

DIESEL WORLD

MEDIA KIT
2019



DIESEL WORLD

DIESELWORLDMAG.COM

Diesel World Magazine is the only tech-oriented publication on the market today that covers the complete diesel-powered market, right down to the latest diesel-powered cars. It's a one-stop-shopping resource for discovering what's new in the market place, learning about the hottest new products, and seeing how these products can improve your diesel ownership experience by improving power, mileage and longevity. The magazine offers in-depth road tests and evaluations on both diesel-powered cars and trucks, along with all of the latest news about which new diesel vehicles are coming to the U.S. market and what to expect in terms of fuel economy.

The editors of Diesel World are seasoned automotive journalists, who, each month, bring readers in-depth tech articles, spectacular feature layouts and awesome event coverage of the world of diesel motorsports, which includes drag racing, sled pulling and dyno competitions. They are hands-on enthusiasts who can make even the most difficult technical subject into a story from which the average diesel owner can learn and benefit. With a philosophy of informing and entertaining, the editors also dig deep to find the unusual and interesting, such as diesel-powered muscle cars and weird diesel engine transplants.

WHAT THEY OWN

- Chevrolet Owners - 34%
- Dodge Owners - 36%
- Ford Owners - 30%
- 72% were upgraded or modified
- 71% may attend an event this year
- 41% of readers spent time at events more than 3x each year



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READERSHIP PROFILE

- Average Age - 35
- Average Income - \$81,200
- 99% are male
- 1% are female
- 89% are truck owners
- 80% are repeat truck owners
- 74% will purchase a truck-related product or part in the next 90 days



DISTRIBUTION

Our retail partners as shown on the bottom right of this page. Major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers, and PX Military Stores. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.



Engaged Media Retail Partners



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2019 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Mar '19	11/14/18	11/22/18	01/08/19
Apr '19	12/12/18	12/20/18	02/05/19
May '19	01/09/19	01/17/19	03/05/19
Jun '19	02/06/19	02/14/19	04/02/19
Jul '19	03/13/19	03/21/19	05/07/19
Aug '19	04/10/19	04/18/19	06/04/19
Sep '19	05/08/19	05/16/19	07/02/19
Oct '19	06/12/19	06/20/19	08/06/19
Nov '19	07/10/19	07/18/19	09/03/19
Dec '19	08/10/19	08/18/19	10/08/19
Jan '20	09/11/19	09/19/19	11/05/19
Feb '20	10/09/19	10/17/19	12/03/19

**Dates subject to change.*

2019 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	3,677	3,209	2,757
2/3 Page	2,757	2,481	2,068
1/2 Page	2,068	1,862	1,551
1/3 Page	1,551	1,399	1,163
1/4 Page	1,163	1,046	872
1/6 Page	811	729	609
2 Page Spread	6,489	6,035	4,867
Cover 2	4,413	3,971	3,309
Cover 3	4,045	3,640	3,033
Cover 4	4,780	4,301	3,584

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AD SIZES AND SPECIFICATIONS

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live area) *	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep
1/6 page (vertical)	2.125" x 4.75" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:

7.75" x 10.5" deep

Full-Page Bleed (all 4 sides):

8" x 10.75" deep

Non-Bleed Spread:

14.75" x 9.75" deep

Full-Bleed Spread (all 4 sides):

15.75" x 10.75" deep

(keep live matter centered to 14.75" x 9.75")