

# MORE THAN CARS MEDIA

2026 Media Kit



# ABOUT

ABOUT

# ASOTU & MORE THAN CARS

**We're a dealer-owned, founder-led community that includes tens of thousands of the most progressive dealers, industry partners, and executives who embrace a larger view of retail automotive.**

With top-tier production, distribution, talent, and creative services, More Than Cars Media is elevating and uniting the industry through regular content, live events, education, campaigns, and on-site activations.

Each year, millions of people read, listen, watch, attend, or otherwise interact with our content.

ABOUT

# MORE THAN INSIGHTS

INSIGHTS DON'T FIX PROBLEMS. PEOPLE DO.

One reason our community's loyalty runs so deep is that our leadership team is in the trenches with frontrunning dealers. They can often be found on-site at dealership lots, engaging high-level industry gatherings, and innovating new products that solve the most pressing problems dealers face today. We are deeply rooted in the culture and relationships that drive the industry.

**As a result, we've cultivated something special:  
a voice dealers trust.**

**We don't sensationalize for clicks.  
We publish for connection.**

Our audience believes that thriving people are at the center of thriving profits. They are looking for industry partners who feel the same way.

Born in the chaos of a global shutdown in 2020, ASOTU emerged as a rallying cry for dealers to stay connected, informed, and inspired. What began as a one-off LinkedIn livestream has become a full-scale media network, cultural movement, and creative shop.

Join us to play a contributing role in shaping a retail auto industry built on relationships, trust, and people-first innovation.

ABOUT

# WHO WE ARE

Our executive leadership team members, Paul J Daly, Kyle Mountsier, and Michael Cirillo, are well known throughout the industry for what they say, but what they build. Now joined by former auto group CMO and agency veteran Robin Moore, More Than Cars Media has the deepest, most skilled creative marketing bench we've ever had.

Our passionate team of over 25 spans strategy, creative, marketing, events, and production, ready to help brands tell their story in the context of the industry we know best.

We're not distant commentators, we are engaged practitioners.



ABOUT

# MEDIA REACH

TOTAL AUDIENCE

65,311

IMPRESSIONS

6,765,502

ENGAGEMENT RATE

8.2%

PIECES PUBLISHED

5,804

YOUTUBE VIEWERS/ MO

12,781



ABOUT

# WHAT

# WE DO

We create media that  
**moves people.**

- > Podcasts
- > Email
- > Webinars
- > Event Coverage and ASOTU CON
- > Docuseries
- > Custom Campaigns



# OFFERINGS

## OFFERINGS

# DAILY PUSHBACK EMAIL

Our Daily Pushback email is the backbone of our community communications and an easy on-ramp into the ASOTUverse. It is a daily drip of news in automotive, retail and pop culture with snappy and savvy writing that make it easy to get up to speed in minutes.

On Saturday, the Daily Pushback features a deeper, more personal dive designed for weekend reading. Instead of the typical fast-paced variety of topics, we will focus on one deeper story and/or topic featuring a dealer to break the noise and get a little more personal. This provides a great opportunity to feature our sponsor's product and passion for the industry.

Our readers trust us to curate and deliver essential news, opportunities, and a few laughs on a daily basis, right at the top of their inbox every morning.

 **8250+** ACTIVE SUBSCRIBERS

 **13%** SUBSCRIBER GROWTH IN 2025 JAN-AUGUST

 **44.2%**

 **5110+**

 **2900+**

## MARKETING GOALS

- > Brand Awareness and Loyalty
- > Establishing Thought Leadership
- > Increasing Brand Engagement

## OFFERING

- > Primary Daily Sponsorship
- > Logo placement beneath ASOTU logo with website link
- > Custom ad content for collaborator, approximately 100 words
- > ASOTU content creation (title and copy) included in sponsorship
- > Monthly Performance Reporting
- > A single company may purchase up to 4 (four) days in any 30-day period
- > Date selection on first come/first served basis
- > [View Past Emails Here](#)

