



\*Sample cover (not actual cover)

PRESENTING

# YOTA

A Toyota Adventure from the Editors of **TREAD**.

### All Toyota All The Time!

See the latest and greatest and even some throwback, iconic Toyota Four Wheelers! From Land Cruiser to Tacoma, this all-encompassing Special Edition from the Editors of Tread magazine is a must-see. Feature your tires, winches, racks, turbos and safety gear in this new annual feature on one of the world's most versatile brands.

### Our Readers

Adventurous, passionate and, most importantly, prepared, the Toyota owner doesn't take chances with their vehicles or their equipment — they'll only get the best. Their gear is not only practical, it's experience enhancing, and they're willing to invest in top-quality products they can rely on to ensure their next journey is daring, exhilarating and protected. From tires to trucks, they want it all.

### 2018 CLOSING/ON SALE DATES\*

AD CLOSE	MATERIALS DUE	ON SALE
<b>August 8</b>	<b>August 16</b>	<b>October 2</b>

\*YOTA magazine will be premiered at **SEMA SHOW**  
Las Vegas Convention Center Oct 30 - Nov 2, 2018

### Engaged Media Retail Partners



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