

**TEAM-BHP.COM**  
REDLINING THE INDIAN AUTOMOTIVE SCENE



**MEDIA KIT**

# ABOUT US



- The most comprehensive website on the Indian Car & Motorcycle Scene, with over 20 lakh content pages and 5 crore annual visitors.
- The definitive & largest community for car owners, motorcyclists and enthusiasts in India; 5 times larger than our nearest competitor.
- The only unbiased information resource on Indian cars & bikes. Team-BHP does NOT accept any ads for new cars, thereby keeping its reviews indisputably honest & real.
- Our colossal database has over 5 million posts, contributed by lakhs of registered members. Team-BHP's knowledge base grows by about 40,000 posts each month.
- A team of seasoned Moderators constantly ensures that only the most sublime content finds its way to the portal. Immaculate behavior, language and etiquette are enforced.
- We stress on road safety and make its importance understood.
- Lakhs of visitors come directly to Team-BHP, demonstrating our cult-like following among Indian car & bike enthusiasts.



## Team-BHP.com sections include:

- Industry news & analysis
- Car & motorbike reviews (short & long term)
- Advice on buying, owning & modifying
- Dealership, loan & insurance reviews
- Photo gallery with over 10 lakh images
- Supercars & superbikes in India
- Vintage & Classic cars in India
- Motorbikes
- Travelogues
- Technical stuff
- Modifications, Accessories & Tyres
- In-Car Entertainment
- Motorsports
- 4x4 & Off-roading
- Commercial vehicles in India
- Classifieds & Used car price-checks
- Team-BHP Merchandise Store



# TEAM-BHP AUDIENCE & POPULARITY



**45+ Lakh Visitors** per month



**5 Crore Visitors** per annum



**2.0 Crore Pageviews** per month



**24 Crore Pageviews** per annum



**54+ Lakh Posts** in our knowledge base



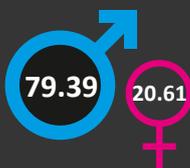
**20+ Lakh Pages** of automotive content

03:24

**Average time per visit**



**Visitors - Age breakup**



**Visitors - Gender (%)**

- 82% of our Members are vehicle owners, or in the process of becoming one
- 88% of our Members are educated (Undergraduate degree or above)
- Our eclectic list of members are from diverse backgrounds (students, corporates, bankers, engineers, software pros, doctors, designers, media personnel, entrepreneurs etc.)

# ADVERTISING OPTIONS

## Desktop Slider Ad [\(view demo\)](#)

Very high CTR of 1 - 1.5%

₹ 159 CPM

₹ 1,59,000 / 1 million views

The screenshot shows the desktop version of the TEAM-BHP.COM website. At the top, there is a navigation menu with links for Forum, Hot Threads, News, Reviews, Supercars, Sell Your Car, Spare Parts, Car Insurance, Classifieds, and Store. A search bar is located in the top right. Below the navigation, there is a large slider advertisement featuring three Mercedes cars (a silver sedan, a red sports car, and a white classic car) with the text "Long drive with 4 Mercedes!". To the right of the slider, there are several widgets: "Got BHP?" with links for Merchandise, Daily Newsletter, and Facebook; "Car Price Check" with a calculator and a "FIND YOUR CAR'S BEST" button; and a large green box with the text "560 x 320px". Below the slider, there is a "News" section with a grid of articles, including "BMW S 1000 XR Pro launched at Rs. 20.90 lakh", "2nd-gen Audi RS7 Sportback launched at Rs. 1.94 crore", "Hyundai has the most number of engines & gearboxes on sale", "Jawa Perak deliveries to start from July 20th", "Apollo Tyres now targets the premium 2-wheelers in India", and "Hero develops Xtreme 200R with sidecar bed".

