

250th Anniversary
1776-2026

Media Kit & Rate Sheet

August 2026

NYC



1A23
LICENSED TAXICAB



AutoMarketplace



AutoMarketplace 2026 Media Kit & Rate Sheet

The Intelligence Platform for NYC Taxi & FHV

AutoMarketplace is a full media operation sitting on top of a proprietary data platform, covering New York City's \$16 billion+ taxi and for-hire vehicle (FHV) economy. We connect brands to the people building, regulating, financing, and driving NYC's for-hire transportation market, through reporting, market data, podcasts, reports, video, and industry access.

20,000+

Monthly newsletter views

~3,000

YouTube subscribers

5,000+

Podcast hours watched

43%

Open rate per send

620K+

Lifetime views

20%+

Annual growth

Substack first mover,
75% of subscribers open
within 6 months.

Largest NYC TLC-focused
channel; niche content
not found anywhere else.

Grown every year since
2020, deep, engaged
long-form audience.

High value audience that spends money.

Our readers insure,
finance, and repair
NYC's ~118,000 taxis
and for-hire vehicles.

Unique industry insight and content.

Proprietary market
indexes for yellow taxi
medallions, TLC plates,
rentals, TLC insurance.

Trusted source. Read
and watched by the
people who shape the
market: regulators,
operators, investors,
drivers.

Cited in:

Bloomberg

amNY

NEW YORK
FOCUS



University
Transportation
Research Center



THE
DRIVERLESS
DIGEST

Authorized to distribute
Commissioner's monthly column:





The Data Platform

AutoMarketplace.com puts the entire NYC for-hire market on one screen: proprietary indexes for medallions, TLC plates, and insurance; rental rates; active-driver counts; trip volumes and market share across taxi, Uber, Lyft, other bases; and autonomous vehicle (“robotaxi”) developments. Several actively updated market tickers and original reporting make it the authority surface: searchable, citable, and the first screen the industry checks.



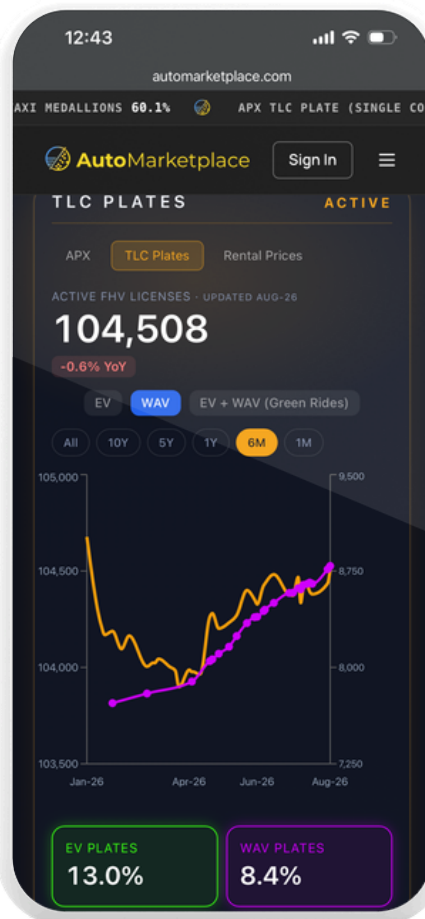
As discovery transitions to AI prompts, AutoMarketplace increasingly referenced on platforms like **ChatGPT** and **Claude**.

AutoMarketwire

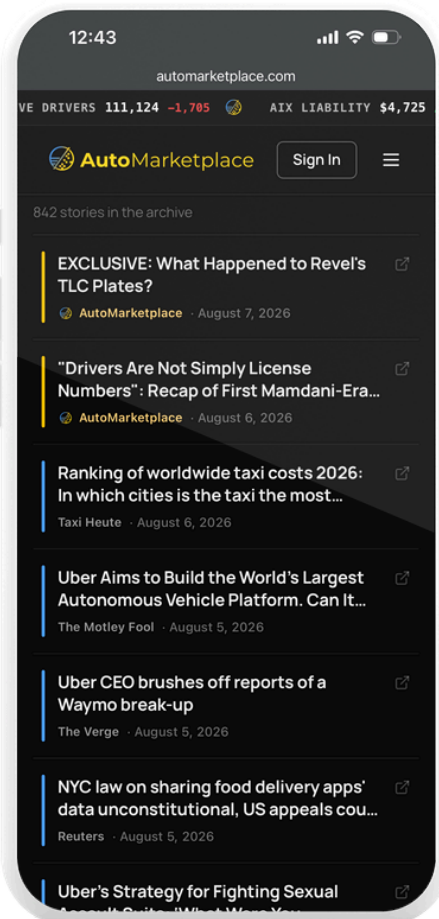
AutoMarketwire is the newswire for New York's for-hire market: a single, searchable feed of every story worth knowing. Our own exclusives sit beside the best of the national, local, and trade press, so the entire conversation lives in one place. 840+ stories and counting.



