

ADVERTISING & SPONSORSHIP

BAY AREA MOTOR EVENTS

MEDIA KIT · 2026 / 2027

Reach Bay Area drivers where they plan their next show, cruise, meet, and automotive purchase.

AUDIENCE SNAPSHOT

Local car culture, all in one place.

Bay Area Motor Events helps enthusiasts decide where to go, what to attend, and what to discover next. Advertisers meet readers at the moment of intent.

4,911
VISITS IN OCTOBER 2026

8,043
PAGEVIEWS IN OCTOBER 2026

65%
VISITS FROM MOBILE DEVICES

56%
VISITORS ARRIVING FROM GOOGLE

93%
VISITORS LOCATED IN THE U.S.

97 SEC
AVERAGE VISIT DURATION

DEVICES



Mobile 65% · Desktop & tablet 35%

WHERE VISITORS ARRIVE



Google 56% · Direct & other 44%

90-DAY MOMENTUM

16,025 VISITORS. 25,500 PAGEVIEWS.

August 20 – November 18, 2026. Traffic rises on event weekends, when enthusiasts are actively deciding where to go and what to see.

Why it matters: your message appears inside a focused automotive environment, not beside unrelated general-interest content.

Source: first-party site analytics. October figures cover Oct. 1–31, 2026; percentages are rounded.

REGIONAL REACH

The Bay Area, by the roads enthusiasts drive.

Updated weekly with shows, cars & coffee meets, cruises, motorcycle gatherings, and marquee events — plus a growing email list of **66+ subscribers** receiving weekly and regional editions.

San Francisco

City events and waterfront meets

East Bay

Oakland, Berkeley, Alameda, Pleasanton and beyond

Peninsula

San Mateo, Redwood City, Palo Alto and nearby cities

South Bay

San Jose, Sunnyvale, Campbell and the Santa Clara Valley

North Bay

Marin, Sonoma, Napa and Wine Country

Monterey

Monterey, Carmel and Pebble Beach

WEEKLY EMAIL EDITIONS

ALL EVENTS | SAN FRANCISCO | PENINSULA | MARIN | SAN JOSE | EAST BAY

PLANNING THIS WEEKEND

SHOPPING AUTOMOTIVE

DISCOVERING LOCAL

ADVERTISING OPPORTUNITIES

Built to be seen. Built to be measured.

Choose a focused placement or combine channels into a custom local campaign.

01 Homepage sponsor spotlight

A high-impact branded feature within the main event experience, with imagery, offer copy, and a direct call to action.

Best for: shops, dealers, service centers, clubs, venues and event partners.

02 Sponsored business or classified listing

A rich listing with photos, description, contact information, and a direct website link within the automotive marketplace — vehicles, parts, services and events.

Best for: vehicles, parts, restoration, detailing, repair, tires and specialty services.

03 Regional and email partnerships

Custom campaigns can align your message with a region, event weekend, or weekly email edition — All Events, San Francisco, Peninsula, Marin, San Jose and East Bay lists. Availability and scope are arranged directly.

Best for: local launches, event promotion, grand openings and seasonal offers.

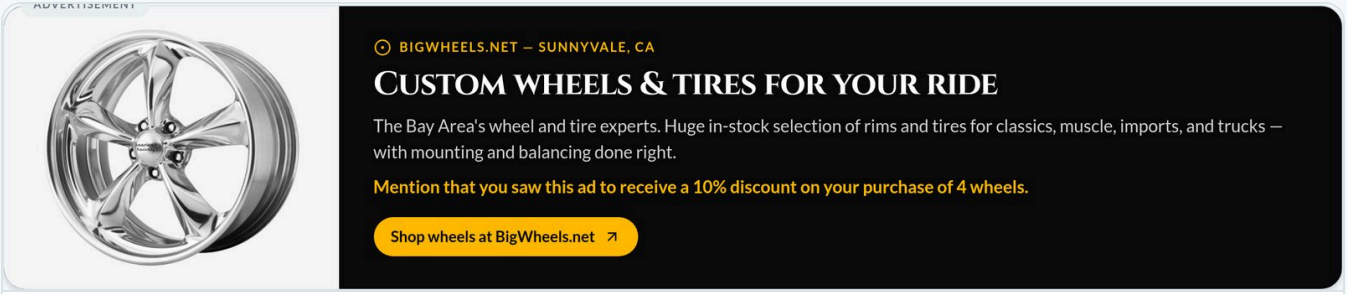
MEASUREMENT INCLUDED

Sponsor impressions and outbound clicks are tracked on the site, helping each campaign show what it delivered.

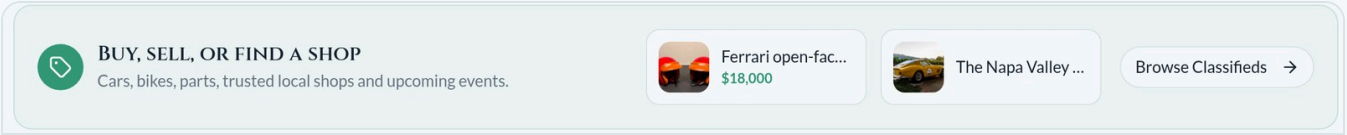
LIVE SPONSOR EXAMPLE

A local business, inside the experience.

BigWheels.net demonstrates the format: strong product photography, a local offer, a clear destination, and placement alongside event discovery.



HOMEPAGE SPONSOR SPOTLIGHT — BIGWHEELS.NET, SUNNYVALE



CLASSIFIEDS TEASER — LATEST LISTINGS, INSIDE THE EVENT LIST

PROMINENT
Large visual presence

RELEVANT
Automotive-only context

ACTIONABLE
Direct click-through

TRACKABLE
Views and clicks

Campaign fit Automotive services • dealerships • event organizers • clubs • parts and accessories • restoration • detailing • insurance • storage • hospitality near events

Example shown from the live sponsor experience. Final creative is tailored to each advertiser.

LET'S BUILD YOUR CAMPAIGN

Reach the people already looking for their next automotive experience.

Packages are customized by placement, timing, geography, and creative needs. Ask about an introductory campaign built for your business.

ADVERTISING INQUIRIES

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REQUEST AVAILABILITY & RATES

Bay Area Motor Events is a focused local guide founded to connect enthusiasts with the events, businesses, and vehicles that move Bay Area car culture.