## Mobile Slider

CTR of 1 - 2%

₹ 99 CPM

₹ 99,000 / 1 million views

The screenshot shows the mobile version of the TEAM-BHP.COM website. At the top, there is a navigation menu with a hamburger menu icon, the TEAM-BHP.COM logo, and a search icon. Below the navigation, there is a large slider advertisement featuring a Kawasaki Ninja 1000 motorcycle with the text "My Kawasaki Ninja 1000". Below the slider, there is a "HOT THREADS" section with three articles: "Review: VW Polo 1.0 TSI", "Holiday in Disney & Legoland!", and "5th-gen Honda City launched". At the bottom, there is a large green box with the text "320 x 100px".

# ADVERTISING OPTIONS

## Desktop Leaderboard Ad

Very high visibility, Homepage included

₹ 99 CPM

₹ 99,000 / 1 million views

The screenshot shows the homepage of TEAM-BHP.COM. At the top left is the logo with the tagline 'REDLINING THE INDIAN AUTOMOTIVE SCENE'. A navigation menu includes Forum, Hot Threads, News, Reviews, Supercars, Sell Your Car, Spare Parts, Car Insurance, Classifieds, and Store. A search bar and a car image are on the top right. A large green rectangular area in the center is labeled '970 x 250px'. Below this are three main sections: 'News' with a headline 'Long drive with 4 Mercedes!', 'Got BHP?' with links for Merchandise, Daily Newsletter, Facebook, and Twitter, and 'Car Price Check' with a calculator and a 'CALCULATE NOW' button.

## Mobile Full Page Curtain Raiser [\(view demo\)](#)

High visibility due to full-screen format

₹ 99 CPM

₹ 99,000 / 1 million views

The screenshot shows a mobile app interface. At the top, there's a header with a small image and the text 'My Electric Maruti 800'. Below the header is a red 'Load more' button. A large green rectangular area in the center is labeled '300 x 600px'. At the bottom, there's a 'Scroll to Continue' indicator. A hand icon is pointing towards the 'Load more' button.

