

DRIVEONLINE.COM

DRIVE!™



Media Kit
2021

ENGAGED®
MEDIA, LLC

DRIVE!

DRIVEONLINE.COM

Since its inception in 1986, DRIVE! magazine is America's #1 automotive event source, covering everything from nostalgia racing and classic car restoration to high-tech street rodding, right on through '70s muscle cars.

Auto enthusiasts with a passion for all things automotive depend on DRIVE! for how-to articles, show listings, pictures of cars and events, plus performance parts and service information. Grassroots rodders and racers, 98% of whom say they participate in events each year, turn to DRIVE! Published 12X per year, DRIVE! magazine is a FREE publication distributed at retail shops and events throughout California.

Each issue of DRIVE! magazine is jam-packed with show listings, technical stories, new parts showcases, new tool showcases and info about the latest performance trends.



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READERSHIP PROFILE

- Average Age - 44
- Average Income - \$77,500
- 80% own their own homes
- 94% are male
- 6% are female
- 48% will spend more than \$9,795.00 on their vehicle in the next year
- 77% will purchase an automotive related part in the next 90 days



DISTRIBUTION

This magazine is **Free** to the public. Each issue of DRIVE! magazine is distributed at major automotive retail outlets throughout California. We also freely distribute thousands of copies at numerous car shows, rod runs, automotive swap meets and automotive trade shows.



Engaged Media Retail Partners



DRIVE!

2021 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	Free On This Day
Mar '21	12/09/20	12/17/20	01/18/21
Apr '21	01/06/21	01/14/21	02/15/21
May '21	02/10/21	02/18/21	03/22/21
Jun '21	03/10/21	03/18/21	04/19/21
Jul '21	04/07/21	04/15/21	05/17/21
Aug '21	05/12/21	05/20/21	06/21/21
Sep '21	06/09/21	06/17/21	07/19/21
Oct '21	07/07/21	07/15/21	08/16/21
Nov '21	08/11/21	08/19/21	09/20/21
Dec '21	09/08/21	09/16/21	10/18/21
Jan '22	10/06/21	10/14/21	11/15/21
Feb '22	11/10/21	11/18/21	12/20/21

**Dates subject to change.*

2021 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	2,347	2,232	1,984
2/3 Page	1,860	1,674	1,488
1/2 Page	1,488	1,339	1,190
1/3 Page	1,240	1,117	992
1/4 Page	992	893	793
1/6 Page	744	669	595
2 Page Spread	4,713	4,242	3,770
Cover 2	2,976	2,679	2,381
Cover 3	2,728	2,455	2,182
Cover 4	3,224	2,903	2,579

Gabe Frimmel

Advertising Sales Director

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AD SIZES AND SPECIFICATIONS

Design Recommendations

When submitting ads for Drive! Magazine, avoid using black or dark colors as your primary background. Your ad will appear clearer using lighter colors.

Fonts

Avoid using thin fonts whenever possible

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.25"

Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build 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 the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 7.75" x 10.25"

Standard Units	Width & Depth
Full page (live area)*	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep
1/6 page (vertical)	2.125" x 4.75" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:

7.75" x 10.5" deep

Full-Page Bleed (all 4 sides):

8" x 10.5" deep

Non-Bleed Spread:

14.75" x 9.75" deep

Full-Bleed Spread (all 4 sides):

15.75" x 10.5" deep

(keep live matter centered to 14.75" x 9.75")