The homepage: live indexes & reporting



Market data, down to the plate



The newswire: 840+ stories and growing



Who's reading? Who's watching?

The people who build, regulate, finance, and drive the NYC for-hire market read and watch AutoMarketplace.

Automotive-mobility	Uber · Lyft · Toyota · BraunAbility · Curb · Multiple auto dealerships and repair shops
Regulators, government & advocacy	NYC TLC · NY Dept. of Financial Services (DFS) · NY Taxi Workers Alliance (NYTWA) · Independent Drivers Guild (IDG)
Insurance, risk & worker benefits	Workers Benefit Fund · NY Black Car Fund · American Transit · Hereford Insurance · INSHUR · Multiple TLC insurance brokers
Taxi & For-Hire Vehicle (FHV)	VGM (Buggy) · American Lease · Westway Taxi · QML Taxi · Multiple NYC TLC rental companies and taxi medallion brokers
Finance & investment	Marblegate · Medallion Financial · PenFed · Multiple investment firms
Media, advisory & legal	The New York Times · Bloomberg · Business Insider · The City Reporter · Crain's · amNY · BerlinRosen · Stu Loeser & Co · Windels Marx

74% 
NY/NJ/CT tri-state

~80% 
Driver subscribers

240+ 
Companies

Built by operators. Trusted by industry.

We cover this market as journalists and operate in it as a business. That's why our insight runs deeper than anyone watching from the outside, and why working with us opens real business, not just ad space. We hold interests in the market we write about, managed and disclosed carefully, in the tradition of Dow Jones and Kelley Blue Book, whose founders priced the very markets they worked inside.

→ **Read more [here](#)**



Why do advertisers trust us?

Over 15 brands have advertised with AutoMarketplace. Here's one example of the return we drive.

Case study: franchised car dealership + rental companies + insurance brokers

We don't just run ads. We drive sales.

A NYC-based franchised auto dealership partnered with AutoMarketplace to reach city for-hire TLC drivers. Sales came through both our media platform and our fleet business: drivers call us about TLC plates, and when they need a vehicle and insurance, we connect them to Hillside and our broker sponsors. 15 sales sourced directly, before counting ads or referrals. Each sale repays the ad spend many times on day one; lifetime value is far larger.

1 Need TLC plate

Drivers reach out directly, we source plates.

2 15 vehicles sold

Vehicles bought once drivers have plates confirmed.

3 15 policies sold

Each new vehicle needs specialty TLC insurance.

The Dealer's Return

Per new vehicle sold

Day 1
Front-end + F&I
gross profit **~\$3,000**

Ownership
Service + repair, 5-
6 yrs, gross profit **~\$5,000**

Estimated customer
lifetime value (CLV) **~\$15,000**
x 15 vehicles

Illustrative estimate including vehicle/F&I gross profit, service and repair, and replacement vehicle.

Day 1 return ~\$45,000

CLV return ~\$225,000

Ad spend over 12 month campaign
\$1,500 p/month **(\$18,000)**

Day 1 Return: 2.5x Ad Spend

CLV return: 12.5x Ad Spend

The Rental Co's Return

Per plate rented

Year 1
Plate rental income **~\$10,000**

Year 2 to 6
Plate rental income **~\$75,000**

Customer lifetime
value (CLV) **~\$85,000**
x 15 plates

The Broker's Return

Per policy sold

Year 1
Commission **~\$500**

Year 2 to 6+
Commissions **~\$3,500**

Customer lifetime
value (CLV) **~\$4,000**
x 15 policies



Selection of current and past advertisers



Advertising rates & products

Test us with a single placement, own a week of the homepage or AutoMarketwire, or take one of four Market Partner seats. Every slot is exclusive, and every sponsor is disclosed.

PLACEMENTS • SINGLE UNIT

Package	What you get	Price
Newsletter Sponsor per send	Presenting sponsor on the data dashboard (top of issue) plus a display ad (mid-issue). Subject to availability.	\$750 \$600 commit. to 3 ads
Podcast Sponsor per episode	Persistent "presented by" brand bug, evergreen on YouTube and Substack. Subject to availability.	\$500 per video
Monthly Plate Report presenting sponsor	Presenting sponsor of the monthly plate report and data dashboard, with video overview (new product, inaugural report)	\$750 per issue
Quarterly Medallion & Plate Report presenting sponsor	Presenting sponsor of the flagship quarterly: taxi medallion and plate indexes, transaction flow, outlook, with video (new product, inaugural report)	\$2,500 per issue

