

DriveArabia

AUTOMOTIVE PORTAL FOR THE GCC





DriveArabia.com

The most popular consumer automotive portal in the Middle East, with the most comprehensive GCC car prices and specs guide, detailed reviews and latest news, as well as the most accurate used car valuation tool. With millions of users every year, top ranking in Google searches and a data partnership with OMD, DriveArabia.com is heavily influential in the purchase decisions of serious car buyers in the region.





Mashfique Hussain Chowdhury

Founder & Editor-In-Chief  

Mashfique is a life-long Dubai resident who started DriveArabia.com during his engineering college years as the first bilingual consumer-focused automotive portal in the Middle East in 2004.

Mashfique is also well-known in the startup world as an angel investor, with early strategic investments in tech-driven used car dealer Carzaty, car subscription app Carasti and car services app MySyara.

Our Drivers



Marouf

Co-Founder & Editor

Passion for cars since birth. When not driving, can be seen drifting shopping carts in the supermarket.



Shabnam

Feature Writer

Driven by creativity and zealous love for cars, making a mark and breaking stereotypes with pizzazz.



New Contributor



Tammam

Arabic Editor

A regular human that loves cars and looks for the late apex and fastest corner on a track.



Mohamed

Marketing & Growth

An automotive enthusiast born and bred in the UAE. Lives and breathes petrol and electrons.



