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Change, Growth and Business as Usual



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Jumpstart Automotive Media's CEO discusses the impact its recent acquisition will have on advertisers and the automotive industry at large.

***Editor's note:** On April 19, 2007, Hachette Filipacchi Media announced the acquisition of vertical advertising network [Jumpstart Automotive Media](#). The deal aims to expand the scale and reach that automotive marketers can achieve through their online marketing campaigns. What follows is Jumpstart CEO Mitch Lowe's analysis of the company's new role in the industry.*

When the news broke last week that Jumpstart would be acquired by Hachette Filipacchi Media U.S., a subsidiary of France's Lagardere and the publishers of Car & Driver, Road & Track and Cycle World, we heard from lots of people who wanted to know how this would affect our relationship with them as advertisers, as publishers, as vendors and as business partners. The short answer is "not at all." The longer answer is that Jumpstart will become a bigger, stronger company but won't be losing its personal touch.

Is this the start of a trend toward greater consolidation in the online ad network space? I believe it is. Google did not acquire DoubleClick just to become a player in ad serving, but also to step up its ability to serve contextual advertising and to leverage the relationships that DoubleClick has with hundreds of major websites. We are at a point in the evolution of internet advertising where scale is becoming a major factor. Clearly, there is interest in getting bigger, faster.

The Hachette acquisition does make Jumpstart significantly bigger. We will immediately assume responsibility for the online ad sales of [CarandDriver.com](#), [RoadandTrack.com](#) and [CycleWorld.com](#). Combined with the premier automotive publishers already in the Jumpstart publisher family, including NADAguides.com, Vehix, JD Power & Associates Autos, How Stuff Works / Consumer Guide Autos, and eBay's Shopping.com Autos, this will bring Jumpstart's combined reach to between 5.5 million and 6.5 million unique auto shoppers each month. This scale will increase the strength of the Jumpstart network, resulting in better monetization for our portfolio of publishers. A larger base of auto site visitors also enhances our ability to behaviorally retarget users within our vast Behavioral Auto Channel, which serves ads to in-market car buyers across one of the web's largest aggregated distribution bases, nearly 150 million monthly unique visitors.

Our publishers will also benefit from increased opportunity to syndicate content to each other and to jointly syndicate content to major online media as well as to emerging media such as mobile, VOD and iTV.

Jumpstart will operate as a wholly-owned subsidiary of Hachette, retaining the Jumpstart brand and all of our employees. Our employees' roles will not only remain the same, but will grow as we add some of the

most well-respected consumer brands in the industry. I'm the only Jumpstarter whose job will change significantly, as I now have a boss (Hi Jack).

When the start-up business you have nurtured and grown with care over the last seven years is acquired by a larger media company, there are many emotions. My overriding emotion right now is pride. We've taken the seed of a good idea, built an exceptional team of people, worked very hard... and have something remarkable to all be proud of. Jumpstart is well respected as a leader in digital automotive because of our passionate people, our drive and our integrity. My team deserves much praise for their efforts, their passion and their values.

There is one important point I want to leave everyone with. This step for Jumpstart, as important as it is, is only one more step on our journey. The Jumpstart team is committed to building a great company, with the best people in the media industry, and being clearly recognized as the #1 digital automotive media company. We're committed to setting the standard for a high-performance culture and for being a role model in how we deliver a positive and lasting impact to both our customers and our employees. This is an important step along the way, but it is just one. Jumpstart's famous personal touch will remain; and we will continue to bring the utmost passion, enthusiasm and thought leadership to our efforts every single day.

Mitch Lowe is CEO of [Jumpstart Automotive Media](#). [Read full bio](#).