

ENGAGED AUDIENCES

ENGAGED AUDIENCE: OVERLANDERS



TREAD

Ideal Audience Segment for:

- Outdoor & Auto Manufactures
- Part Manufactures
- Outdoor Recreation & Events



OVERLANDERS DIGITAL AUDIENCE SOLUTION

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences.

Our exclusive Overlanders profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major outdoor recreational events nationwide like Overland Expo. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Tread subscribers and search data.

\$373
Billion

\$373 billion spent annually on outdoor recreation in U.S.

(Source: Bureau of Economic Analysis)

60%

60% of the audience is male.

(Source: Overland Expo)

40%

40% of the audience is female.

(Source: Overland Expo)

75%

75% of audience are aged 35-64 years.

(Source: Overland Expo)

56%

56% of audience earn over \$100k per year.

(Source: Overland Expo)

79%

79% of audience earn over \$80k per year.

(Source: Overland Expo)

For more information, please contact:

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OVERLANDERS DIGITAL AUDIENCE SOLUTION

ENGAGED
AUDIENCES

We carefully curate our audiences using combinations of the following below for maximum results!



Technographics

Target users by device such as desktop, laptop, tablet and mobile.



Demographics

Target users by gender, income, age, etc.



Geo-Targeting

Target by geography including DMA, state, zip code or country.



Browsing Behavior

Target users based on past browsing behaviors such as websites visited.



Intent-Based Search

Target users based on their search history.



Contextual Content

Target users based on the contextual content (including keywords) on the page they are viewing.



Event Targeting

Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.



Geo-Fence

Target users who have visited a specific geographical location.

Sample Visual



Art required: 300 x 250 pixels; 72 dpi JPG

Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$300	\$12
50,000	\$550	\$11
75,000	\$750	\$10
100,000	\$900	\$9

*Per Month (30 days)

*Digital Packages consist of 3 month minimum