STREETTRUCKSMAG.COM

Streetwess



MEDIA KIT 2019

ENGAGED°

Sieethucks

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.





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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

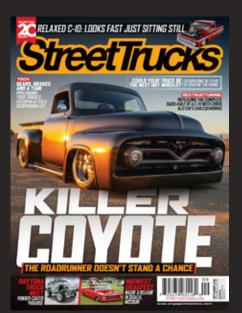




DISTRIBUTION

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.















2019 CLOSING/ON SALE DATES **Materials Due** On Sale Date **Issue Name** Ad Close 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 02/28/19 May '19 02/20/19 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 07/18/19 09/03/19 07/10/19 Nov '19 08/14/19 08/22/19 10/08/19 Dec '19 09/19/19 11/05/19 09/11/19 Best Of 2019 10/16/19 10/24/19 12/10/19 Jan '20 10/29/19 11/06/19 12/23/19

*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 OffsetBinding: Perfect BoundTrim 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")