

# Trail Techniques & DIY Guide

## “Special Content Insert”

Sema Show 2020



Market your “Trail Techniques and DIY Guide” in our editorial-written special content (7 x 10) mini insert bound into our **TREAD** Magazine.

This pull-out mini insert will feature 6 exclusive advertisers showing our readers the best best trail techniques & DIYs! !

Each of the 6 advertisers will receive the following in the special content (7 x 10) mini insert:

- 1 page ad (PDF artwork to be provided by advertiser)
- Ad will also be included in the digital downloaded app
- 3 pages of integrated editorial coverage (our Editorial staff will assist)
- Category mention on the cover of the mini insert
- 1 e-blast to our database of 30,000 enthusiasts (PDF artwork to be provided by advertiser with url hyperlink to direct enthusiasts to)
- 500 copies of the mini insert

Tread Insert Cost: **\$5,500**

**Reserve your ad placement today!**

### Special Insert - Closing/On Sale Dates

Tread - Nov/Dec 2020 Cover Issue

	Ad Close	Artwork	On Sale
	Aug 16	Aug 24	Oct 20

Sema Show  
2020

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