Media Partners



Global Stats

DriveArabia



DRIVEARABIA.COM | 2023

2022 **OVERALL TRAFFIC** SUMMARY



33M

PAGEVIEWS

5M

UNIQUE USERS

85%

ORGANIC SEARCH

3.1M

UAE SESSIONS

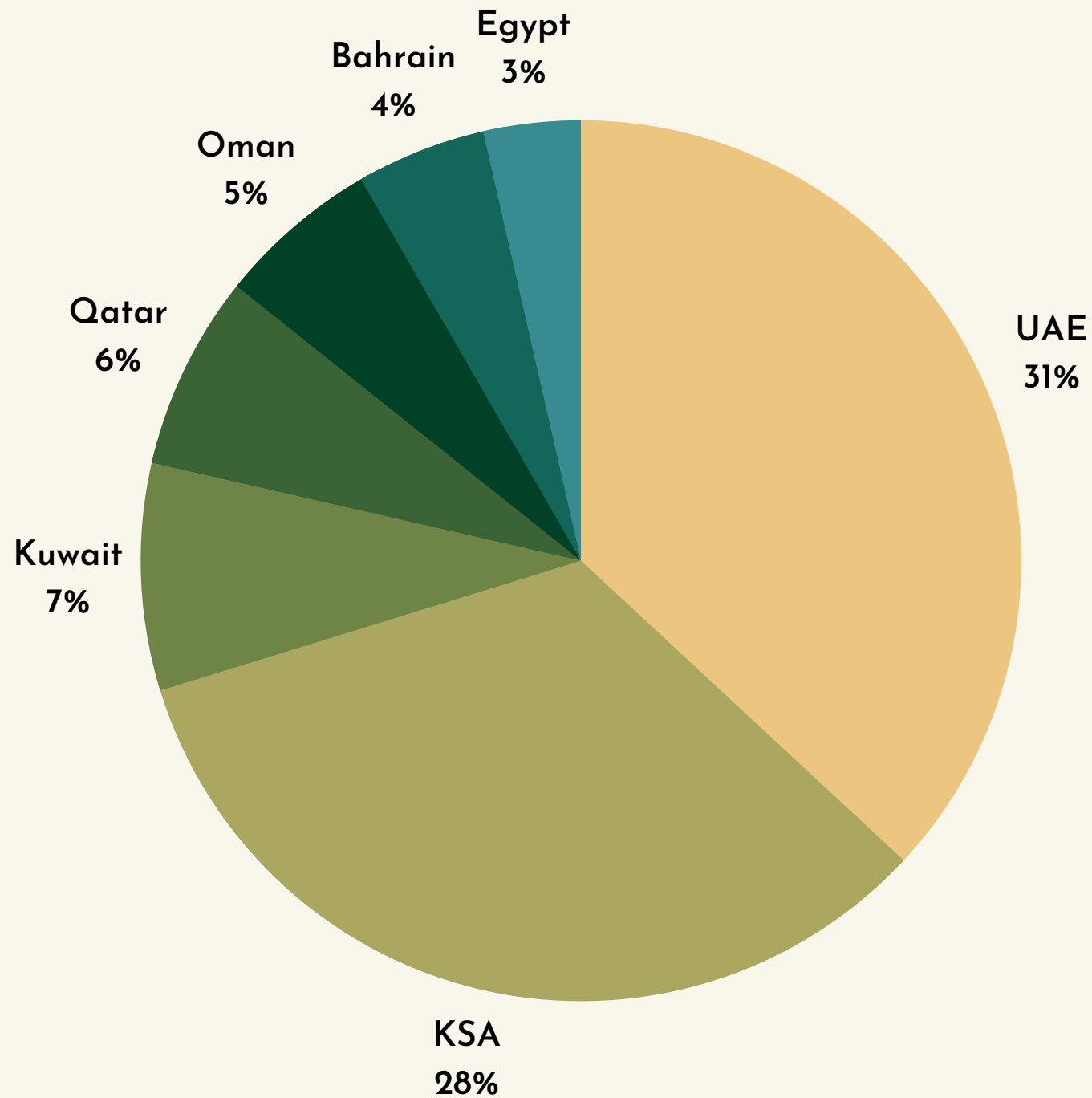
480K

SOCIAL FOLLOWERS

96%

ORGANIC TRAFFIC

