

# TREAD

2020

Reserve your digital advertising with this Savings Package from 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.

## Readership Profile

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

## 2020 Packages

Product	Quantity
300x250 Ad Unit on Website	19,479 Monthly Page Views
Boosted Facebook Campaign	27,222 Followers
Promoted Instagram Story	19,136 Followers
Newsletter Ad Unit	4,793 Subscribers
Mobile App Ad Unit	1,128 App Downloads
<b>Total Package Price</b>	<b>\$1,000</b>
Dedicated Eblast with Package	4,204 Subscribers
<b>Savings Package with Eblast</b>	<b>\$1,250</b>

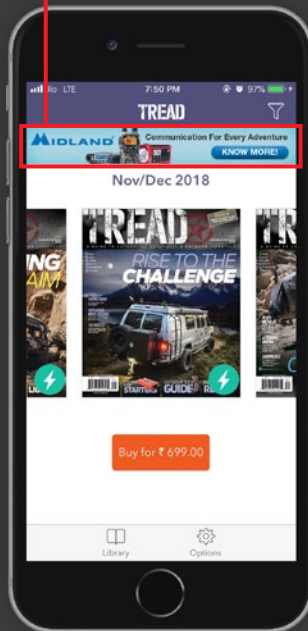




Sample Website  
Ad Banners



Sample App  
Ad Banner



**TREAD**



### SAVING THE OLD RUST BUCKET (Part 1)

Some of the best stories of rescue, rehab and adventure of old trucks are buried deep in the confines of internet forums, lost to the rest of us...

[Read More...](#)



### KINSMAN HARDWARE 270° AWNING

Rarely anymore are products so hyped up that you have to see them first hand to believe it, and when you see it first hand it exceeds your already lofty expectations...

[Read More...](#)



### VOTW: EARTHROAMER

Earth Roamer is the pinnacle of off-road luxury with their F-550 based trucks. But this time around they have upped the ante with their F-750 based HD version that carries a seven-figure price tag...

Sample E-Blast ▶

**THE ULTIMATE**

AXLES FOR THE JEEP® WRANGLER® JL

**DANA 60™**

**Dana Conquers the Arctic Circle:**  
The Continuing Adventures of Ultimate Dana 60™ Axles

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SpicerParts.com | DanaAftermarket.com **SPICER**

Sample Facebook Post



**Tread Magazine**

November 6, 2018 · 🌐

Black Series Campers main goal is to provide America with the most valued and intelligently designed trailers. Black Series sets a new benchmark in quality affordable off-road trailers. If you're thinking about an overland trailer check them out today!



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