



**Street Trucks** is the leading authority of performance and style for the custom truck enthusiast. It's 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.

### Readership Profile

- Average Age - 34
- Average Income - \$76,855
- 99% are male
- 1% are female
- 93% are truck owners
- 72% are repeat truck owners
- 43% build trucks for shows
- 62% attend truck shows
- 69% will purchase a truck-related product or part in the next 90 days

### 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

### 2020 Packages

Product	Quantity
300x250 Ad Unit on Website	28,976 Monthly Page Views
Boosted Facebook Campaign	917,170 Followers
Promoted Instagram Post	97,100 Followers
Newsletter Ad Unit	10,152 Subscribers
Mobile App Ad Unit	19,841 App Downloads
<b>Total Package Price</b>	<b>\$1,500</b>
Dedicated Eblast with Package	8,553 Subscribers
<b>Savings Package with Eblast</b>	<b>\$1,750</b>



Sample Website Ad Banners



Sample App Ad Banner



Ride along and read our review of the 2019 Ford Ranger!

Ford has been out of the mid-size truck business in America since they discontinued the Ranger back in 2011, but mid-size buyers choose smaller trucks for a reason, and...

See More



Chop, Cut and Rebuild. Now This is Custom

What happens when you convert a 1952 Ford F-1 into a crew cab show truck?...

See More

1948-79 F-100 PARTS

**Mid Fifties**

Order parts & pick them up at your favorite show!

North, South, East Aug 17-19, 2018 Santa Maria, CA  
 Super Bow Swap Meet Sept 21-23, 2018 Memphis, TN  
 Memphis Motor Meet Oct 11-13, 2018 Memphis, TN  
 F-100 Coupe Nationals Oct 4-6, 2018 Knoxville, TN  
 F-100 White Nationals Delta TEO Anaheim, CA  
 Grand National Division May 16-19, 2019 Pigeon Forge, TN

Mention this ad at our promo code: 802018 to receive 5% OFF your order!

**800-252-1956 \* MIDFIFTY.COM**

Sample E-Newsletter Ad

**NO MATTER HOW YOU ROLL**

**AZ850** ULTRA-HIGH PERFORMANCE

GET LOW-PROFILE PERFORMANCE AS STYLISH AS YOUR RIDE

High performance meets low profile with the stylish AZ850, offering inside and outside tire contours to evenly distribute surface contact in order to increase handling and reduce noise level. So whether you're looking to hug the road or grab attention, the AZ850 will make you a true believer, from a tire company that's a true original.

Get a custom fit for the way you roll. Find your local Atturo dealer at [ATTURO.COM/AZ](http://ATTURO.COM/AZ)

**ATTURO**  
GO YOUR OWN WAY.

Sample E-Blast



Is This the Cleanest Silverado On the Scene?

Check out this smooth bodydropped 2014 Silverado with a 2016 front-end conversion...

See More

**Street Trucks Magazine**  
January 17 at 8:30 PM

QA1 has their brand-new front and rear suspension kits for 65-72 F100s in production RIGHT NOW!

The front coil-over system is available now for pre-order with the rear system soon to follow. Learn more: <http://bit.ly/2Fc5tB3>



Sample Facebook Post

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