2022 REGION BASED TRAFFIC



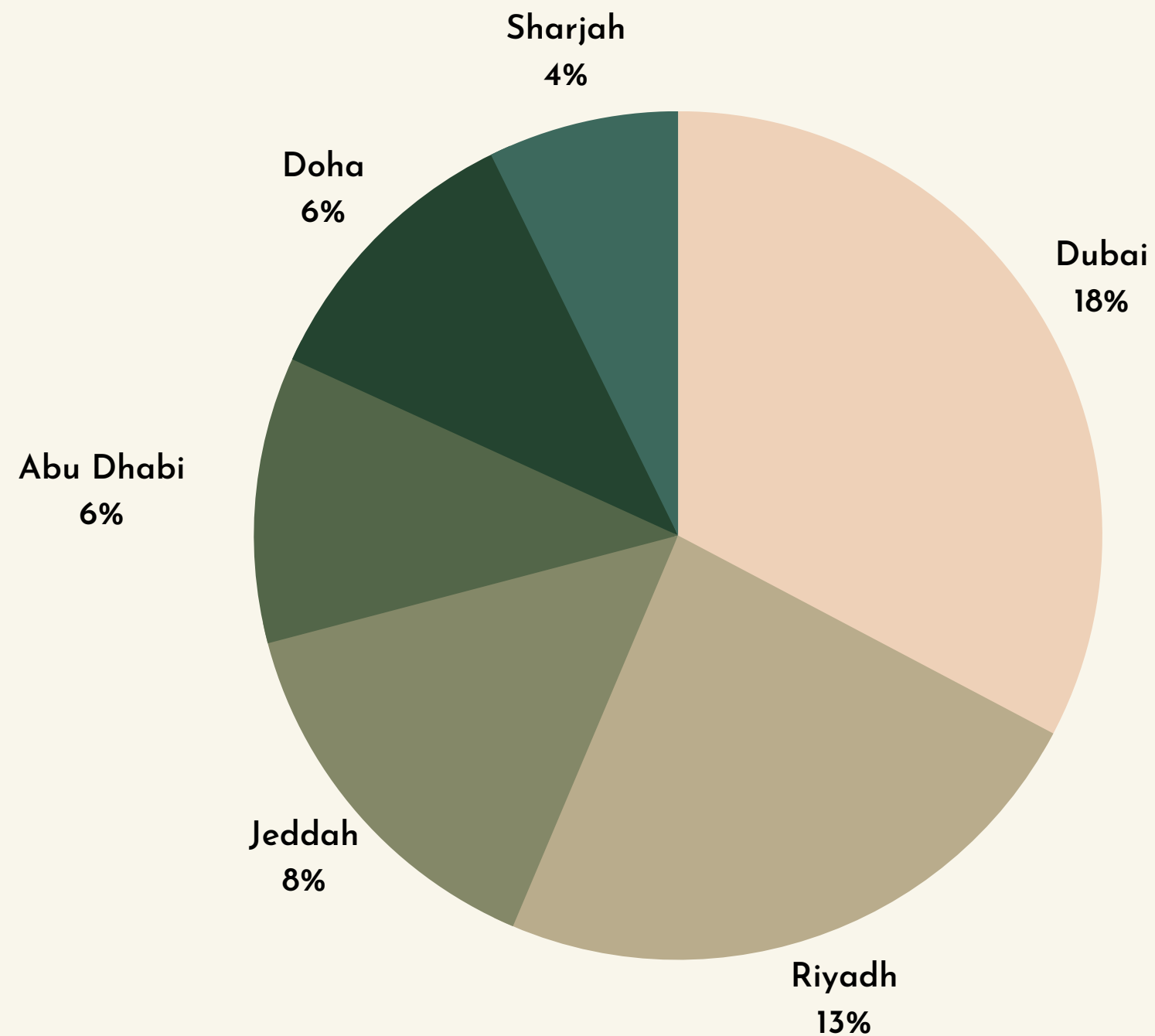
UAE

SESSIONS: 3.14 MILLION
USERS: 1.57 MILLION

KSA

SESSIONS: 2.73 MILLION
USERS: 1.94 MILLION

2022 CITY BASED TRAFFIC



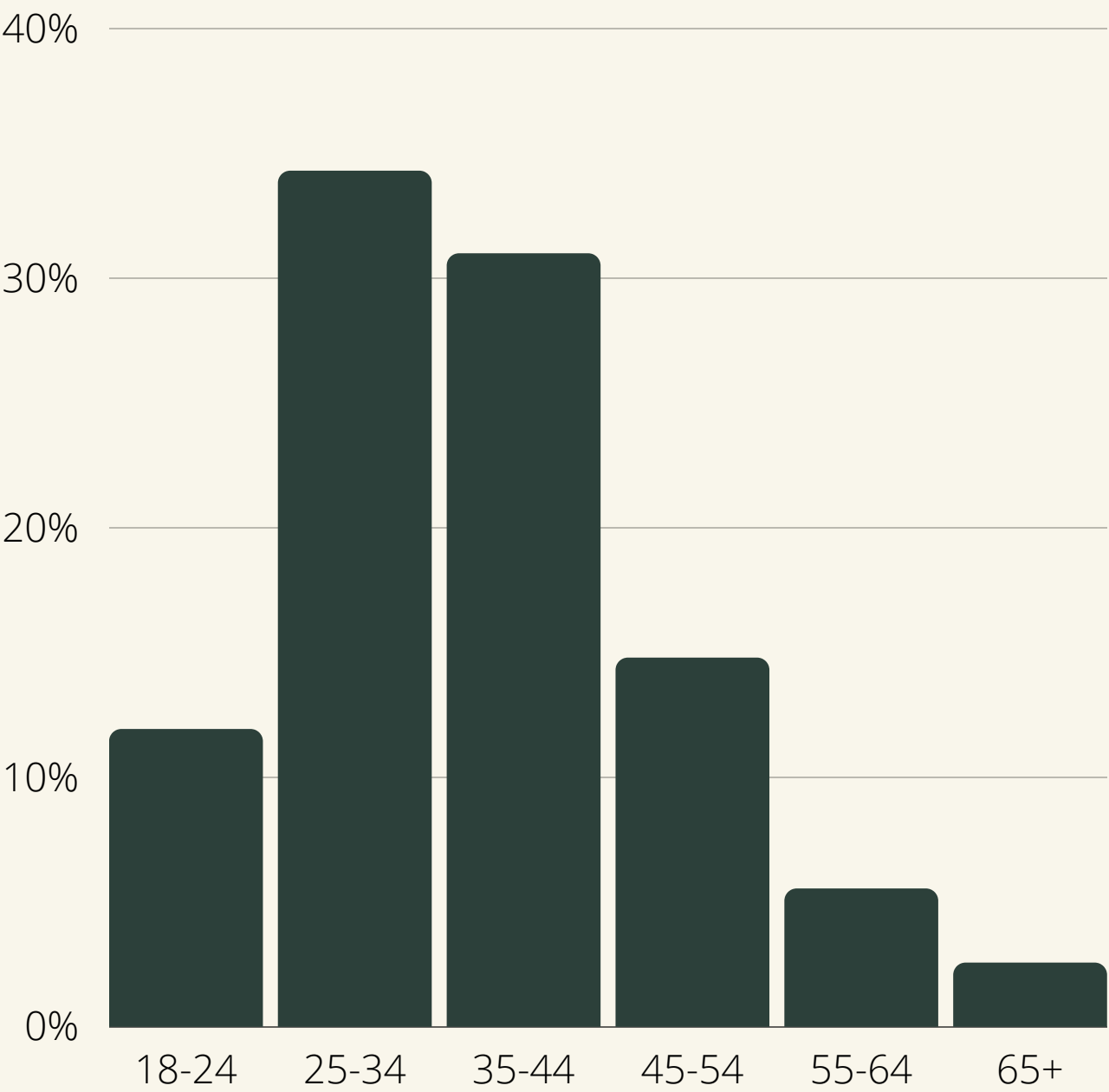
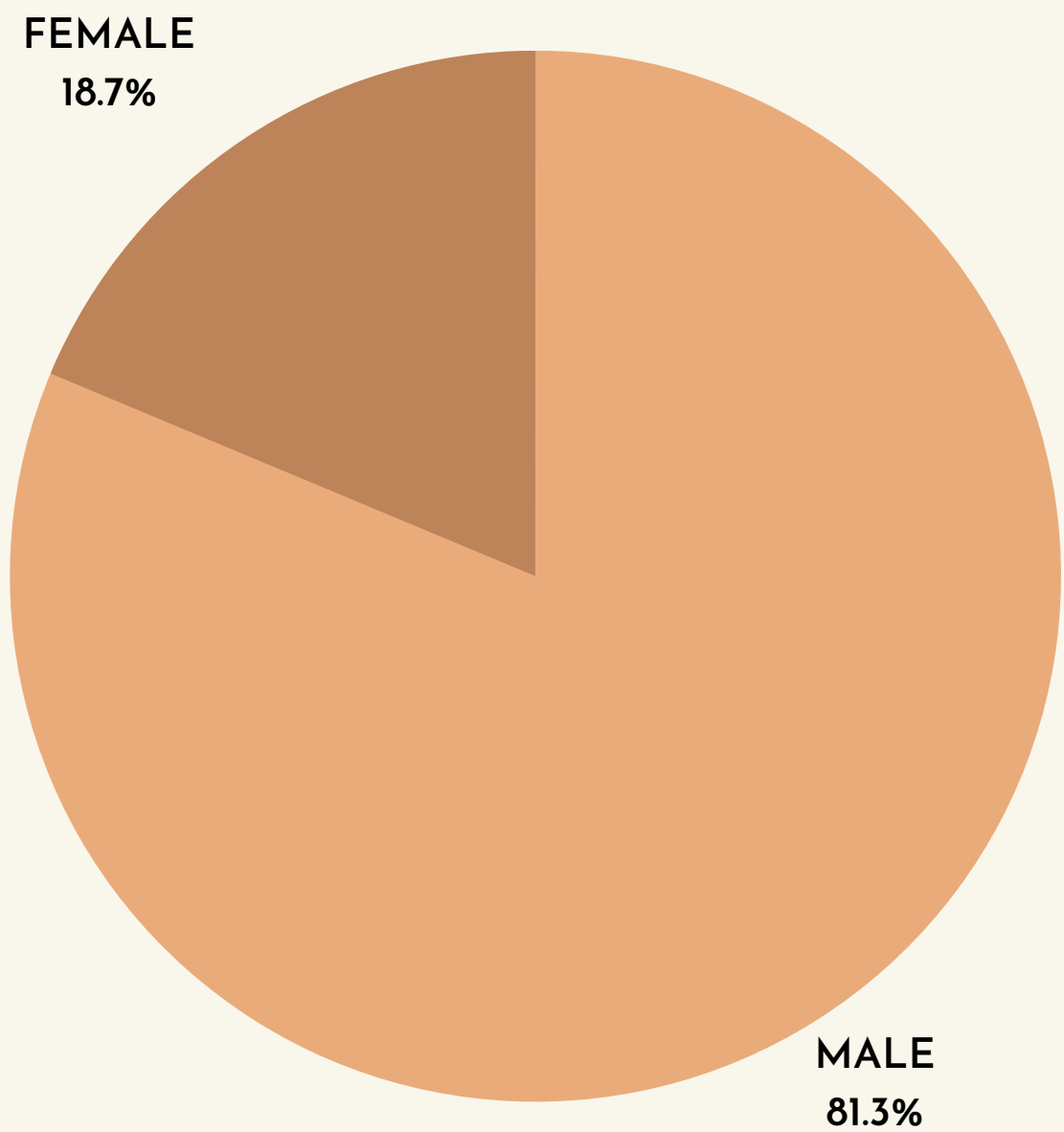
Dubai

