

TREAD



A GUIDE TO AUTOMOTIVE ADVENTURE & OUTDOOR LIFESTYLE

MEDIA KIT 2020



ENGAGED[®]
MEDIA, LLC

TREAD



TREAD is the definitive guide to Automotive Adventure and Outdoor Lifestyle. From technical insights, to reviews of the most innovative aftermarket products, to the trails North America, Tread offers a wealth of knowledge designed for the new breed of Automotive Outdoor Enthusiast.

TREAD also delivers content and construction commensurate with a reader who demands high quality gear and experiences. A Large Format, Perfect-Bound, quality package is inseparable from our commitment to high-quality edit, photography, and layouts.

Ground Covered... How To's Tech Builds Trail Reviews Gear:

- WHEELS
- TIRES
- DRIVELINE
- SUSPENSION
- WINCHES
- BUMPERS
- RECOVERY GEAR
- LIGHTING
- STORAGE
- SKID PLATES
- SIDE STEPS
- GRILLS
- CUSTOM STYLING
- CAMPING
- KAYAKING
- SNORKELING

"IT IS GOOD TO HAVE AN END TO JOURNEY TOWARD; BUT IT IS THE JOURNEY THAT MATTERS, IN THE END."

- ERNEST HEMINGWAY



TREAD



- ROCK CLIMBING
- ANGLING
- BACKPACKING
- SHOOTING
- ARCHERY
- PADDLE BOARDING
- SURFING
- CAVING
- HIKING
- BIKING
- ATV RIDING
- HUNTING
- SNOWBOARDING
- PHOTOGRAPHY
- BOULDERING

OUR AUDIENCE

Adventurous, affluent, but time-strapped, our readers maximize their experiences with research and preparation. Our product is designed to satisfy those interested in properly investing in their outdoor experiences.

DEMOGRAPHICS

- Male: 30-55 years of age
- HHI 90K+
- Well-educated

Tread readers aren't hobbyists. They are enthusiasts itching for adventure and willing to spend top dollar to gear-up and go. They share an "all-in" mentality that is reflected in the vehicles, equipment, and gear that they purchase. For our readers, only the best will suffice.

DISTRIBUTION

Our retail partners as shown on the left of this page. Major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers, and PX Military Stores. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.

Engaged Media Retail Partners



TREAD



2020 CLOSING/ON SALE DATES

TREAD	Ad Close	Mat's Due	On Sale
MAR/APR	12/18/19	12/26/19	02/11/20
YOTA SUMMER	01/29/20	02/06/20	03/24/20
MAY/JUN	02/19/20	02/27/20	04/14/20
JUL/AUG	04/22/20	04/30/20	06/16/20
SEP/OCT	06/24/20	07/02/20	08/18/20
NOV/DEC	08/26/20	09/03/20	10/20/20
JAN/FEB	10/21/20	10/29/20	12/15/20

2020 RATE CARD

	1X (\$)	3X (\$)	6X (\$)
Full Page	4,975	3,731	3,233
1/2H	2,735	2,051	1,778
1/3V	2,115	1,586	1,375
1/4V	1,492	1,119	969

GABE FRIMMEL

Advertising Sales Director

Phone: 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

AD SIZES AND SPECIFICATIONS

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 9.125" x 10.875"

Material Requirements

- Digital Files - TIFF, EPS, JPEG, PDF 300dpi
- Maximum Dot Density 280%/4 color

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logos, etc. needed to produce the ad. Engaged Media, Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser. Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after issue date.

Standard Units	Width & Depth
Full page (live area)*	8.375" x 10.125"
Full page Spread w/bleed	18.5" x 11.125"
1/2 page (horizontal)	8.375" x 4.9375"
1/2 page (horizontal w/bleed)	9.375" x 5.5"
1/2 page Spread w/bleed	18.5" x 5.5"
1/3 page (vertical)	2.125" x 9.625"
1/4 page	4.125" x 5"

Magazine Trim Size:
9.125" x 10.875"

Full Page Bleed (all 4 sides)
9.375" x 11.125"