facebook audience (separate from our regular Facebook followers) of over 200,000 Rideshare drivers. We can introduce you to this huge targeted audience to start the conversation about your brand.

## resource pages

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

## email newsletter

Get inside their inbox!

- Top of Newsletter Ad: Be seen 4 times each week in a 575x150 header box at the top of the e-mail. We've seen CTRs as high as 5% depending on the product!

- Bottom of Newsletter Ad

Here's an *example where DoorDash bought both spaces*.

- Targeted Newsletter Blast: Target a certain city, metro, or state. And email them about your company.

- An Email from Harry: Harry will write a few paragraphs about your company in a conversational way. This has the personal touch.

## podcast ads

- Harry can read your 30-second or 60-second script, or he can endorse your company in a more casual way to connect with listeners. You can be the first and last thing Harry puts in the ear of thousands of Rideshare drivers! You also get a powerful SEO link to your company on the blog in the show notes.

- Harry can interview a representative of your company. This is phenomenal opportunity to be heard and have a real conversation about your brand.

## banner ads

Expect CTRs as high as .1 to .5% depending on the product.

- Right hand sidebar ads are sized at 300x250
- Quad-grid ads are sized at 150x150
- Bottom of post ads are given a header plus 1 to 2 sentences of content

We can also geo-target certain cities or states with a right hand sidebar ad (300x250).

# KUDOS

We work hard each day to maintain a build the best brand in the business. And now you can join us.

## uber

*"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."*

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



## lyft

*"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, Lyft's Head of Driver Communications



## side hustle

*"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 TALK

## contact

[ian@therideshareguy.com](mailto:ian@therideshareguy.com)

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