## PRICING

**DAILY** - \$750/day

**MONTHLY** - \$1,250/mo (2 spots)

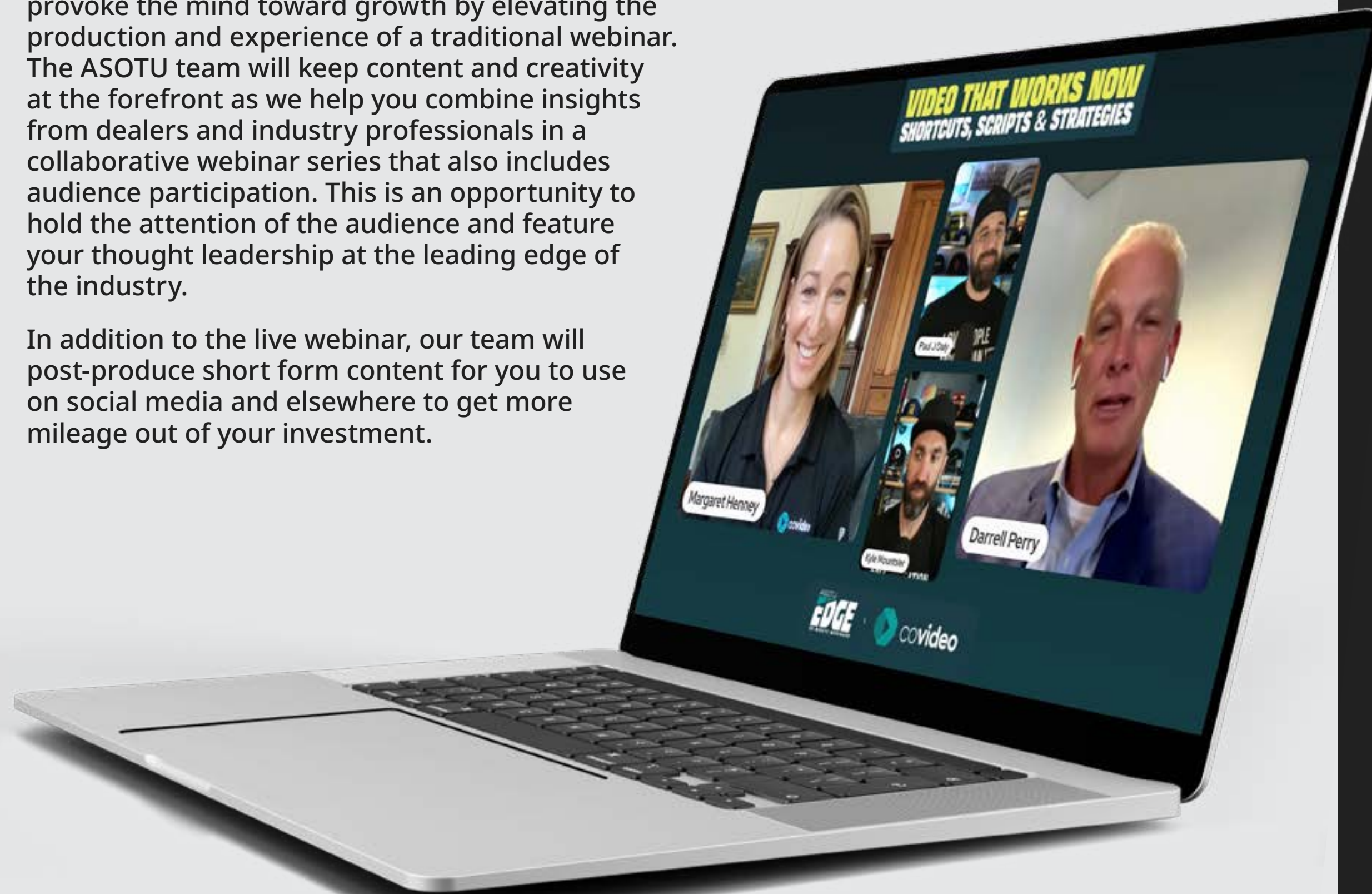
**QUARTERLY** - \$1,100/mo (2 spots/mo)

## OFFERINGS

# ASOTU EDGE WEBINARS

ASOTU Edge Webinars are meant to challenge and provoke the mind toward growth by elevating the production and experience of a traditional webinar. The ASOTU team will keep content and creativity at the forefront as we help you combine insights from dealers and industry professionals in a collaborative webinar series that also includes audience participation. This is an opportunity to hold the attention of the audience and feature your thought leadership at the leading edge of the industry.

In addition to the live webinar, our team will post-produce short form content for you to use on social media and elsewhere to get more mileage out of your investment.