SESSIONS: 1.85 MILLION
USERS: 975K

Riyadh

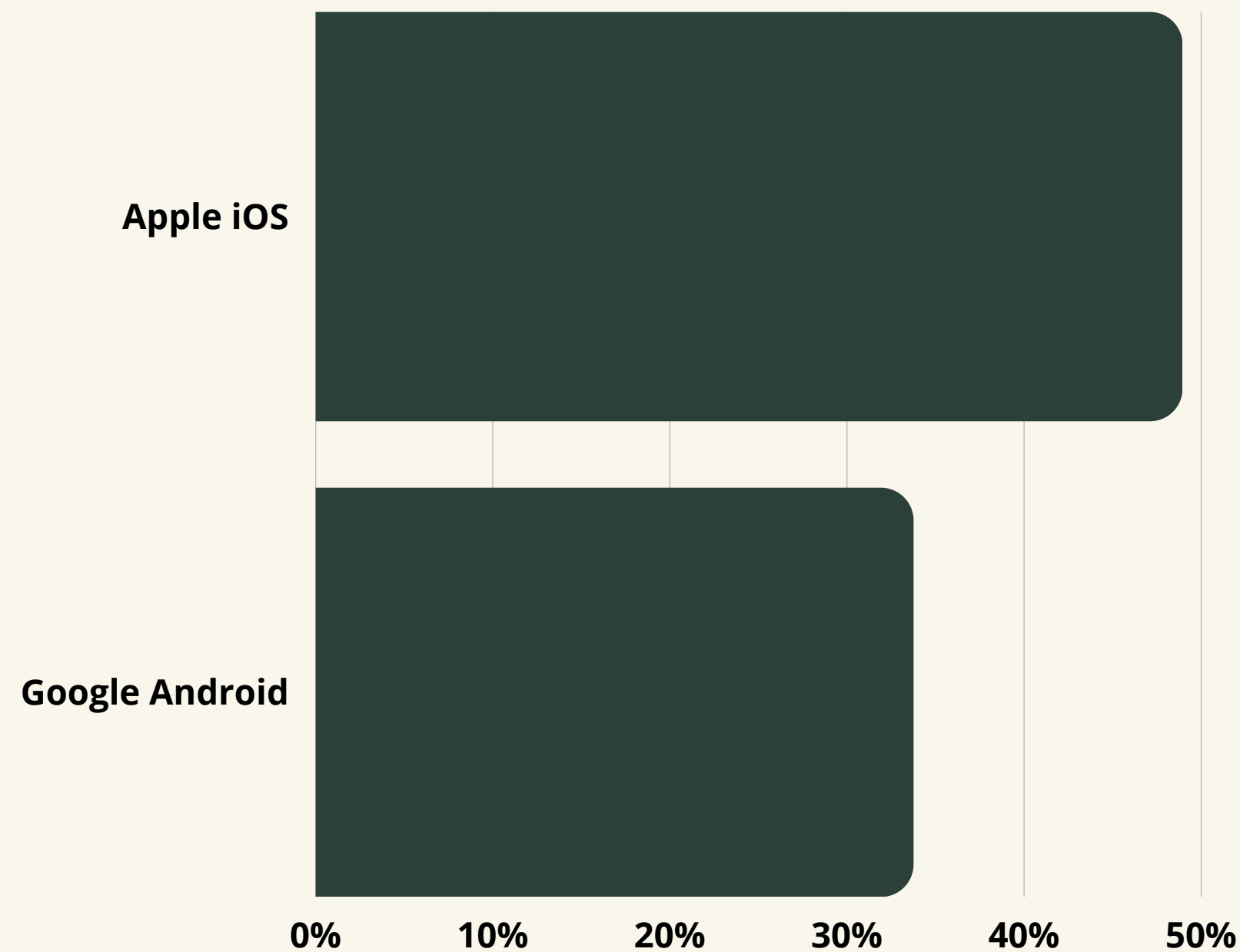
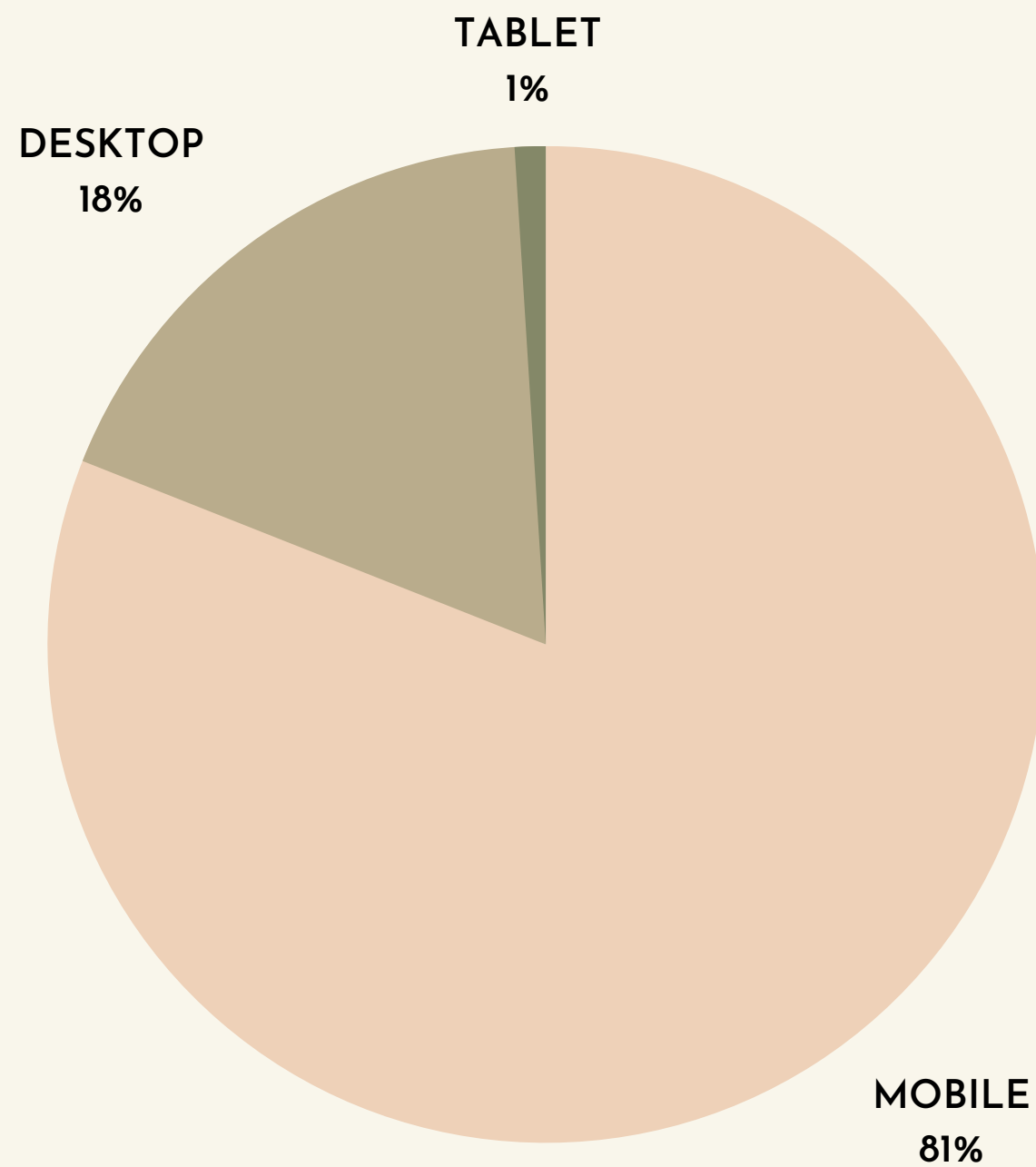
SESSIONS: 968,192
USERS: 714,917

