

# Reach drivers, collectors and racing fans

The Auto Wire | Backfire News | Modern Car Collector | Backfire Racing

Sponsored content media kit - September 2026

## 3M+

monthly pageviews  
across Yahoo and MSN

## ~1M

unique readers on Yahoo  
in 28 days

## 18K+

followers on MSN

## ~1,300

newsletter subscribers,  
and growing

## Who reads us

Our stories are syndicated to Yahoo and MSN, where they reach a large, international audience of everyday drivers, truck and off-road owners, classic and collector car enthusiasts, and motorsport fans. Readers find us while they are deciding what to drive, fix, insure, buy or go see.

## Four publications, one audience network

- **The Auto Wire.** Ownership news: recalls, repair costs, safety, policy and car-buying guidance.
- **Backfire News.** Trucks, off-roading, custom builds, motorcycles and car culture with an enthusiast voice.
- **Modern Car Collector.** Classic and collector cars, market trends, and collector-focused coverage.
- **Backfire Racing.** Car, motorcycle and powerboat racing news, previews and analysis.

## Ways to partner with us

- Sponsored articles and features, written to editorial standards and clearly labeled
- Newsletter sponsorship in our daily roundup email
- Event, exhibit and venue promotion: previews, guides and recaps
- Product spotlights and buyer's guides
- Multi-site packages that run across two or more of our publications

## Our standards

Sponsorship never buys editorial coverage. Every sponsored piece is clearly labeled as sponsored, and every claim in it must be sourced. We decline misleading campaigns.

## Start a conversation

[admin@theautowire.com](mailto:admin@theautowire.com) | Tell us your brand, goals and timing. Rates on request.

Audience figures combine Yahoo Partner Portal views (28 days) and MSN Partner Hub pageviews (30 days) as of Sept 29, 2026, rounded. Newsletter count as of Sept 2026.