

Advertising with The Lotus Forums

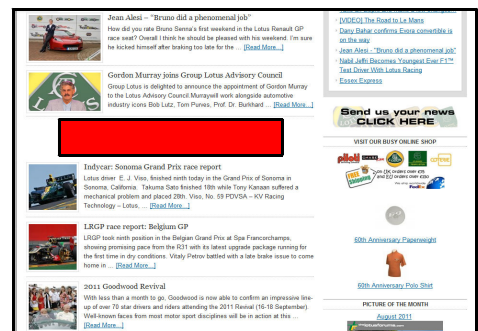
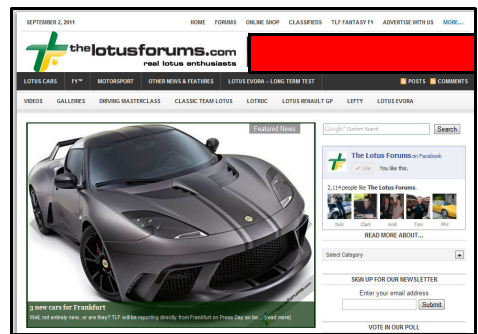
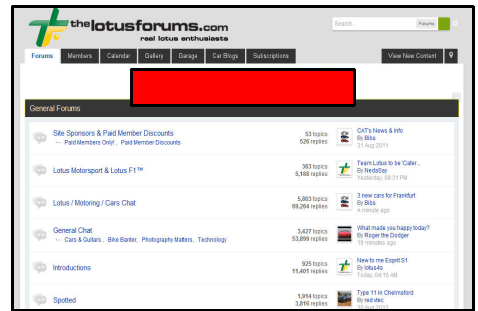
The Lotus Forums were founded in 2004 and have grown to become one of the largest single marque forums in the world. Our news website, forums, dealer reviews and classifieds are also very popular, in total serving over 500,000 pages per month to 75,000 visitors and have a facebook following of over 90,000 people to compliment our 20,000+ forum members and other social channels.

Advertising banners are available on a prime positions on the websites. This is the ideal place for advertising whether your target audience is the classic Esprit, Excel, Eclat and Elite owners; the track day focused 2Eleven, 340R and Exige owners; the new Evora & Exige owners or sport car enthusiast Elise owners.

Your advert will also be shown on the Lotus Forums discussion pages as well as our home pages showing all the latest news from Lotus Cars and Lotus Motorsport. As an advertiser on the website you are also able to place free and promoted adverts in our classifieds section, www.lotusforsale.com and post on the forum as a representative of your company to discuss your products and services where appropriate and directly engage with the community.

You are encouraged to provide your own artwork (.jpeg or animated .gif) or we offer a basic design service for you at a small cost. Adverts should be 468 x 60 pixels, internet standard landscape banner size.

Please contact us today (info@thelotusforums.com) to discuss getting your campaign up and running.



Costs:

Fixed £250.00/month for a minimum of 10,000 impressions, extras are free!*

Editorial Content: £500.00/article

Home page ATF Square: £500.00/month

Advertorials considered based on content

One-off newsletter article inclusion, £500.00.

Forum Statistics**

Over 20,000 registered members with 150+ new members joining every month.

More than 5,000,000 page loads/annually

Average visit over 6 minutes per user and 6 page views per session

More than 950,000 unique sessions/year to over 450,000 unique visitors.

*All prices are subject to VAT at the prevailing rate and are billed monthly in advance. Payment Terms are strictly on receipt.

Please call 0845 094 6195 or email ads@thelotusforums.com for more information or to place your advert.

*We expect that each advertisers creatives will have at least 10,000 impressions per month however although we will do all we can to assure the site is always available there may be reasons why this figure is not reached and we ask that you accept this is the case and absolve us from any liability.

**Google Analytics figures as of May 2018