2021 **DEMOGRAPHIC** TRAFFIC

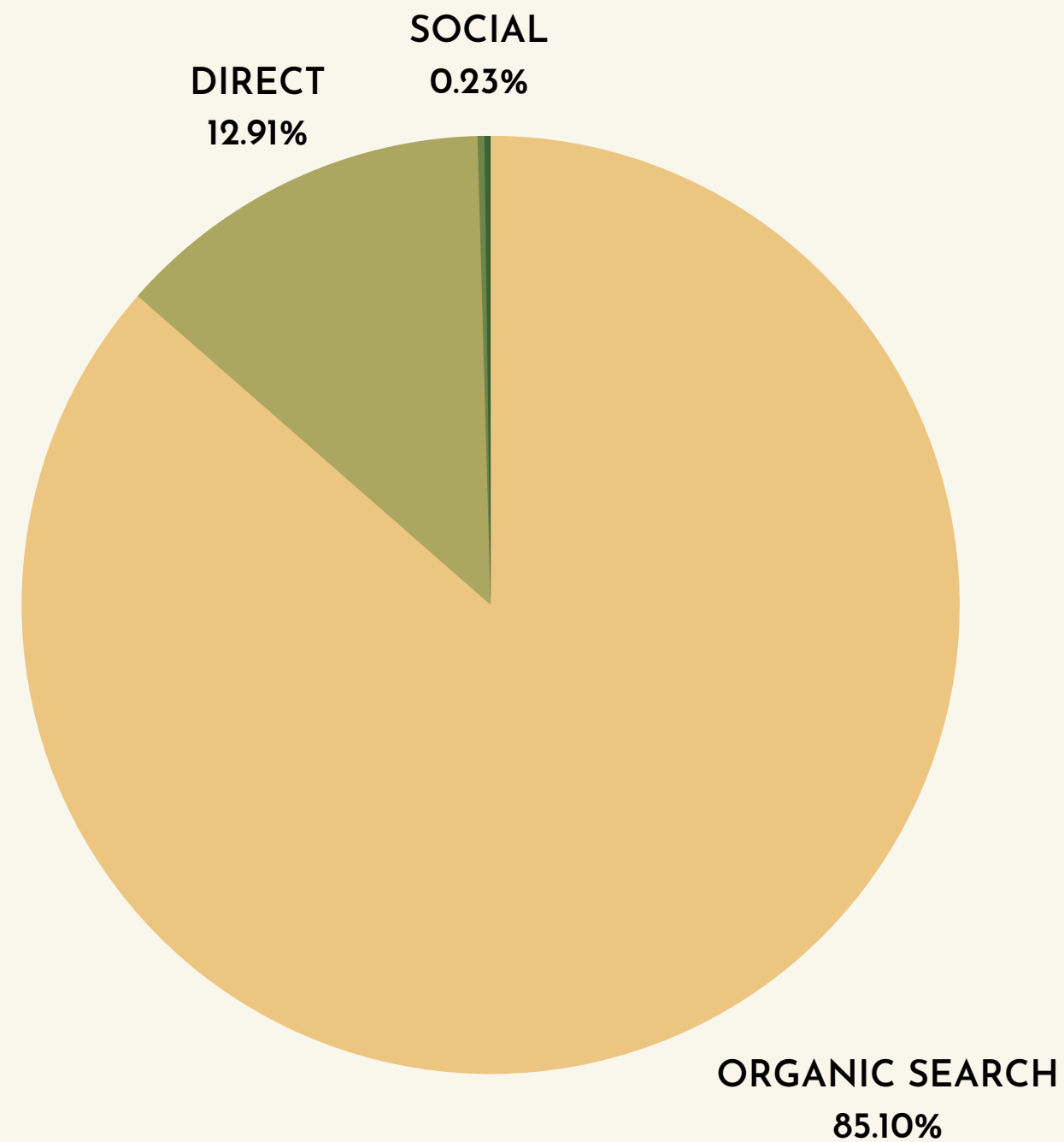


Google Analytics: 28.12% of total sessions

2022 TECHNOLOGY TRAFFIC



2022 TRAFFIC AQUISITION



33M

PAGEVIEWS

22M

UNIQUE PAGEVIEWS

Digital **Banner** Ads



MONTHLY AD-IMPRESSIONS

2.3M

DUBAI

3.8M

UAE

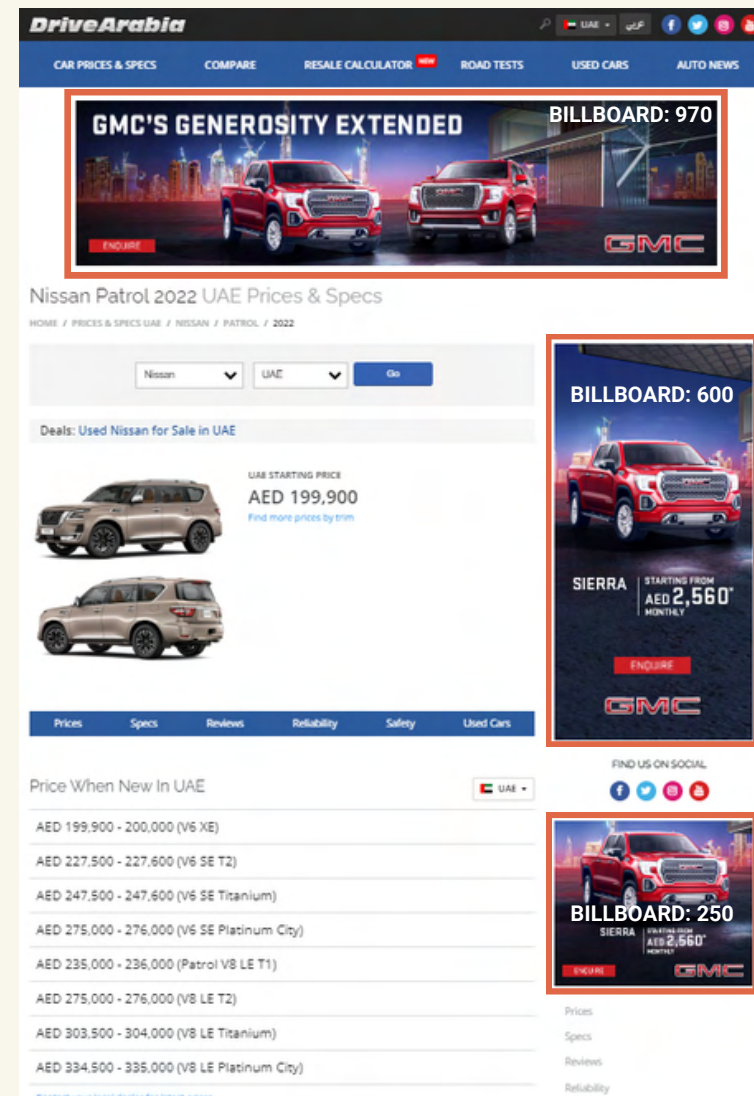
1.6M

SAUDI ARABIA

6.9M

GCC REGION

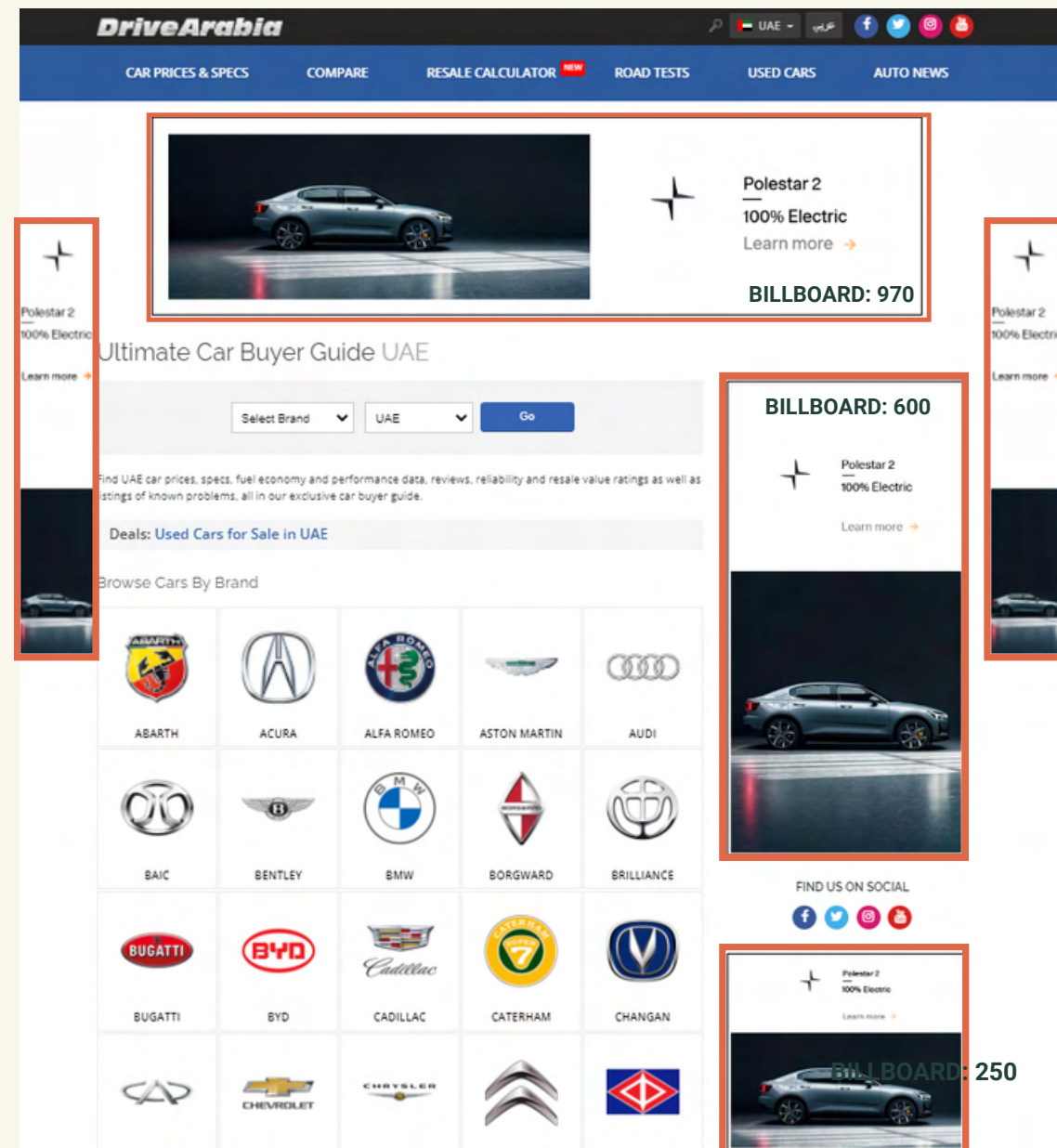
Prime Ad-Realestate



This vehicle page is a prime real-estate for all your automotive **performance & awareness campaigns**. Strategically placed banner-ad spaces on Desktop & Mobile to generate maximum reach & impressions to funnel into your leads and conversions KPI.

- 970 x 250 Desktop Only
- 728 x 90 Desktop Only
- 300 x 600 Desktop / Mobile
- 300 x 250 Desktop / Mobile
- 320 x 50 Mobile Only
- 320 x 100 Mobile Only

