

Advertising with The Lotus Forums

The Lotus Forums were founded in 2004 and have grown to become one of the largest single marquee forums in the world. Our news website and classifieds are also very popular, in total serving over 1.5m pages per month to 40,000+ visitors.

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 owners; or sport car enthusiast Elise owners.

Your advert will also be shown on the Lotus Forums discussions pages as well as our home pages showing all the latest news from Lotus Cars, F1 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 art-work (.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.

We can provide a tailored service targeting by geo-location, time of day, views per user session and so on. Reports can be provided if required. Each position will rotate between a maximum of 20 rotating banners ensuring a cost effective campaign for your business.



The Numbers:

Costs:

- Approx £0.004 per impression (eCPM—£4)
- £100.00/month for a minimum of 25,000 impressions, extras are free!*
- Advert design service from £50.00
- Fixed cost monthly billing

*All prices are subject to VAT at the prevailing rate and are billed monthly in advance. Payment Terms are strictly 21 days.

Forum Statistics

- Over 10,500 unique registered members with 250+ new members joining every month.
- More than 1.5m page loads/month
- Average visit over 10 minutes per user and 25 page views per session
- More than 250,000 unique sessions/year.

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 25,000 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.