

# Street Trucks

## 2018 MEDIA KIT



# Street Trucks

Street Trucks magazine is the leading authority of performance and style for the custom truck enthusiast.

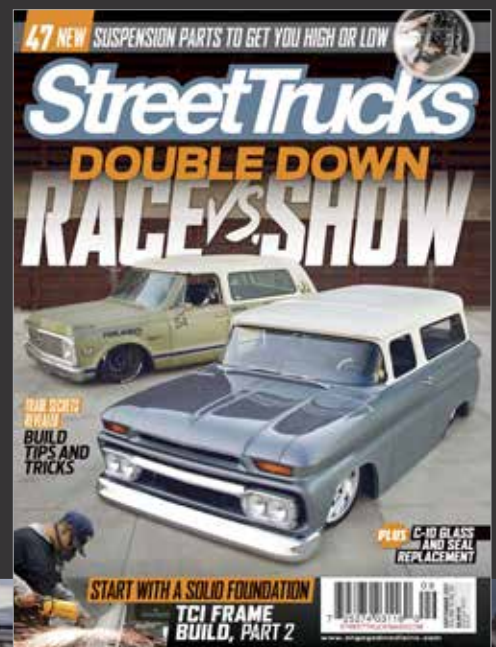
Street Trucks is the only custom truck publication to showcase the entire spectrum of classic, late model, mini and lifted trucks in one package. With a "something for everyone" philosophy, Street Trucks features the hottest aftermarket parts, worldwide show coverage, popular styling trends and industry profiles.

Since 1999 Street Trucks has been the number one source for custom trucks, guiding readers to build their own projects and turn their own wrenches through in-depth tech coverage. Topics range from high performance upgrades to suspension work, bolt-on accessories, budget-minded mods, metal fabrication, custom paint techniques, interior tricks and restoration. From daily-driven customs to full-blown show trucks, Street Trucks closes in on the complete custom truck experience.

Street Trucks Magazine is the premier source of information for the custom truck enthusiast, everything from classic trucks to late model, both on and off-road.

## WHAT THEY OWN

- Chevrolet Owners - 36%
- Ford Owners - 17%
- Full-Size Pickup/SUV Owners - 36%
- Mini-Truck Owners - 40%
- Classic Truck Owners - 12%
- 68% were upgraded or modified
- 62% may attend an event this year
- 26% are involved with organized clubs
- 38% of readers spent time at events more than 3x each year



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STREETTRUCKSMAG.COM

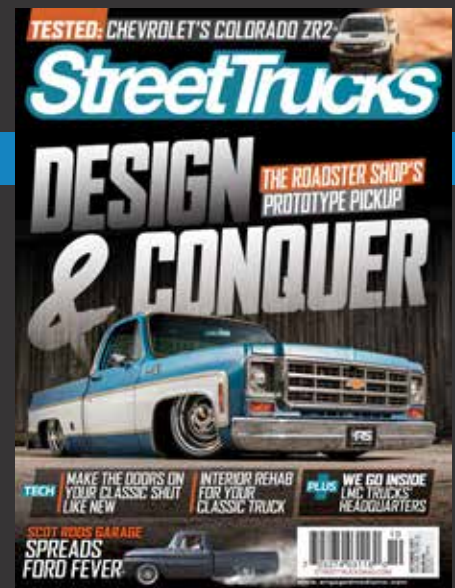
## READERSHIP PROFILE

- Average Age - 34
- Average Income - \$76,855
- 99% are male
- 1% are female
- 93% are truck owners
- 72% are repeat truck owners
- 69% will purchase a truck related product or part in the next 90 days
- 43% Build trucks for shows
- 62% Attend truck shows
- 91% Perform their own maintenance
- 81% Detail their own vehicles for shows



## DISTRIBUTION

We have increased distribution in major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers and 7-11. For 2018, we will add even more copies to our current distribution numbers. Engaged Media's circulation business model is designed to aggressively acquire the most influential and esteemed readership in all key niche markets.



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## 2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Apr '18	01/17/18	01/25/18	03/13/18
C10 - Summer '18	01/24/18	02/01/18	03/20/18
May '18	02/21/18	03/01/18	04/17/18
Jun '18	03/21/18	03/29/18	05/15/18
C10 - Fall '18	03/28/18	04/05/18	05/22/18
Jul '18	04/18/18	04/26/18	06/12/18
Aug '18	05/16/18	05/24/18	07/10/18
Sep '18	06/13/18	06/21/18	08/07/18
Oct '18	07/11/18	07/19/18	09/04/18
F100 - Fall '18	07/25/18	08/02/18	09/18/18
Nov '18	08/15/18	08/23/18	10/09/18
Dec '18	09/12/18	09/20/18	11/06/18
C10 - Spring '19	09/26/18	10/04/18	11/20/18
F100 - Spring '19	10/10/18	10/18/18	12/04/18
Jan '19	10/11/18	10/19/18	12/05/18
20 <sup>th</sup> Anniversary Issue	10/24/18	11/01/18	12/18/18

*\*Dates subject to change.*

## 2018 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
<b>Full Page</b>	3,570	3,213	2,671
<b>2/3 Page</b>	2,677	2,409	2,008
<b>1/2 Page</b>	2,008	1,808	1,508
<b>1/3 Page</b>	1,506	1,359	1,129
<b>1/4 Page</b>	1,129	1,016	847
<b>1/6 Page</b>	787	708	591
<b>2 Page Spread</b>	6,300	5,670	4,725
<b>Cover 2</b>	4,284	3,855	3,213
<b>Cover 3</b>	3,927	3,534	2,945
<b>Cover 4</b>	4,641	4,176	3,480

### Gabe Frimmel

Advertising Sales Director

Phone: 800-332-3330 ext 1930

Fax: 800-249-7761

Email: [gfrimmel@engagedmediainc.com](mailto:gfrimmel@engagedmediainc.com)

**ENGAGED**  
MEDIA, INC.

17890 Sky Park Circle, Suite 250  
Irvine, CA 92614

## 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")