

# TREAD



A GUIDE TO AUTOMOTIVE ADVENTURE & OUTDOOR LIFESTYLE

## MEDIA KIT 2020



ENGAGED<sup>®</sup>  
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





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- 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





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## 2020 CLOSING/ON SALE DATES

TREAD	Ad Close	Mat's Due	On Sale
MAR/APR	12/18/19	12/26/19	02/11/20
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
YOTA WINTER	07/29/20	08/06/20	09/29/20
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

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## 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"