



**Diesel World Magazine** is the leading tech-oriented publication on the market today that covers the complete diesel market, right down to the latest diesel cars and trucks. It's a one-stop-shopping resource for discovering what's new in the market place, learning about the hottest new products, and seeing how these products can improve your diesel ownership experience by improving power, mileage and longevity.

### Readership Profile

- Average Age - 35
- Average Income - \$81,200
- 99% are male
- 1% are female
- 89% are truck owners
- 80% are repeat truck owners
- 74% will purchase a truck-related product or part in the next 90 days

### What They Own

- Chevrolet Owners - 34%
- Dodge Owners - 36%
- Ford Owners - 30%
- 72% were upgraded or modified
- 71% may attend an event this year
- 41% of readers spent time at events more than 3x each year

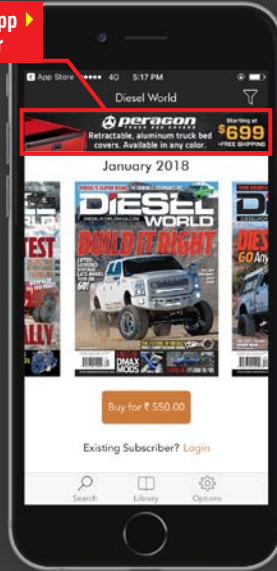
### 2020 Packages

Product	Quantity
300x250 Ad Unit on Website	198,414 Monthly Page Views
Boosted Facebook Campaign	306,946 Followers
Promoted Instagram Post	30,800 Followers
Newsletter Ad Unit	18,024 Subscribers
Mobile App Ad Unit	44,289 App Downloads
<b>Total Package Price</b>	<b>\$2,500</b>
Dedicated Eblast with Package	10,649 Subscribers
<b>Savings Package with Eblast</b>	<b>\$2,750</b>

Sample Website  
Ad Banners



Sample App  
Ad Banner



Sample E-Blast ▶



Callies has developed a billet Duramax Crankshaft that employs the industry's best ideas. Increased counterweight angles, diameters and thickness are instrumental in making this the easiest balancing billet crankshaft on the market today. For improved rigidity and durability rod journals are machined to a width that maximizes the effectiveness of all rod bearing inserts without unnecessary connecting rod mass. All Callies Duramax crankshafts are machined from triple heat treated 4330v steel before receiving our Perma-Case nitride. These crankshafts will accommodate all bearing inserts commonly available for GM Duramax engines.



Callies Duramax Camshafts are carburized and hardened using AQ 8620 Steel. The deep case carbore heat treatment allows for extended life even in the harshest conditions. These alternate firing order cams are ground for heavy duty towing applications without sacrificing durability.



Callies Duramax Crankshafts are designed to be substantially stronger than OEM shafts currently found in GM's popular Duramax diesel. This improvement is the result of substantially stronger steel, considerably deeper nitride layer and unique machining features. Duramax crankshafts are intended to be externally balanced with stock damper and flywheel configurations and are compatible with stock pistons. Speed timing gear and damper fit diameters are just a few of the



**DIESEL  
WORLD**



**Firepunk Bids Farewell**  
Say it ain't so! In a move that shocked us all, Lavon Miller and the Firepunk Diesel crew pulled the wrap off of their three-time UCC-winning, Pro Street record-setting ...

[See More](#)



**Movin' On Up!**  
After winning the 6.70 Index class in 2018, Mike Coleman won't be sticking around to defend his title. Instead, he and the folks at Swamps Diesel are already prepping ...

[See More](#)

**2013+ RAM 6.7L  
BEST INTERCOOLER, PERIOD!**

The key to adding horsepower is air density—and nothing increases air density like the Banks intercooler. Compare it to stock and to the competition—you'll see that nothing beats Banks Power.

**CLICK TO COMPARE!**

Intercooler Efficiency vs stock	Stock Baseline
BANKS	+15.2%
MISHIMOTO	+6.3%
AFE	-1.2%
STOCK BASELINE	67.9%

**BANKS  
+27 HP  
+51 LB-FT**

**HUGE PERFORMANCE!  
LOWER PRICE!**

**CLICK**

Sample E-Newsletter Ad



**Lifetime Achievement Award**  
At the ODSS banquet held on December 7, 2018 in Indianapolis, Dan Scheid was honored with the Lifetime Achievement Award. Highly involved in the diesel ...



**Diesel World**

June 11 at 7:38 PM · 🌐

US Diesel Parts and Clutch Masters just released the FX-1200 Series 12 inch Twin Disc Clutch for the 1994-2016 Dodge Ram 2500/3500. The 1200 series is a larger diameter assembly, which is designed for high torque output applications.

The 1200 Series has a higher holding capacity and is designed for excessive towing applications.



Sample Facebook Post

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Magazine

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Gabe Frimmel - *Ad Sales Director*

Ph.: 800-332-3330 Ext.1930, Fax: 800-249-7761

Email: [gfrimmel@engaged.media](mailto:gfrimmel@engaged.media)

17900 Sky Park Circle, Suite 220  
Irvine, CA 92614

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