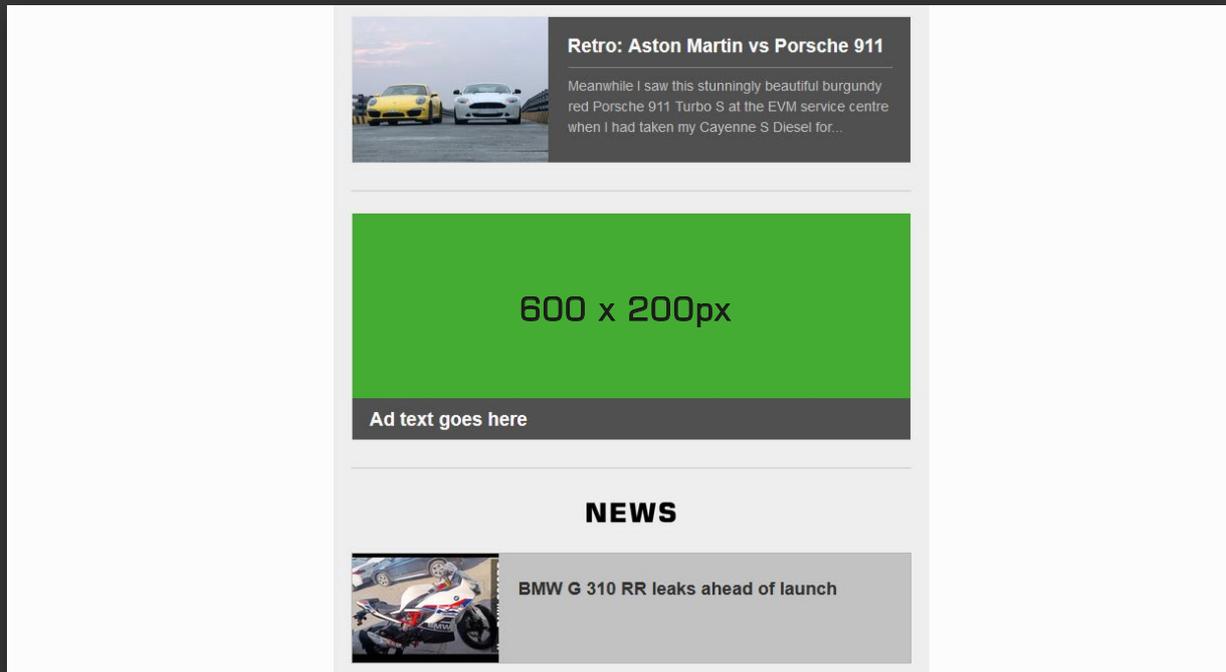
# ADVERTISING OPTIONS

## Daily Newsletter Ad

Reach Team-BHP members & fans

₹ 40,000 / Month

Offered only in conjunction with other ads



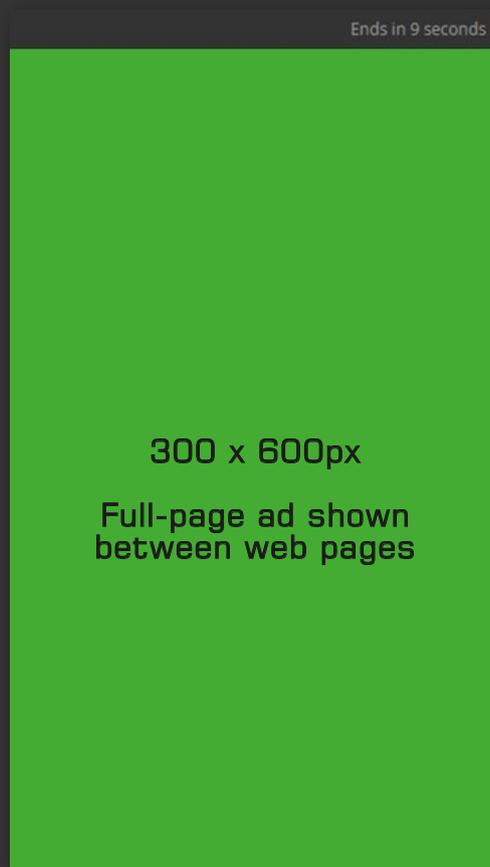
The screenshot shows a newsletter layout. At the top, there is an article snippet with a photo of a yellow and a white sports car. The headline is "Retro: Aston Martin vs Porsche 911". The text below reads: "Meanwhile I saw this stunningly beautiful burgundy red Porsche 911 Turbo S at the EVM service centre when I had taken my Cayenne S Diesel for...". Below this is a large green rectangular area with the text "600 x 200px" and "Ad text goes here" in a dark grey bar at the bottom. Underneath is a "NEWS" section with a photo of a BMW G 310 RR motorcycle and the headline "BMW G 310 RR leaks ahead of launch".

## Mobile Full Page Interstitial [\(view demo\)](#)

Maximum impact with a CTR of 4 - 6%

₹ 40,000 / Month

Offered only in conjunction with other ads



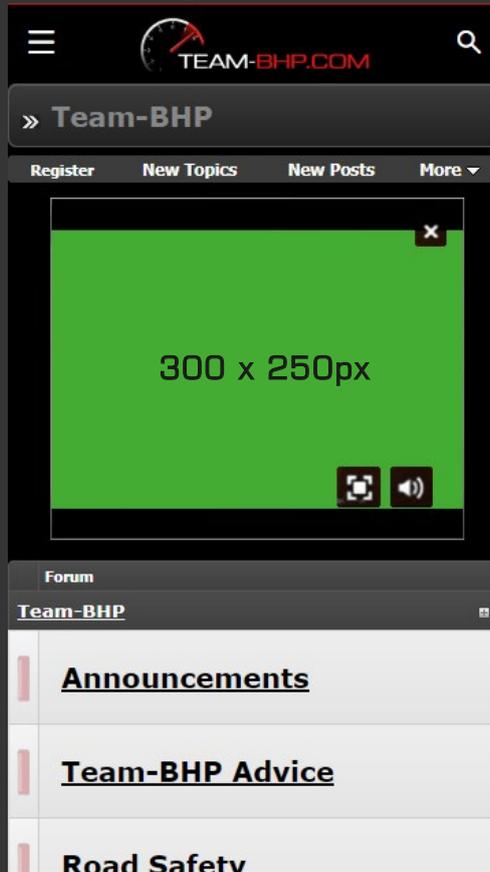
The screenshot shows a mobile full-page interstitial ad. It features a large green rectangular area with the text "300 x 600px" and "Full-page ad shown between web pages". In the top right corner, there is a small grey bar with the text "Ends in 9 seconds".

