



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
Total Package Price	\$1,500
Dedicated Eblast with Package	8,553 Subscribers
Savings Package with Eblast	\$1,750



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



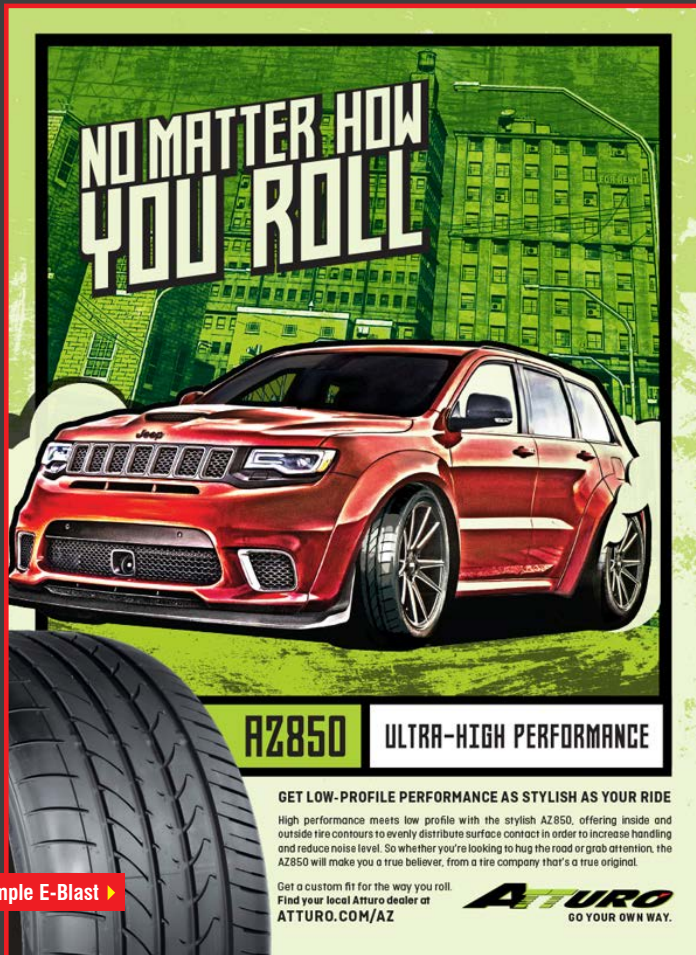
Sample E-Newsletter Ad



Is This the Cleanest Silverado On the Scene?

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

See More



Sample E-Blast ▶



Sample Facebook Post

Gabe Frimmel - Advertising Sales Director
Ph.: 800-332-3330 Ext.1930
Fax: 800-249-7761
Email: gfrimmel@engaged.media

ENGAGED
MEDIA, LLC
17900 Sky Park Circle, Suite 220
Irvine, CA 92614