## MARKETING GOALS

- > Lead and Revenue Generation
- > Brand Awareness and Loyalty
- > Establishing Thought Leadership
- > Increasing Brand Engagement
- > Content Creation

## OFFERING

- > Custom collaborator landing page + registration page
- > LinkedIn webinar event page
- > Custom branded graphics for use in email social media promotion
- > Custom promo campaign run by ASOTU, minimum 4 social posts
- > (5+) Mentions on The Automotive State of the Union podcast
- > 3 pre & 1 post Daily Pushback sponsorship promotional placements
- > Full-length webinar recording pushed to all registrants
- > Receipt of registration list on conclusion
- > 4 Post-event social media length clips to use/share
- > 3 Custom Written Promo Emails to Use for Promotion
- > [View Past Webinars Here](#)

## PRICING

PER WEBINAR - \$7,000



# PODCASTS

## OFFERINGS

# AUTOMOTIVE STATE OF THE UNION PODCAST SPONSORSHIP

Paul J Daly and Kyle Mountsier don't just read headlines on the Automotive State of the Union podcast, they make the most important connections across car dealerships, general retail, tech, and culture. The goal? To help automotive leaders think clearer and move faster in a world that refuses to slow down.

Sponsorship places your brand at the very start of one of the most listened-to and trusted shows in automotive, delivered by voices that decision-makers, influencers, and innovators trust.



## MARKETING GOALS

- > Brand Awareness and Loyalty
- > Increasing Brand Engagement

## OFFERING

- > (10) Opening Host-Read Ads (:30) at the start of each sponsored episode (Monday - Friday)
- > Logo Placement on Automotive State of the Union Daily livestream during sponsor read
- > Show Notes Placement: Episode made possible by: {Linked company name} + Newsletter Link
- > (1) LinkedIn Newsletter Feature
  - > 100 words, posted on Saturday's
  - > Sponsor Tagging, Links, CTA's.
- > [View Past Episodes Here](#)

## PRICING

PER 10 DAY PERIOD - \$3,500



## OFFERINGS

# AUTO COLLABS

Auto Collabs is where retail automotive's most influential voices meet for candid, creative conversation. Hosted by Paul J Daly, Kyle Mountsier, and Michael Cirillo, the show reaches dealership owners, GMs, marketing leaders, OEM executives, and vendor decision-makers who shape the industry's future.

Sponsors gain more than exposure - they join authentic conversations that build trust, spark ideas, and influence buying decisions across the most connected audience in automotive.

## MARKETING GOALS

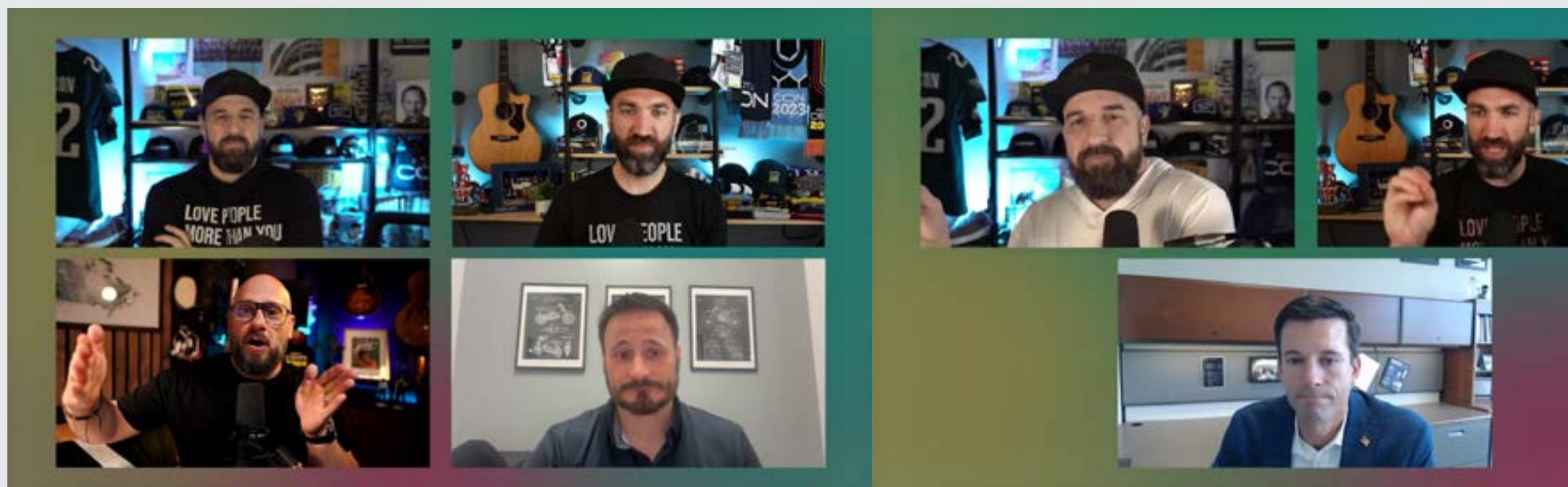
- > Brand Awareness and Loyalty
- > Establishing Thought Leadership
- > Increasing Brand Engagement