# ADVERTISING OPTIONS

Mobile Video Ad, on top of each page [\(view demo\)](#)

₹ 109 CPM

₹ 1,09,000 / 1 million views

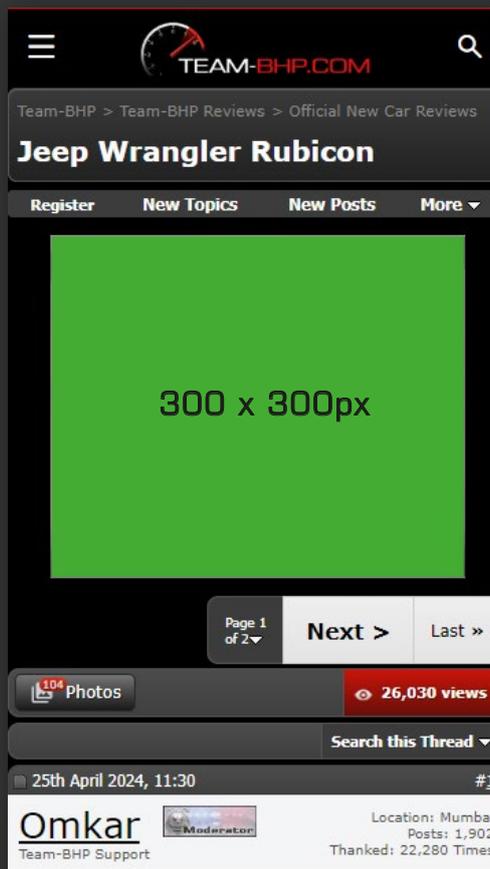


Mobile Image Ad, on top of each page

Strong CTR of 0.4 - 0.5%

₹ 99 CPM

₹ 99,000 / 1 million views



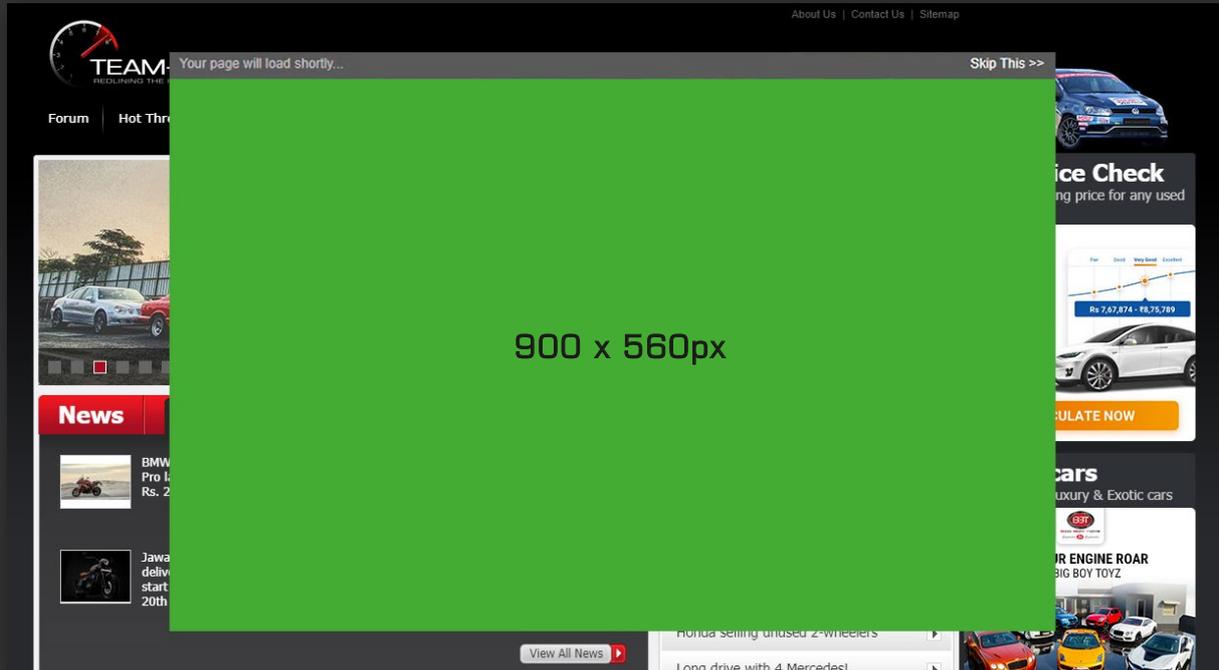
# ADVERTISING OPTIONS

## Page Over Intracommercial (Image or Video)

Extremely powerful impact

₹ 399 CPM

₹ 3,99,000 / 1 million views

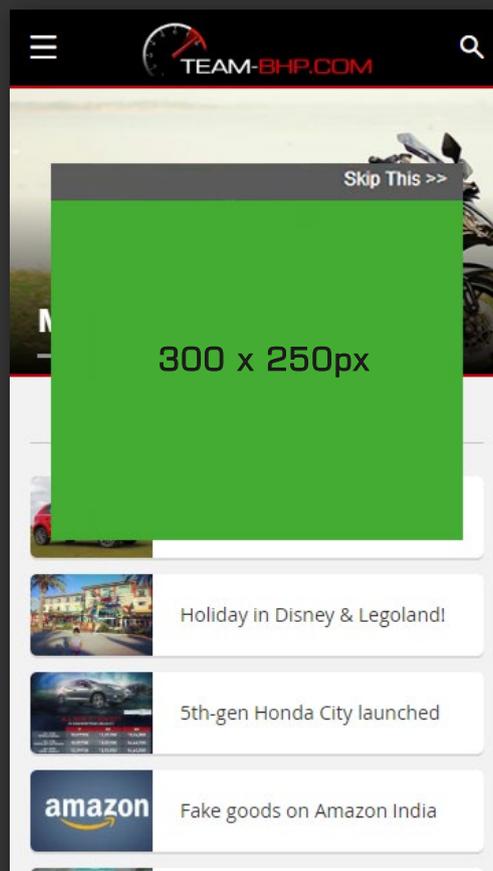


## Mobile Page Over Intracommercial

Extremely powerful impact

₹ 399 CPM

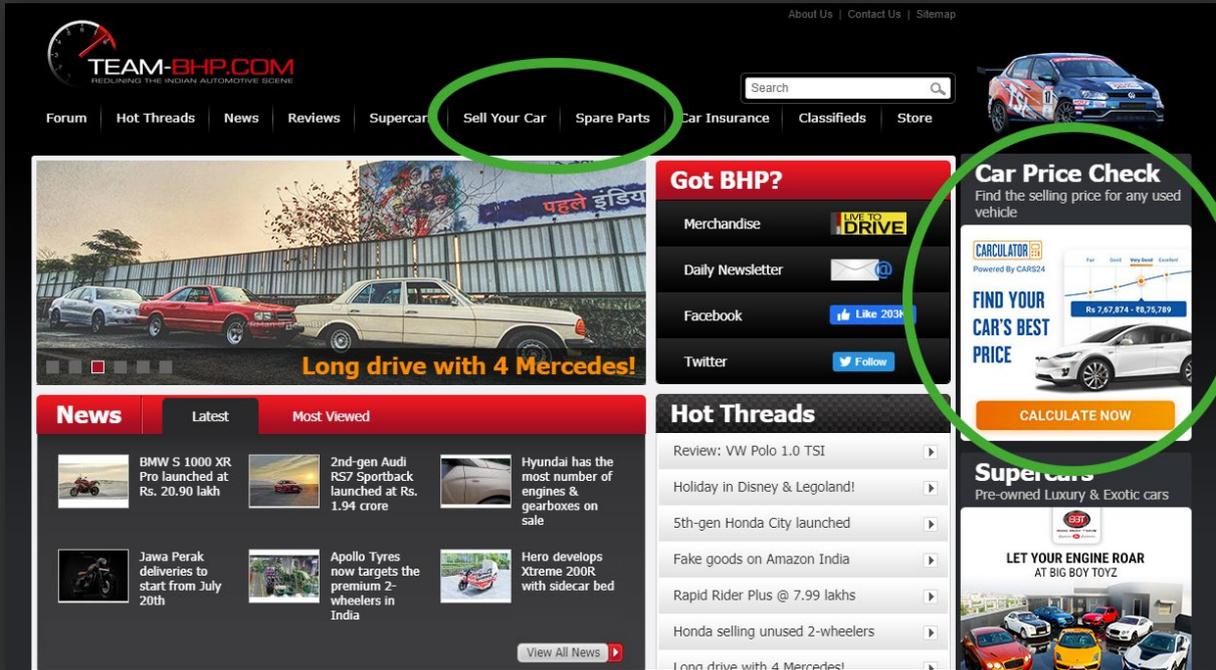
₹ 3,99,000 / 1 million views



