

RI DE SHARE GUY

MEDIA KIT



who we are

The Rideshare Guy 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!

The Rideshare Guy 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.

The Rideshare Guy has built a wonderful, collaborative community by empowering drivers and genuinely helping them since the site's 2014 inception.

founder

The Rideshare Guy is led by founder and editor Harry Campbell. Harry has been covering the industry for 10 years as the preeminent expert on Rideshare, including having written the leading book in the space: *The Rideshare Guide*.

Harry has been featured in **The New York Times, CBS News, CNBC, Forbes, CNET, WIRED, NPR, the LA Times, and the Huffington Post**. He regularly interviews top executives and CEOs at companies including Uber and Lyft.

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.

178K

BLOG USERS PER MONTH

35K

EMAIL NEWSLETTER
SUBSCRIBERS

200K

YOUTUBE
SUBSCRIBERS

AUDIENCE



245K
Pageviews
/ Month



1.2M
YouTube
Views /
Month



2K
Podcast
Listens /
Month



top metros

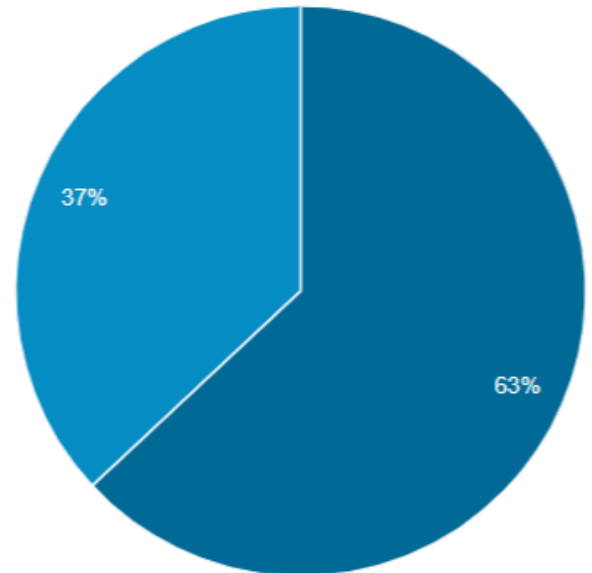
We reach drivers all over the US, but as you might imagine, we have the most density in some of America's biggest cities. Here are the top 10 areas where our followers drive:

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

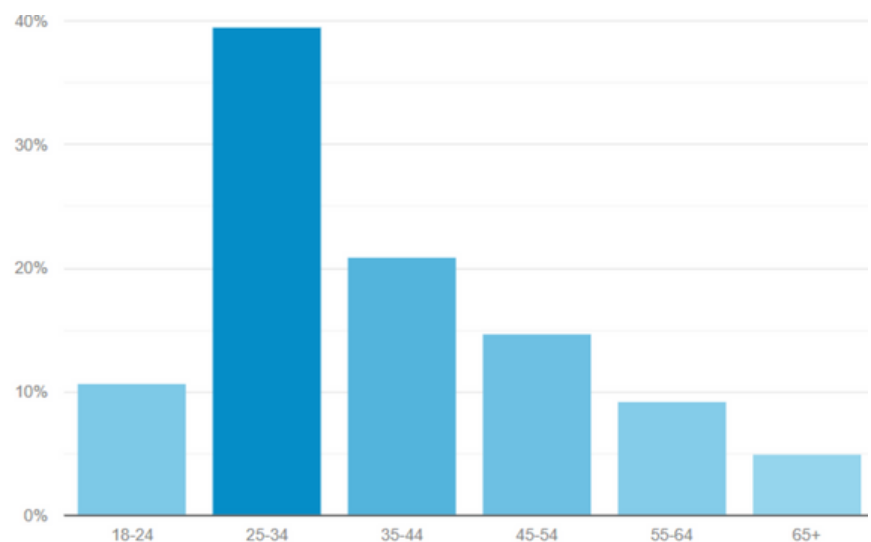
 **18K**

 **14K**

■ male ■ female



age of our drivers



LET'S WORK TOGETHER

Here's our menu. We can create a custom campaign for your brand.

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

featured 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 **Para**.

featured video

This can be a video version of your featured 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 the **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 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.

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
- 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 to connect with his loyal following.

podcast ads

- Harry can read your 30- 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 link to your company on the blog in the Show Notes.
- Harry can interview a representative of your company. This is a 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 and build the best brand in the business. Hear what top brands have to say:

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



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.



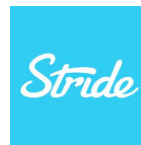
Ford



USAA



**Intuit
QuickBooks**



Stride



TurboTax



Instacart



DoorDash



HyreCar



Geico



**Amazon
Flex**



Caviar



Postmates



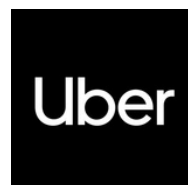
FarePilot



Take 5 Oil



Lyft



Uber

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 through 1.2 million pageviews and 1.68 million newsletter opens.
 - As of this writing, our Featured Post that reviews their app appears in the #1 position on Google.
-

LET'S TALK

contact

harry@therideshareguy.com

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