## OFFERING

- > (1) 25-30 minute podcast with Paul J Daly, Kyle Mountsier, and Michael Cirillo
- > Published on ASOTU Website, podcast platforms, and ASOTU YouTube Channel
- > (1) Social promo of episode release with sponsor tag
- > (1) Social media promo clips to use/share
- > Episode promoted on the Automotive State of the Union podcast
- > (1) Episode promotion in Daily Pushback email
- > Fully-edited and raw files passed back to sponsor to use/share
- > [View Past Episodes Here](#)

## PRICING

PER EPISODE - \$3,000



## OFFERINGS

# CUSTOM PODCAST SERIES PRODUCTION

Elevate your brand's presence and establish thought leadership in the automotive industry with the new ASOTU-produced custom podcast series. This collaborative initiative leverages ASOTU's proven creative and production expertise, offering a unique opportunity to create engaging, high-quality content that resonates with an audience of progressive and forward thinking dealers.

## MARKETING GOALS

- > Brand Awareness and Loyalty
- > Establishing Thought Leadership
- > Increasing Brand Engagement
- > Content Creation

## PRICING

**ONE TIME** - Minimum 8 Episodes / \$2,000 Each

## PRODUCTION

- > Co-creation of mini podcast series to be produced by ASOTU in partnership with and to be hosted by sponsor
- > 30-Minute strategy call to develop story arc, title, description
- > ASOTU to develop podcast series artwork and video elements
- > ASOTU-produced episode 00 for podcast series with sponsor host, Paul J. Daly and Kyle Mountsier
- > ASOTU-produced intro // outro with sponsor host
- > ASOTU will schedule and produce each episode
- > Assistance in setup of distribution and listing on podcast platforms
- > Production setup assistance with recommended gear list and (1) 30-minute tech setup call with ASOTU Team

## CONTENT + DISTRIBUTION

- > Episodes will be edited by ASOTU and passed back in raw and edited versions for sponsor to use/share
- > ASOTU will write episode titles, descriptions, and video thumbnails
- > Creation of sponsor podcast series playlist on ASOTU's YouTube page
- > :30 branded series trailer
- > (1) Podcast series promoted on Automotive State of the Union podcast
- > (2) Daily Pushback email sponsorship promotional placements
- > (2) Social media promotions on ASOTU social channels
- > (1) per episode :30 spotlight clip

## OFFERINGS

# NADA LIVE COVERAGE

### NADA SHOW COVERAGE

The ASOTU Crew is excited to make some trouble together at NADA!

During the show we will provide coverage before, during, and after with a full team of content creators producing the most holistic view of the show available. We cover surrounding events, the show floor, mainstage sessions, and more as we gather news, commentary, and dealer perspectives. Throughout, we position our sponsors as in-the-know supporters of the industry.



**PRICING**

[VIEW MEDIA KIT](#)

## OFFERINGS

# LIVE EVENT COVERAGE

## LIVE INDUSTRY EVENT COVERAGE

In 2026, we are looking forward to covering a wide range of automotive industry events including NADA, DC Policy Day, NAMAD and LA Auto Show. Sponsorship of these events will include branding on all live streams and content that we capture during the show. Podcasts recorded at live events will be strategically published, giving your brand continued exposure long after it wraps.

**DC POLICY DAY**

**NAMAD**

**LA AUTO SHOW**



**PRICING** PRICES VARY BY EVENT

# WHY PARTNER WITH US

## Smarter Campaigns:

Strategically-placed creative and storytelling in the most dealer-trusted content in the industry.

## Unmatched Brand Affinity:

Trusted by top dealers and execs because we actually show up.

## Turn-Key Execution:

From first brief to final deliverable, our creative and operations teams delivers.



PARTNERING WITH US

# LET'S DO SOMETHING THAT MATTERS

If you're just looking to tick the "advertising" box.

We're probably not for you.

If you want to build true brand affinity on top of brand awareness.

If you want to be seen as an innovator and contributor within the industry.

If you want to increase the quality of your dealer relationships and not just the quantity. (And if you need some help 'making' all of the content.)

**Then we're exactly who you've been looking for.**

**Thank You**