

Online Haven for Muscle and Performance Car Buffs

A Murrieta based company is feeding the growing appetite of American muscle and performance car buffs all over the world with its online magazines.

MURRIETA, CA, USA, October 13, 2015 /EINPresswire.com/ -- A Southern California company is feeding the growing appetite of [American muscle and performance car](#) buffs all over the world by creating original video and written content for the twelve online magazines it produces from its headquarters in Murrieta. The city has been highly supportive of James Lawrence and his company [Power Automedia](#), as it continues to build upon its reputation as a hub for innovative, high-tech businesses.

There are millions of car fanatics across the United States, but how many of them have the vision and a business friendly community to help them turn their passion into a digital media empire? James Lawrence is an example of just such a person, and the City of Murrieta is the community that offered its support.

Lawrence is the President and CEO of Power Automedia, publisher of not one or two, but twelve online digital magazines that cater primarily to muscle car and high performance automotive enthusiasts. In an interview for California CEO, he said that reader preferences have come a long way since his teenage years when he used to collect Car Craft and Hot Rod magazines for ideas on how to modify his own car.



James Lawrence, CEO Power Automedia



Power Automedia Race Car



Power Automedia Corporate Office

"Today you've got Google search, you've got Facebook, you've got social media. So if you've got a brand new Mustang and you want to modify it and you want to put on exhaust or wheels and tires, the Internet is really the first place you start doing your research. So for us, it was really just looking at what the customer or the reader was doing and filling a void," Lawrence said.

as print magazines, Power Automedia has produced online-only magazines since its inception in 2007. An important key advantage is that the company also boasts its own in-house video production team and facility that allows for the creation of rich video content to meet the ever-increasing demand of its viewers—or about 1.5 million people a month, according to Lawrence. That represents an attractive market for automotive businesses “from Chevy and Ford down to Mom-and-Pop businesses” according to Lawrence that advertise in each of the magazines, so keeping the readers happy is important.

“If they like what you’re doing and you’ve engaged them with good, relevant, powerful content—that can be articles, videos, event coverage or technical content, they’re going to come and that’s where you’re going to get those numbers from.” Lawrence followed by saying that readership—or consumers—of Power Automedia’s twelve online magazines has grown every year.

So what is the key to Power Automedia’s success? It starts with a culture that is built around the importance of the team on which every single employee, according to Lawrence, plays a role and is responsible for the development of the culture. “When you start taking a hand and a personal sense of responsibility for the culture...that’s the underpinnings of building a special place to work,” said Lawrence. Thus, employees feel they are playing an important role in the success of the business itself.

Additionally, it helped that the company, originally formed in Orange County in 2006, moved to a city that met all of its needs for development and growth--The City of Murrieta.

“We knew that Orange County just didn’t make financial sense for us,” Lawrence said. “We wanted to find a place that was family friendly, that was tech savvy, but also a place that had some opportunities in real estate. And looking through Riverside County, San Diego and Orange County, we found the Murrieta area, and it kind of checked off all the boxes.”

Because of the affordability of real estate in the Murrieta, Power Automedia was able to purchase, rather than lease, a building. The city then worked with Lawrence’s company to ensure the necessary permits were obtained to create a flexible space that would allow the company to create the ideal environment for its employees as well as accommodate its need for future growth. “One of the big advantages of Murrieta, and it’s kind of a hidden secret so-to-speak in the tech world is that you’re an hour from San Diego, an hour from Orange County, but you have relatively inexpensive real estate, so we’ve got younger tech-savvy employees that are able to have a good standard of living.” Lawrence continued, “They can afford a house here--they’ve got young families...Murrieta is a great alternative to Orange County and San Diego.

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