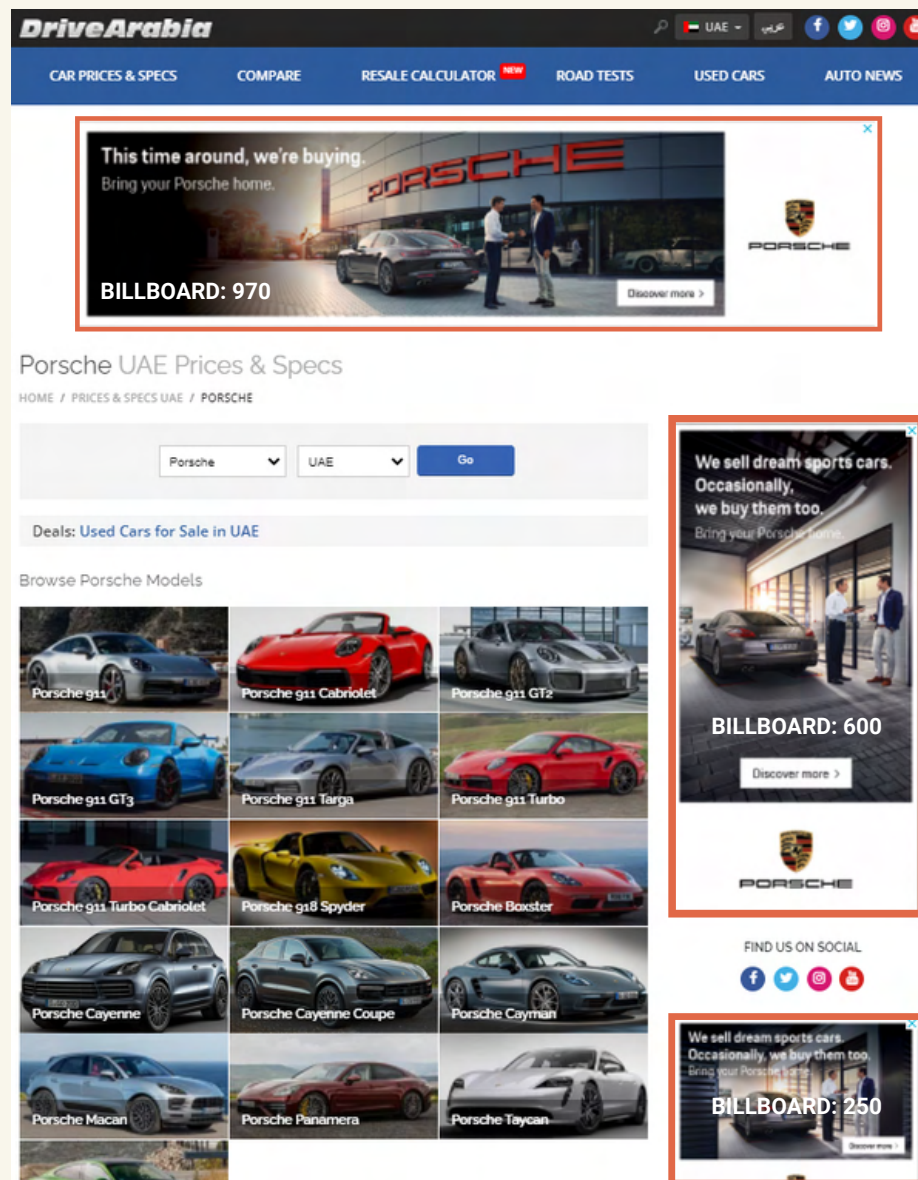
Consumer Buyer-Guide



Majority of our traffic is generated from our comprehensive buyer guide for the **GCC**. You can strategically place your banners based on ***Brands, Model, Type and Category*** of cars to ensure you're targeting the most relevant audience for your campaigns.

- 970 x 250 Desktop Only
- 728 x 90 Desktop Only
- 300 x 600 Desktop / Mobile
- 300 x 250 Desktop / Mobile
- 320 x 50 Mobile Only
- 320 x 100 Mobile Only

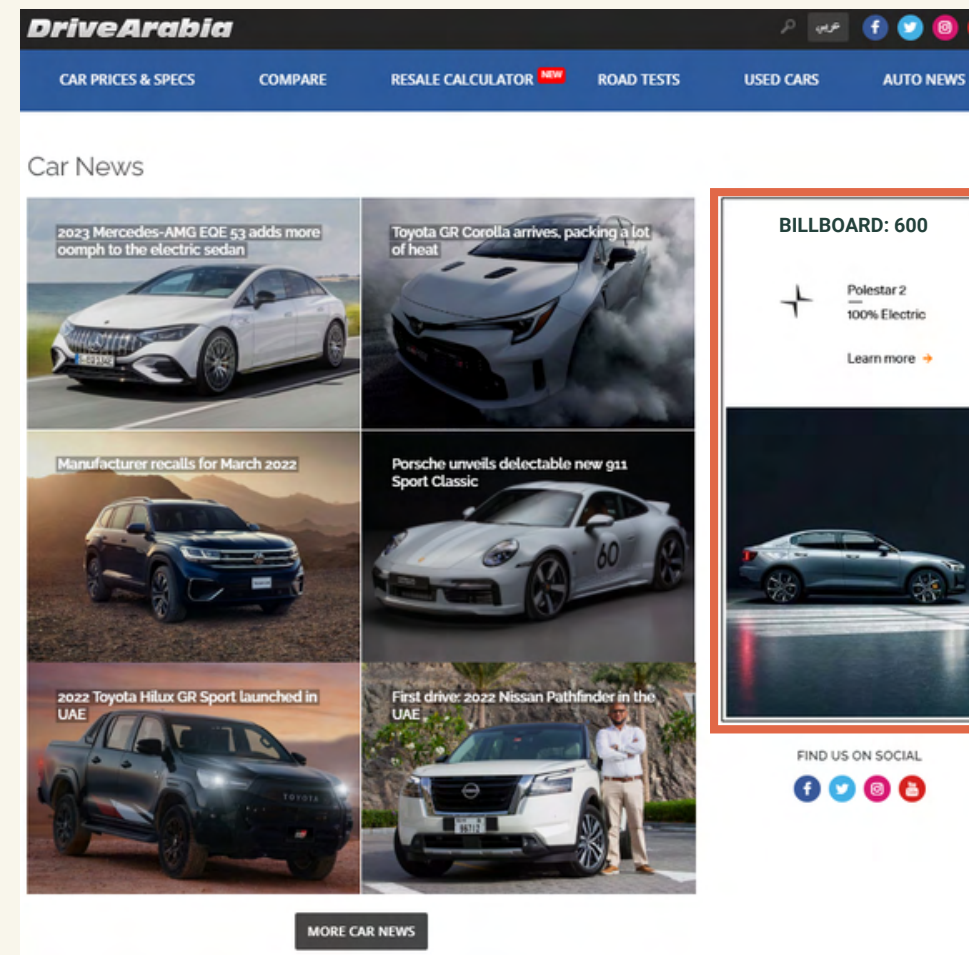
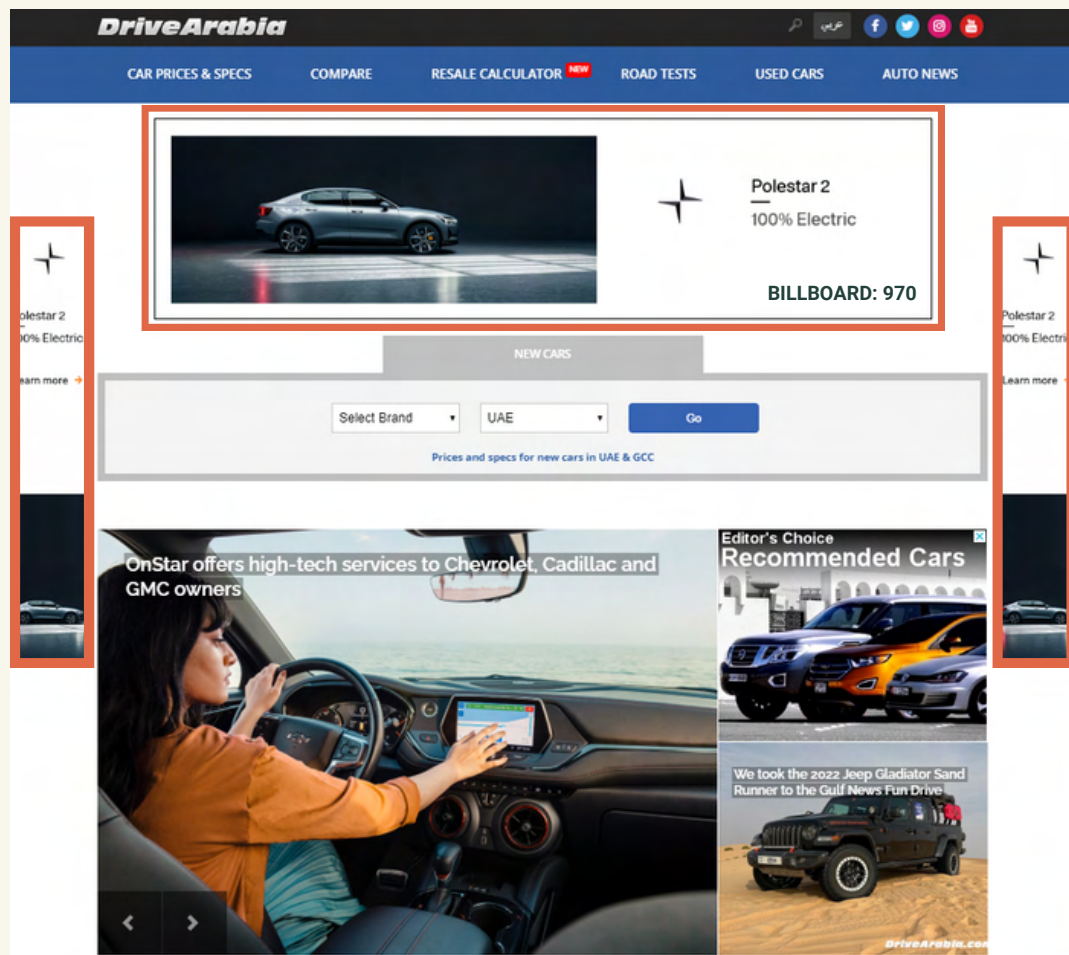
Targeted Ad Campaign



Our **resale calculator** segment on our website is not the 4th most visited page on DriveArabia.com. **Used Car Dealerships** can leverage these ad-sets to strategically target and re-target prospective sellers based on various brand segments.