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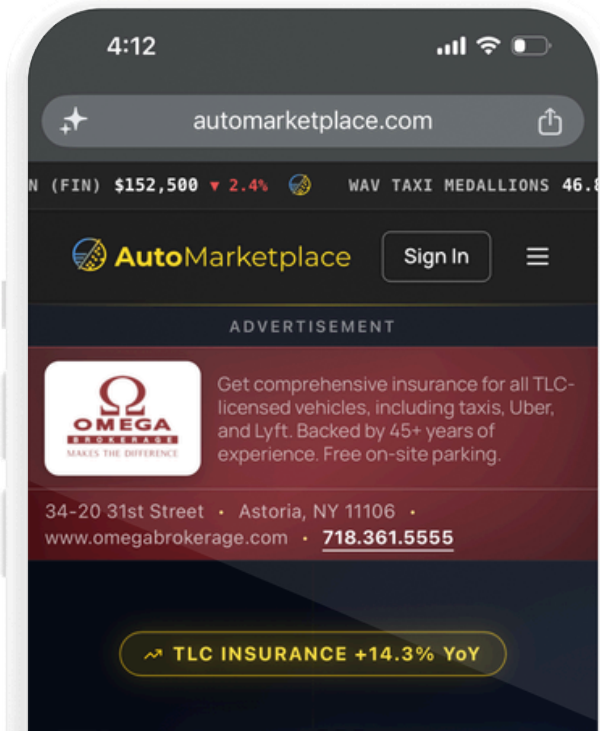
ALWAYS-ON • WEEKLY

Package	What you get	Price
Homepage Banner sole occupancy	Top of automarketplace.com, the data platform's front door. You are the only advertiser on the page for your week, with no rotation. Subject to availability.	\$250 per week
AutoMarketwire Sponsor sole occupancy	Presenting sponsor of the newswire plus the bottom of every newsletter. Subject to availability.	\$250 per week

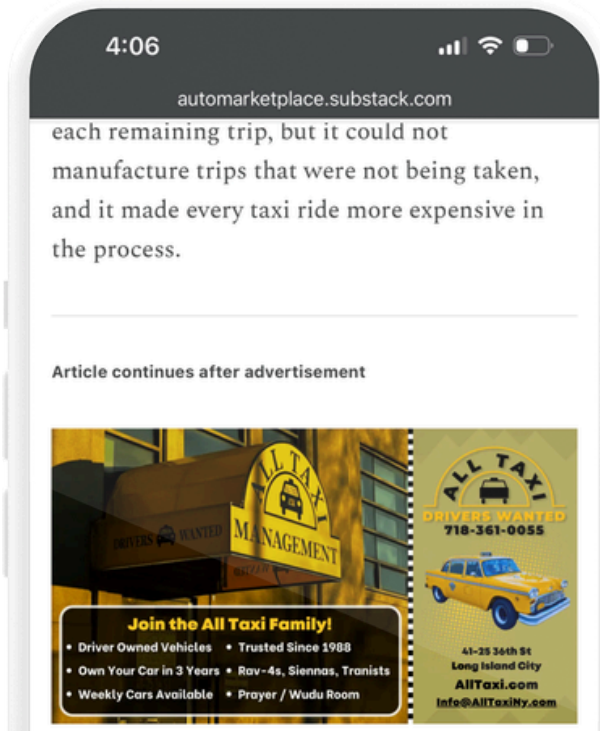
PACKAGES • RECURRING, CATEGORY-EXCLUSIVE

Package	What you get	Price
Market Partner custom • limited to four per month	Named Partner. 1 banner week, 1 newsletter sponsorship, AutoMarketwire + footer for 1 week, and 1 podcast/video overlay. Category exclusivity included, plus direct introductions from our network.	\$2,500 per month
Category Sponsor quarterly+	1 newsletter sponsorship every month plus brand or category exclusivity in your segment and your logo on the relevant data platform page.	\$1,000 per month

HOMEPAGE BANNER



NEWSLETTER PLACEMENT



About Dawood Mian, Founder of AutoMarketplace



Dawood Mian is the Founder and Managing Editor of AutoMarketplace, the intelligence platform for New York City's taxi and for-hire vehicle market. He came to the industry from finance, including debt restructuring at Lazard and private credit in New York, then built and still operates in the market he now covers: a fleet of TLC vehicles, plate holdings, and a direct investment in a listed specialty finance company that holds taxi medallions. That operator's vantage is why AutoMarketplace has earned trust and traction in the industry so quickly.

He has been invited to speak at industry conferences in the U.S. and internationally, engages regularly with policymakers, industry players, and regulators, and leads the AutoMarketplace team.

How to get in touch about advertising?

Email **ads@automarketplace.com** or call **(212) 419 4888** to speak about advertising opportunities with AutoMarketplace.