



# Automotive

- Reach consumers who own a vehicle.
- Today Americans own 1.7 automobiles which has increased 95% since the 1960's. *Reach them at the pump!\**
- On average men and women are driving 306 miles per week and over 1,100 miles per month. The number of trips taken has increased by 60% over the past 25 years.\*\*
- Reach Super Commuters\*\*\* & Mega Milers\*\*\*\*: These are married people with children, who are upscale, educated, and own their own home.
- Super Commuters\*\*\* & Mega Milers\*\*\*\* are harder to reach with such media as television & newspaper.\*\*\*
- Consumers average up to 5 gas station visits per month.\*\*\*\*\*
- Your ad is visible and lit 24/7

\*Source: Article Brand Building in the 21st Century by Lori Wellinghoff Sr. VP Clear Channel Advantage  
 \*\*Source: The Arbitron Outdoor Study: 2001 Arbitron Inc..  
 \*\*\*Super Commuters: Endure the longest commute. Average 54 minutes one-way, per Arbitron In-Car Study.  
 \*\*\*\*Mega Milers: Travel more than 261 vehicle miles per week, per Arbitron In-Car Study.  
 \*\*\*\*\*Source: Arbitron In-Car Study. 2003 Arbitron Inc./Edison Media Research  
 \*\*\*\*\*Source: Nacs USA Money September 29, 2005