- 970 x 250 Desktop Only
- 728 x 90 Desktop Only
- 300 x 600 Desktop / Mobile
- 300 x 250 Desktop / Mobile
- 320 x 50 Mobile Only
- 320 x 100 Mobile Only

Global Placements



For a **comprehensive campaign** we highly recommend leveraging our banners all across the site.

- 970 x 250 Desktop Only
- 728 x 90 Desktop Only
- 300 x 600 Desktop / Mobile Only
- 300 x 250 Desktop / Mobile Only

Programmatic Audience



Audience Segments

4X4 / SUV



FAMILY



LUXURY



FORD MUSTANG



Enrich your **target audience segments** by leveraging DriveArabia's **first-party data** as part of your next **always-on programmatic** marketing campaign powered through LOTAME platform directly into your DSP. **Target & Re-target** our hyper-segment audiences based on region, brand & car type.

Editorial & Social Assets



Sponsored Editorial



OnStar offers high-tech services to Chevrolet, Cadillac and GMC owners

BY DRIVEARABIA.COM. MARCH 31, 2022.

AMERICAN CAR NEWS | BRANDED STORIES | FEATURE STORIES | GADGETS & PRODUCTS

If you lived in the United States over the past two decades, chances are you would've heard of [OnStar](#). Pioneered by General Motors, the in-vehicle tech offers a wide range of safety and security services to owners of GM vehicles, and it is now available in the Middle East.

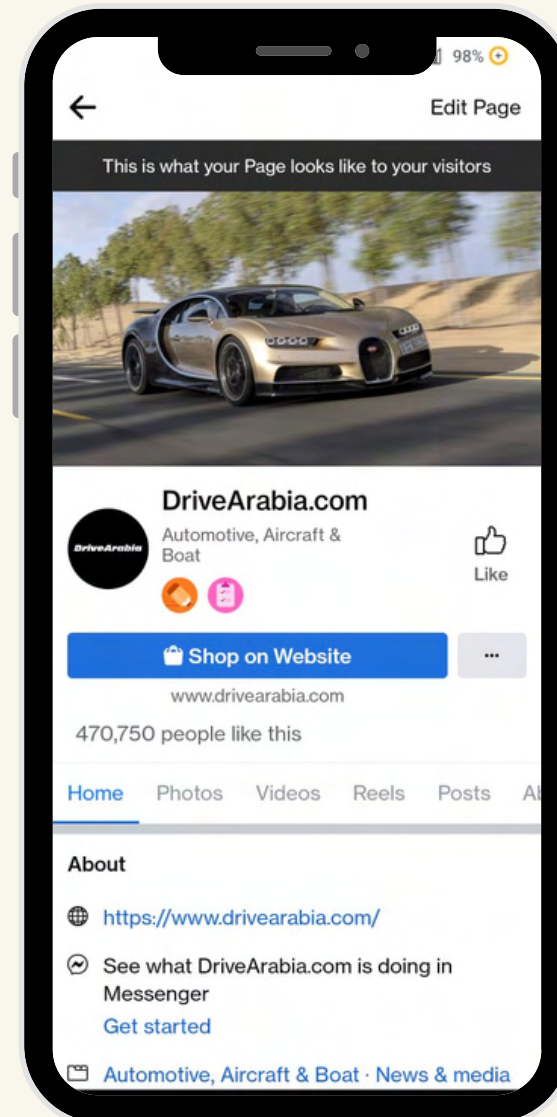
Currently, [OnStar](#) is available on most 2022 GM models, across the Chevrolet, GMC and Cadillac brands in Kuwait and the UAE. Factory-built into the vehicle with an embedded e-Sim, OnStar is an opt-in subscription service that is unique in many ways.

"OnStar is in a league of its own, leading the way with the Connected Car to bring you closer to your vehicle than ever before," said Gary West, Managing Director OnStar and Future Mobility at General Motors Africa and Middle East. "OnStar is only available once a customer subscribes to the service, as General Motors continues to keep customers at the heart of its operations, prioritising choice, control and data privacy for every driver."

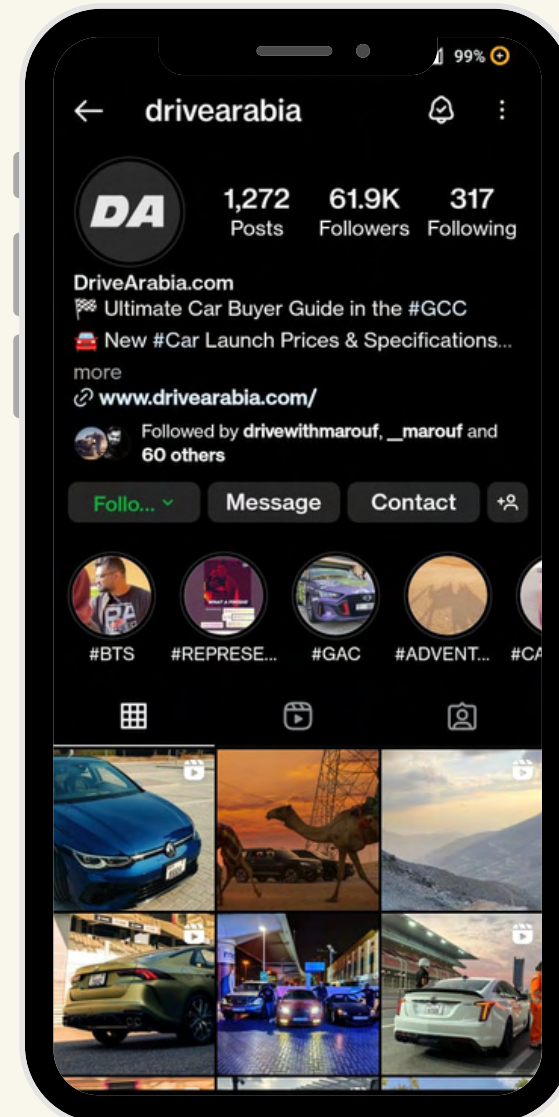
The traffic generated from our **47 million** Google Search impressions have a high market value due to the fact that these are **high-intent-prospects** by way of browsing behavior for car prices, specifications, comparisons; leveraging the car valuation tool to enable our readership to make an informed decision prior to purchasing their next vehicle. You can review these articles through a quick google-search using the following keywords;

- [ADNOC Rewards DriveArabia](#)
- [CAFU DriveArabia](#)
- [mySyara DriveArabia](#)
- [OnStar DriveArabia](#)

