

FACTS ABOUT CVR

OUR AUDIENCE

Why advertise in CHALLENGE ?

Today it is more important than ever to target the right consumer for the right product. If your company or client produces high-quality products or offers services appropriate for people who own Porsches, it is worth your time to explore the advertising possibilities offered by *CHALLENGE*, the award-winning magazine of the Connecticut Valley Region of the Porsche Club of America.

Who are CHALLENGE readers?

CHALLENGE is distributed in digital format to members of the Connecticut Valley Region of the Porsche Club of America, all of whom own at least one Porsche™, the first requirement for CVR/PCA membership. Many members own more than one Porsche. Income spread shows that 88% of *CHALLENGE* subscribers have household incomes over \$100,000, 57% exceed \$150,000, and 29% of them have an HHI exceeding \$250,000.

Target audience coverage

While *CHALLENGE* subscribers are avid Porsche enthusiasts eager to absorb everything published about their favorite marque, our readers rely on *CHALLENGE* as a source of Porsche- and CVR-related information.

Efficiency

One-hundred percent of *CHALLENGE* subscribers are at dead center of the high-end automobile owner target group. Because every reader is an owner-user, there is zero waste circulation.

CHALLENGE's average subscriber is a prime aftermarket automotive consumer who is intensely interested in making intelligent choices about automotive consumables like parts, services, accessories, tires, gasoline, oil, filters and other car care products that will preserve the life of his or her Porsche. CVR member's interest in and choice of Porsche cars and sports utility vehicles for personal transportation needs is a potent indicator of their appreciation for quality in the things they buy, which extends beyond the automotive category.

Intense involvement

CHALLENGE readers have not only an intense involvement with their vehicles, but also a reliance on the magazine to provide them with the necessary information to further their enjoyment of their cars. The *CHALLENGE* reader profile describes a discriminating, active consumer whose income permits the purchase of top quality products.

For additional information please contact Caroline Abba, *CHALLENGE*'s Advertising Director at advertising@cvrpca.org.

Advertising Description

Advertising Packages

Monthly (1 issue)	\$ 100
Half Year (6 issues)	\$ 75 per month
Annual (11 issues)	\$ 50 per month

Rates are for a single ad. Additional ads in *CHALLENGE* will be charged at the rate of \$50 per month per ad regardless of package size. All ads are run-of-site — meaning they will appear on all pages with no frequency caps. Signed media order and payment must be received before advertising will run in *CHALLENGE*.

Acceptable Sizes

Ads should be prepared according to IAB standards. **Advertising creative should be either GIF, JPG or PNG format, not exceeding the max file size below.**

IAB Ad Unit	Dimensions (Pixels)	Initial File Size	Max File Size	Animation	Looping
Medium Rectangle	300 x 250	25k	40k	15 sec	3 times
Banner	728 x 90	25k	40k	15 sec	3 times
Small Rectangle	300 x 150	25k	40k	15 sec	3 times

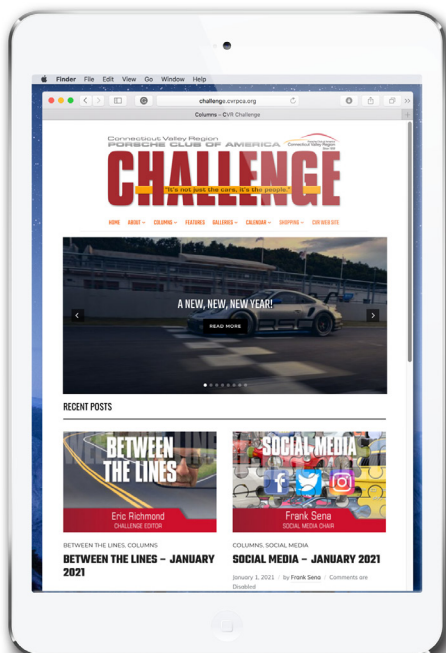
Tracking Codes

The ad server can support standard tracking codes. Any tracking codes should be supplied along with the destination link for your ad. If you want to use different destination links with different creative, please indicate that along with your submission.

Submission Process

Please submit your creative, your destination URL, and any tracking codes via email to advertising@cvrpca.org. Images should be submitted **as attachments** and not as part of the email message. All advertising information and creative is due by the 20th of the month, approximately 10 days prior to the release date for the issue.

FACTS ABOUT CVR



The Connecticut Valley Region (CVR) of the Porsche Club of America (PCA) was founded in 1959 and consists of over 3,400* members in Connecticut and the nearby area. Its goal is to provide numerous opportunities for its members to enjoy driving their Porsches and to socialize with one another.

How long have we been PCA Members?

Since 1960	4	0.2%
Since 1980	153	7.1%
1990-1999	326	15.2%
2000-2009	592	27.5%
2010-2019	857	39.9%
2020	217	10.1%

*As of January 1, 2021, there are 2,150 primary club members, 1,253 affiliate members, 1 lifetime member.
Total Members 3,404



Where do we live?

Connecticut	84.6%
Massachusetts	7.2%
New York	7%
Arizona, California, Florida, Georgia, Maine, Maryland, New Hampshire, New Jersey, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Canada, Finland, France, Switzerland	6%

Cities and Towns with 30 or more Members:

Westport	74	3.4%
Stamford	62	2.9%
Greenwich	55	2.6%
Ridgefield	50	2.3%
Fairfield	49	2.3%
West Hartford	49	2.3%
Avon	38	1.8%
Wilton	33	1.5%
New Canaan	32	1.5%
Guilford	31	1.4%
Milford	30	1.4%

Cities and Towns with 20 or more Members:

Danbury	28	1.3%
Glastonbury	28	1.3%
Farmington	28	1.3%
Norwalk	28	1.3%
Madison	27	1.3%
Shelton	26	1.2%
Weston	25	1.2%
Darien	24	1.1%
Trumbull	23	1.1%
Branford	21	1.0%
New Milford	20	0.9%
Orange	20	0.9%
Wallingford	20	0.9%

Cities and Towns with 10 or more Members:

Essex	19	0.9%
Brookfield	18	0.8%
Stratford	17	0.8%
Cos Cob	16	0.7%
Monroe	16	0.7%
Newtown	16	0.7%
Canton	15	0.7%
Simsbury	15	0.7%
Woodbury	15	0.7%
Cheshire	14	0.7%

Old Greenwich	14	0.7%
Southington	14	0.7%
Woodbridge	14	0.7%
New Fairfield	13	0.6%
Bloomfield	12	0.6%
Mystic	12	0.6%
Old Saybrook	12	0.6%
Southport	12	0.6%
Hamden	11	0.5%
Old Lyme	11	0.5%
Coventry	10	0.5%
New Hartford	10	0.5%
North Haven	10	0.5%
Redding	10	0.5%
Southbury	10	0.5%
Stonington	10	0.5%

What model Porsche do we drive?

Car Type	Car Count
356	55
911 (911, 964, 993, 996, 997, 991)	1308
912	14
914	32
924	20
928	30
944	135
968	14
992	1
Boxster	236
718 Spyder	2
Cayenne	56
Cayman	155
Macan	40
Panamera	23
Taycan 4S	1