power AUTOMEDIA

WE BELIEVE IN THE PASSION, INNOVATION AND FUTURE OF THE AUTOMOBILE.

"Little Red Light Factory has been working with Power Automedia for the past 3 years. We have found the team to be extremely dedicated to helping us along with achieving our goals. Power Automedia understands the industry, working alongside them is more than business, it's friendship."

Steve Laughlin, Owner/President - Little Red Light Factory (LRLF)

PASSION WHO WE ARE & OUR WHY

We are a collective of strategic specialists, that guard a dynamic pool specialized services, providing marketing, media, insights and data, and creative solutions from a multi-disciplinary, integrated approach. Our mission is to provide our clients with the most effective, efficient and cost-conscious solutions, while maintaining the highest standards of quality, integrity and transparency.

We're commitment-fulfilling, no-nonsense, results-driven, and we don't mind being the underdog. We're also a family of creatives, strategists, and tech-savvy people who are passionate about our work, our clients, and our industry.

We're connoisseurs of marketing, sales, and customer experience, and we're always looking for innovative approaches to reach and monetizing our chosen audiences. We're also a family of creatives, strategists, and tech-savvy people who are passionate about our work, our clients, and our industry.

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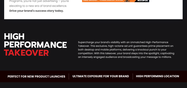
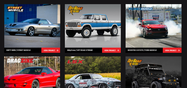
BUSINESS DEVELOPMENT PROFESSIONALS

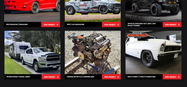
"Since partnered with Power Automedia for almost 3 decades, it has been amazing digitally that added **create engaging content** to connect us with our target audiences. Power Automedia has been a great partner for Mustang Week and helped us **reach automotive enthusiasts** in unique ways."

Chris Smyrlis, President & CEO, Kalamazoo Group

MAGIC WE BUILD BRANDS







OUR CONTENT STRATEGY

TOTAL PUBLISHED ARTICLES 101,394

FUTURE NEW FOR 2024

NEW EVENTS DIVISION

"We are lucky to work with such a professional team like Power Automedia **just does it the right way**. I can say that I was reading an article on one of the sites and it was so well-written and detailed that I was everything from being a story to **top-tutch photography**."

Jim Kimble, Editor, MotorWeek

OUR DIGITAL AUTOMOTIVE TITLES

POWER + PERFORMANCE

UNLOCK THE ADVANTAGES OF DIGITAL MARKETING

EVERYWHERE

EVERYWHERE

POWER

ELECTRIFIED ALL-IN

HIGH PERFORMANCE TAKEOVER

"We've been advertising with Power Automedia for years with **great success**. These ads addressed **digital marketing better** than anything else I've seen in the automotive industry."

Steve Dixon, Performance Distributors

PROJECT CARS