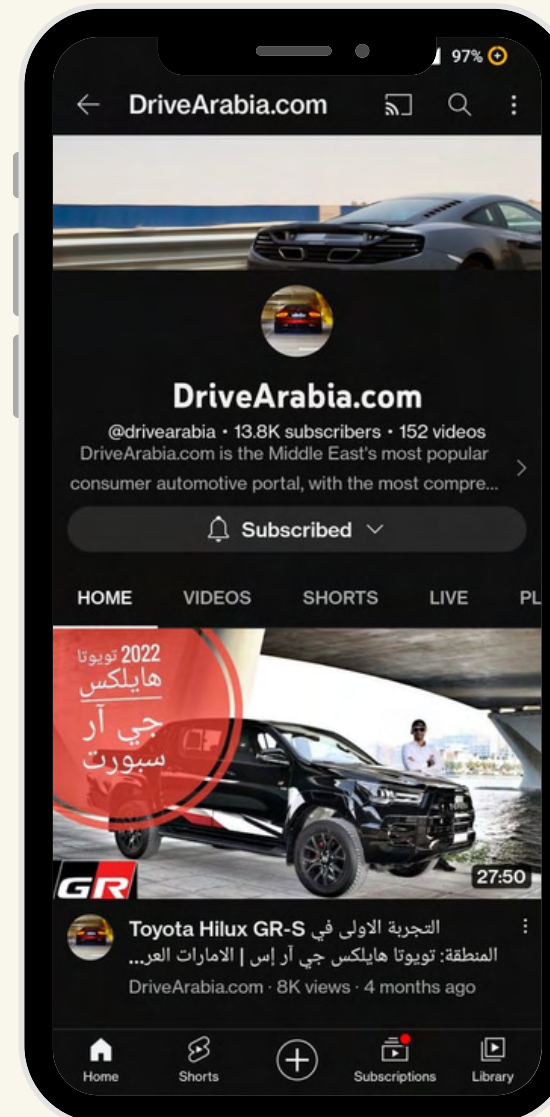
Social Push Campaign



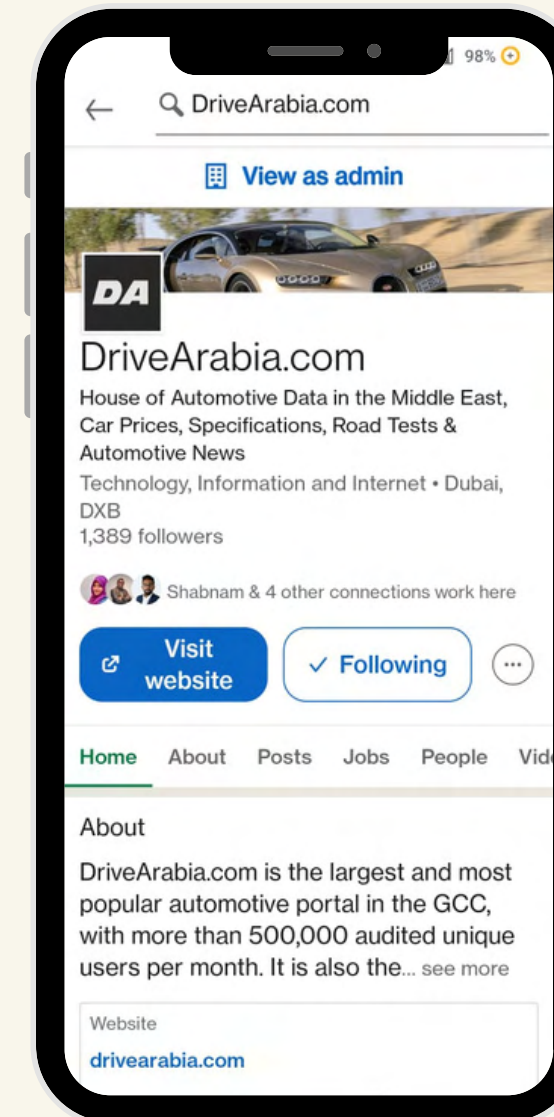
 @drivearabia



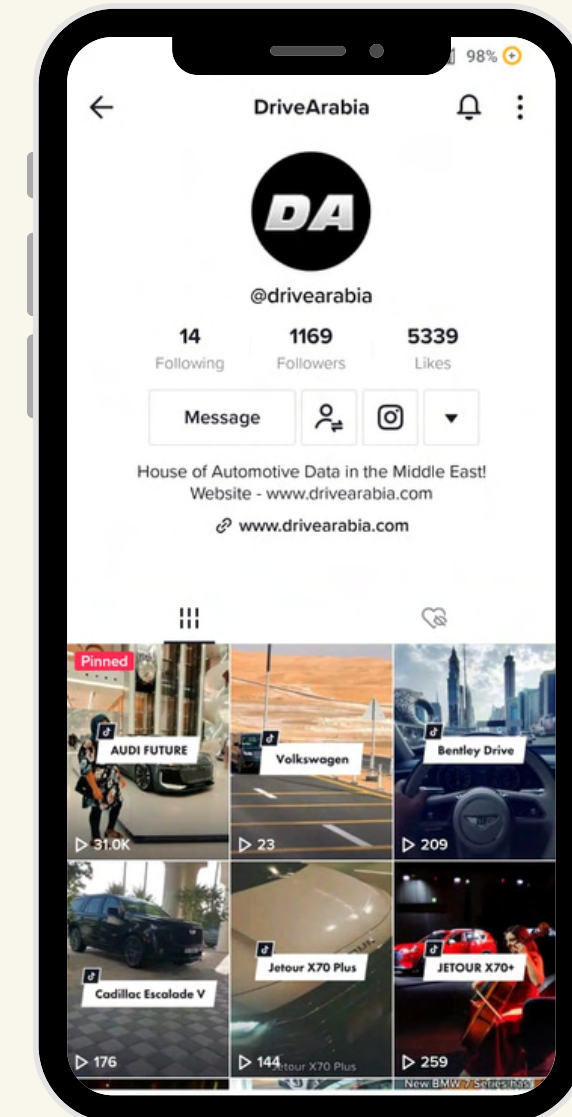
 @drivearabia



 @drivearabia



 @drivearabia



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PR & Media **Segments**

DriveArabia



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DriveArabia

CONTENT IS KING

Relevant content is the need of the hour. Since content is King, relevant content that is contextual and timely is the Prince!

DISTRIBUTION IS KONG

Funneling relevant content through our distribution channels attracts your niche automotive audience for your campaign.

ENGAGEMENT IS KING-KONG

Relevant Content + Relevant Audience is the most favorable combination for an effective consumer engagement strategy.



Automotive Media Events

We cover various automotive media events from new car launches, track days and other automotive related media coverage as part of the brands' PR campaign strategy through editorial and other social distribution channels across DriveArabia.

SEND ALL FUTURE INVITATIONS & PRESS-RELEASE TO:

PR@DRIVEARABIA.COM



Adventure Series

Our very own "The Great Outdoors" web-series will feature cars, scenic & adventurous road trips with memorable destinations across the Arabian Peninsula.

Through our partnerships with automotive brands, tourism authorities and destinations we are curating the next Adventure!





Content Production

Generate content for various mediums, such as websites, social media and print. Our content are engaging, informative, and high-quality that meets the needs and interests of your targeted audience. Leverage our in-house team for all your media content production needs.

PLEASE SEND ALL FUTURE MARKETING ENQUIRIES TO:

MARKETING@DRIVEARABIA.COM



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Branded Series

Tailor make your own branded web & social-series focusing entirely on your products & services. Wherein an automotive brand/dealership can showcase their full range of vehicles per episode, talk about their electric/hydrogen future, after sales services and various other customization options.



DriveArabia

Hello!



Follow
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Please update all your communication matrix with us;

Want to talk about a campaign?

[±971-55-7210066](tel:+971557210066)

Want to email a campaign idea?

PR@drivearabia.com

Need a campaign idea?

MARKETING@drivearabia.com

Watch other campaigns!

www.drivearabia.com