WHO WE ARE AND WHO WE SERVE

Chauffeur Driven is the authoritative voice for luxury ground transportation globally, reaching the decision-makers and influencers within the limousine, black car, and bus and motorcoach community. Our loyal readers—sent to 22,000 emails weekly for our e-news and monthly for the publication while our print edition (back by popular demand!) is circulated to thousands of operators every month—look to CD for the latest in OEM equipment and parts, technology, insurance, marketing services, training programs, financing, consulting, and much more. Advertising is incorporated within our exclusive editorial, created to motivate, guide, and empower readers to carve new paths to success, which means better brand recognition for you. We champion the good works of our industry, especially state and local associations, but also strive to help our readers to be innovative and try new ideas and products. In short, if it's happening in transportation, Chauffeur Driven is covering it.

Our Readers Are Buying

Luxury ground transportation has continued to adapt and evolve, embracing metal that now encompasses sedans, SUVs, vans, larger people-movers like buses and motorcoaches, and even electric and hybrid vehicles. Things move quicker than ever in today's fast-paced society, and our operators are always looking to improve their customer's experience while providing safe, comfortable, and reliable transportation using YOUR products and services—and they deeply value and place a lot of trust in the partnerships they build with industry vendors. Our readers run the gamut within their organizations, from the owner and senior management staff to affiliate managers, maintenance teams, and even chauffeurs.

Not Just Transportation

But Chauffeur Driven isn't just transportation. We also explore how our industry fits into the larger ecosphere of hospitality and corporate travel by collaborating with and reporting on associations such as the Global Business Travel Association and US Travel Association. It's why our 22,000-strong distribution list includes travel professionals, corporate travel managers, meetings and events planners, destination management companies, and suppliers.

Full Media Reach

Media today isn't limited to just one print or online resource, so we offer a variety of ways for our audience to connect with us. Our print edition is regularly and consistently referenced by busy professionals long after publication—and they share it with their team members and colleagues for added reach and an extended shelf life. Our digital and online advertising opportunities add value to your investment to help you reach your target audience in a variety of ways. For example, our e-blasts are customized to each advertiser's specifications and will land directly in operators' inboxes right when you want.

In addition to our monthly digital publication, weekly e-news, and daily social media and website updates for the latest breaking news, Chauffeur Driven also produces events for industry professionals. We host three annual events that are held with our partners, the National Limousine Association, which is the largest organization dedicated to advocacy for luxury ground transportation providers. Our fall show, generally held in the east, and our larger spring event in Las Vegas, is where the biggest industry suppliers showcase their products, services, and offerings and forge lifelong bonds with an international attendance from six continents. We also host an annual Executive Retreat, a smaller and more intimate education and networking event that rotates throughout the country.

MAGAZINE ADVERTISING *(22,000 DIGITAL DISTRIBUTION)*

Your ads are incorporated within well-read, advice-driven editorial for maximum exposure and repeated opportunities for brand recognition—and our loyal readers are buying.

Quarter Page Ad

Size: *3.625"w x 4.875"h*

- 1x...$600 per issue
- 6x...$550 per issue
- 12x...$500 per issue

Half Page Ad

Size: *7.375"w x 4.875"h*

- 1x...$1,050 per issue
- 6x...$975 per issue
- 12x...$900 per issue

Full Page Ad

Size: *8.125"w x 10.875"h (trim)*
8.375"w x 11.125"h (bleed)
7.625"w x 10.375"h (live area)

- 1x...$1,900 per issue
- 6x...$1,800 per issue
- 12x...$1,700 per issue

Preferred positioning: Back Cover 50%
Opposite Contents 25%, RHP First Third 15%

2 Page Spread

Size: *16.25"w x 10.875"h (trim)*
16.5"w x 11.125"h (bleed)
15.75"w x 10.375"h (live area)

- 1x...$3,200 per issue
- 6x...$3,000 per issue
- 12x...$2,800 per issue

Preferred positioning: Inside Front Cover 25%, Center Spread 25%, First Third 15%

File formats accepted .jpg or .pdf, 300 dpi recommended

AFFILIATE CENTRAL DIRECTORY

The Affiliate Central Directory is published monthly in Chauffeur Driven's digital edition and is prominently showcased and linked on chauffeurdriven.com. Affiliate Central is an affordable and exclusive way to connect with compatible operators, gain brand and market recognition, and keep your wheels turning. Ads run annually from January through December, and are prorated if contracted other than January.

Standard Size (12 Issues)...$1,200 per year

Contact jess@chauffeurdriven.com to advertise in the Affiliate Central Directory

Digital Interface Skyscraper Banner Ad

(22,000 DIGITAL DISTRIBUTION)

This ad appears above the monthly digital edition email blast notification of CD.

