STREETTRUCKSMAG.COM

Street Trucks

MEDIA KIT 2019

ENGAGED® MEDIA, INC.

STREETTRUCKSMAG.COM

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, budgetminded 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

StreetTrucks

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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

Our retail partners as shown on the bottom left 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

meijer, Raley's, Walmart, Ralphs, Barnes & Noble, Publix, Target, CVS, Albertsons, Safeway, Kroger, Whole Foods, SuperValu, Walgreens, Food Lion, Shoppers Drug Mart, H-E-B, 7-Eleven, Rite Aid, meijer, Wegmans, King Soopers, Smith's, PX Exchange, PX Military Stores

Street Trucks

2019 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Feb '19	11/14/18	11/22/18	01/08/19
Mar '19	12/19/18	12/27/18	02/12/19
Apr '19	01/16/19	01/24/19	03/12/19
May '19	02/20/19	02/28/19	04/16/19
Jun '19	03/20/19	03/28/19	05/14/19
Jul '19	04/17/19	04/25/19	06/11/19
Aug '19	05/15/19	05/23/19	07/09/19
Sep '19	06/12/19	06/20/19	08/06/19
Oct '19	07/10/19	07/18/19	09/03/19
Nov '19	08/14/19	08/22/19	10/08/19
Dec '19	09/11/19	09/19/19	11/05/19
Jan '20	10/16/19	10/24/19	12/10/19

**Dates subject to change.*

2019 RATE CARD

	1x ($)	6x ($)	12x ($)
Full Page	3,677	2,209	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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ENGAGED® MEDIA, INC.

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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”)

Street Trucks

The Leading Authority on Performance and Style for Custom-Truck Enthusiast.

Brand Footprint

Facebook Followers	928,749
Instagram Followers	70,400
Newsletter Subscribers	10,317
Eblast Mailing List	9,384
App Downloads	19,841
Monthly Web Visitors	15,638
Total Digital Audience	**1,054,329**

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Automotive BRANDS

TREAD

DIESEL WORLD

StreetTrucks

Automotive Group
Footprint

Facebook Followers	1,258,766
Instagram Followers	105,600
Newsletter Subscribers	29,996
Eblast Mailing List	19,054
App Downloads	65,258
Monthly Web Visitors	123,152
Total Digital Audience	**1,601,826**

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