

# Media Relations Strategy Overview

**Project: 7 Vehicles to Survive the End of the World**

**Sector Focus**

MOTORING  
MEDIA

CAR BLOGS

COMICS & POP  
CULTURE

GEEKY CULTURE

LIFESTYLE

SURVIVAL

RANDOM &  
INTERESTING

EDUTAINMENT

# Media Relations Strategy Overview

| Target Niche                    | Examples   |
|---------------------------------|--|
| <b>Motoring Media</b>           | <a href="http://www.stuff.co.nz/motoring">http://www.stuff.co.nz/motoring</a><br><a href="http://www.topgear.com/">http://www.topgear.com/</a><br><a href="http://www.carmagazine.co.uk/">http://www.carmagazine.co.uk/</a><br><a href="http://www.evo.co.uk/">http://www.evo.co.uk/</a><br><a href="http://jalopnik.com/">http://jalopnik.com/</a>  |
| <b>Car Blogs</b>                | <a href="http://www.autoevolution.com/">http://www.autoevolution.com/</a><br><a href="http://www.carscoops.com/">http://www.carscoops.com/</a><br><a href="http://www.motor1.com/">http://www.motor1.com/</a><br><a href="http://www.carbuzz.com/">http://www.carbuzz.com/</a><br><a href="http://motorburn.com/">http://motorburn.com/</a>  |
| <b>Lifestyle</b>                | <a href="http://www.huffingtonpost.com/">http://www.huffingtonpost.com/</a><br><a href="http://www.indiatimes.com/">http://www.indiatimes.com/</a><br><a href="http://www.rsvlts.com/">http://www.rsvlts.com/</a><br><a href="http://www.bustle.com/">http://www.bustle.com/</a><br><a href="http://www.shortlist.com/">http://www.shortlist.com/</a><br><a href="http://gearpatrol.com/">http://gearpatrol.com/</a>                               |
| <b>Geeky Culture</b>            | <a href="http://www.thenerdmachine.com/">http://www.thenerdmachine.com/</a><br><a href="http://www.forevergeek.com/">http://www.forevergeek.com/</a><br><a href="http://nerdapproved.com/">http://nerdapproved.com/</a><br><a href="http://geekologie.com/">http://geekologie.com/</a><br><a href="http://nerdreactor.com/">http://nerdreactor.com/</a><br><a href="http://www.popularmechanics.com/car/">http://www.popularmechanics.com/car/</a> |
| <b>Comics &amp; Pop Culture</b> | <a href="http://mightymega.com/">http://mightymega.com/</a><br><a href="https://www.pastemagazine.com/">https://www.pastemagazine.com/</a><br><a href="http://uk.complex.com/">http://uk.complex.com/</a><br><a href="http://www.theverge.com/transportation">http://www.theverge.com/transportation</a>   |

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## **Edutainment**

<http://www.hongkiat.com/blog/>  
<http://holykaw.alltop.com/>  
<http://www.makeuseof.com/>  
<http://www.boredpanda.com/>  
<http://mentalfloss.com/>

## **Random & Interesting**

<http://theawesomer.com/>  
<http://laughingsquid.com/>  
<http://sublime99.com/>  
<http://www.thisiscolossal.com/>  
<http://www.thecoolist.com/>

## **Survival**

<http://www.thesurvivalistblog.net/>  
<http://modernsurvivalblog.com/>  
<http://morethanjustsurviving.com/>  
<http://www.shtfplan.com/>  
<http://www.theprepperjournal.com/>