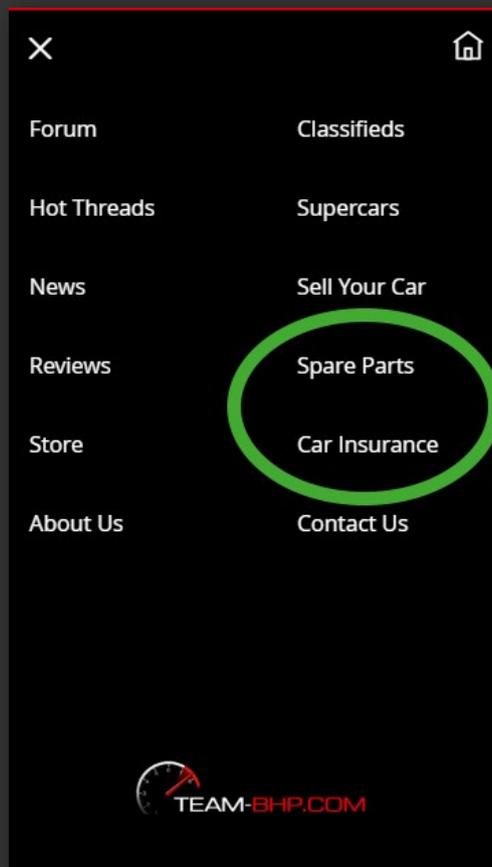
# ADVERTISING OPTIONS

Your brand on our Navbar & Homepage

₹ 2,00,000 / Month



Your brand will be on our Mobile Navbar too:



## ***Additional Information***

---

- We use Google Ad Manager which is indisputably the benchmark ad server. It offers fantastic ad optimization & full transparency to advertisers.
- We don't accept ads for 'new cars'. That said, car & 2-wheeler manufacturers can certainly advertise all other products & services. Some examples are car servicing & upkeep, used vehicle divisions, loans & insurance, safety / CSR initiatives, motorsport activities and so on. Every kind of ad except 'new cars' is welcome on Team-BHP.
- Pricing listed is the final (net) rate.
- Minimum order size is 1 million impressions.
- A whopping 85% of our ad orders are from repeat clients, undeniably proving the value of advertising with us.
- Our ad server makes it possible to target specific Indian metros (e.g. only target viewers in Delhi, Mumbai & Bangalore).
- CPM = Cost per thousand impressions.
- CTR = Click-through rate.
- The CTR rates mentioned in this media kit are indicative only. Team-BHP does not guarantee any CTR rates.

**TEAM-BHP**

advertising@team-bhp.com

9820.555.222

98200.DRIVE

