



**Revenues:**

Released on a case by case basis

**Mean Visitors Demographics:**

80% male  
20% female  
Some college or college graduate  
\$81,000 average household income  
Married with children  
76% of visitors are between 26 to 45 years old

**Key Partners, Affiliates & Technology Providers:**

- Chevrolet, a division of General Motors Corporation
- OutdoorPlaces.Com
- VanDevere Buick, Pontiac, and Oldsmobile – Akron, Ohio
- DeLillo Chevrolet – Huntington Beach, California
- JP Customs
- X-Null Software
- Webteacher Software
- InfoPop Software
- 1-Host
- PayPal
- Cafe Press
- Burst Media



**Homepage Features:**

This is the main portal page to featured content. Main features include links to all the major topic centers, Resources, Forums, Fun Stuff, Meetings, Adventure and the Club Store. Additional features include the ten most recent posts in the Forum, ability to login, join as a member, merchandise featured in the Club Store, featured stories from the latest edition of CAFENA Magazine, free resources, and travel resources.

**Resources:**

Broken down into four areas, Resources provides the visitor with promotional tools







**Club Store:**

Working with Cafe Press visitors are offered t-shirts to tote bags, mouse pads to mugs, and boxer shorts to bucket hats. Featured products include limited edition products like steel travel mugs and long sleeve hooded sweat shirts. Additional merchandise offered includes club logos. Proceeds from all sales go to funding the website.

Club members can also buy Chevy Avalanche Fan Club decals for their Chevy Avalanche to display. Proceeds also go to the funding of the website. A partner and group discount section provides a way for independent retailers to make members only offers.

**Press, Partner, Advertising and Acquisition Inquiries:**

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