Size: *710px wide x 90px high*

- (1 issue)...$1,300 per issue
- (3 issues)...$1,200 per issue
- (6 issues)...$1,100 per issue

DIGITAL EDITION

(22,000 DIGITAL DISTRIBUTION)

Opposite Cover Ad

This ad appears opposite the front cover of the digital edition of CD.

Size: *7.325"w x 9.735"h*

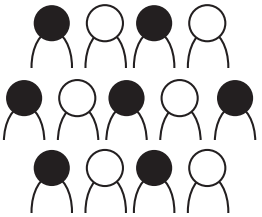
- (1 issue)...$1,500 per issue
- (3 issues)...$1,350 per issue
- (6 issues)...$1,200 per issue

EMAIL BLASTS

Direct blasts to our email distribution list; you provide artwork/html/links, subject line, and reply-to email address.

- 1x...$1,500 per e-blast
- 3x...$1,350 per e-blast
- 6x...$1,200 per e-blast

22,000
DIGITAL DISTRIBUTION



E-Blast Specs:

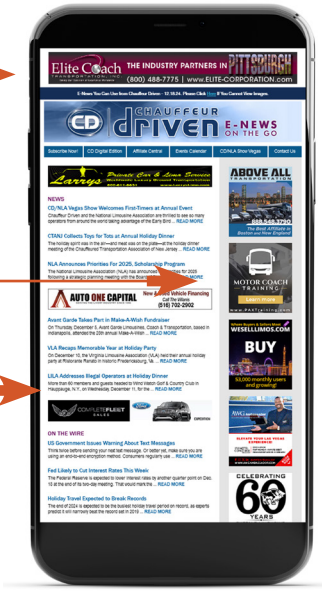
Flat image art should be: 150 dpi or better, .jpg or (.gif if it's animated).

If sending html file, must be clean HTML code (no external CSS), 700px wide maximum, (600 recommended).

1. *Subject line (50 characters recommended)*
2. *Email reply to address, for example: client@clientsemail.com*
3. *Image links, for example: (http://www.clientswebsite.com)*

E-NEWS BANNER ADS *(22,000 DIGITAL DISTRIBUTION)*

Your ad will be seen 4 times per month in our weekly e-news; you provide artwork/html/links.



Skyscraper Banner Ad

Size: *710pxw x 90pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 1 month; 4 editions…$1,400 per month
- 6 months; 26 editions…$1,200 per month

Box Banner Ad

Size: *180pxw x 200pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 6 months; 26 editions…$700 per month
- 12 months; 52 editions…$600 per month

Speedbump Banner Ad

Size: *468pxw x 60pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 6 months; 26 editions…$800 per month
- 12 months; 52 editions…$700 per month

WEBSITE BANNER ADS *(20,000 MONTHLY VISITORS; 10,000 UNIQUE)*

Readers see your ad prominently displayed when visiting frequently for breaking news and our searchable archives.

Skyscraper Banner Ad

Size: *864pxw x 110pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 1 month…$1,400 per month
- 6 months…$1,200 per month

Box Banner Ad

Size: *180pxw x 200pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 6 months…$700 per month
- 12 months…$600 per month

Speedbump Banner Ad

Size: *468pxw x 60pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 6 months…$800 per month
- 12 months…$700 per month

Benchmark & Best Practices Section

Size: *Powered by and Logo*

- 12 months…$9,600 per year

Footer Banner Ad

Size: *864pxw x 110pxh, 150 dpi minimum, .jpg or (.gif if animated)*

- 6 months…$1,000 per month
- 12 months…$800 per month

Email chris@chauffeurdriven.com about special banner ad sizes or section/page sponsorships.

2026 DEADLINE CALENDAR

ISSUE DATE	EDITORIAL	AD CLOSE	AD ART DUE
JANUARY	11/14/25	12/15/25	12/19/25
FEBRUARY*	12/15/25	01/09/26	01/20/26
MARCH	01/15/26	02/13/26	02/23/26
APRIL	02/16/26	03/13/26	03/23/26
MAY*	03/16/26	04/10/26	04/20/26
JUNE	04/13/26	05/08/26	05/19/26
JULY	05/15/26	06/08/26	06/19/26
AUGUST	06/12/26	07/09/26	07/20/26
SEPTEMBER	07/13/26	08/07/26	08/17/26
OCTOBER*	08/13/26	09/11/26	09/21/26
NOVEMBER	09/14/26	10/09/26	10/19/26
DECEMBER	10/12/26	11/09/26	11/20/26

*Bonus distribution: CD/NLA Shows and CD/NLA Executive Retreat

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