

# DIESEL WORLD

[DIESELWORLDMAG.COM](http://DIESELWORLDMAG.COM)

Media **KIT**  
**2021**



**ENGAGED**  
MEDIA, LLC





**Diesel World** is the leading tech-oriented brand on the market today that covers the complete diesel performance market, right down to the latest diesel cars and trucks. It's the diesel enthusiast's one stop shop for info on all the hottest products, tech information, event coverage, industry news, help with repairs and so much more.

## Our Purpose

To help the industry grow by getting enthusiasts the info and entertainment they crave and by getting your brand's message exactly where it belongs, in front of diesel enthusiasts and diesel industry professionals.



## Our Brand Manager

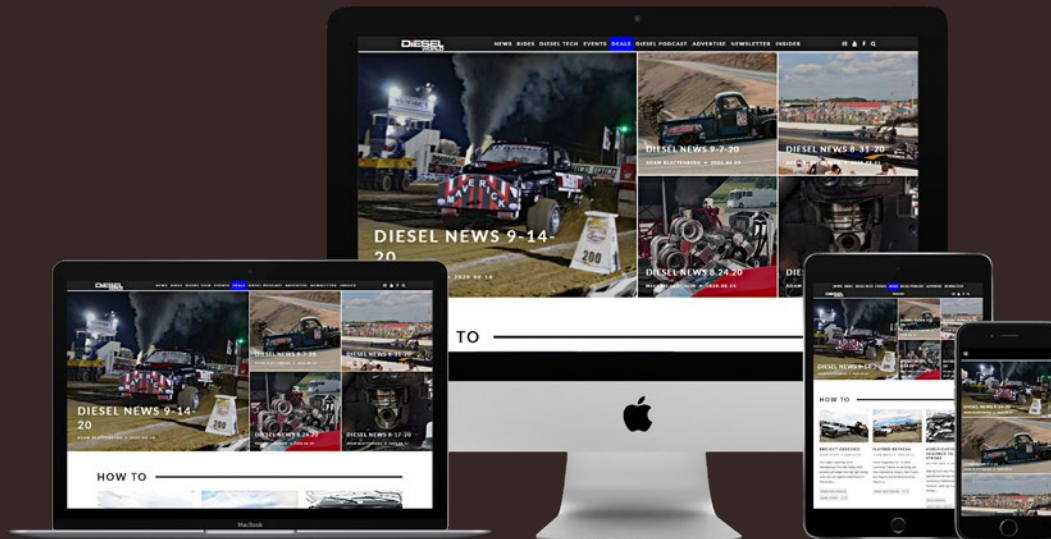
**Adam Blattenberg** has spent his entire professional career in the automotive aftermarket industry. Starting at a small truck shop out of High School, turning wrenches, to a Dodge dealership and eventually doing marketing and sales for a few diesel performance parts manufacturers before coming to Diesel World. With experience in all area's in the industry, and a true passion for anything with an engine Adam brings a wide knowledge base to the table. He knows what industry professionals need, as well as their customers, because he's been in each of their shoes. Adam can make just about anything happen. Need help with something we haven't listed? Just ask.



# Diesel World Outlets

## Diesel World Magazine

The only traditional Diesel performance-based magazine in the country. Diesel World Magazine is jam packed with informative tech articles, product installs and tests, vehicle reviews, event coverage and more.



## DieselWorldMag.com

Your daily source of inspiration and information. Tech discussions, industry news, the latest from events around North America, and just about anything else the diesel enthusiast or diesel truck owner could need.

# Diesel World Outlets

## Diesel World Social

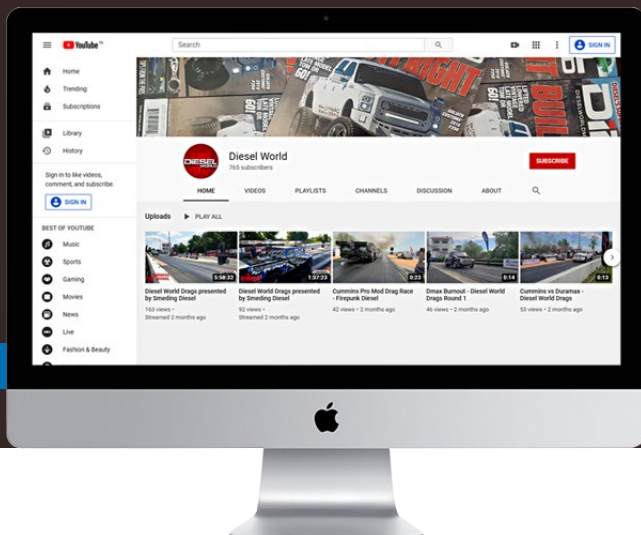
Our highly engaged community with more than 400 thousand active members.

## Diesel World E-Newsletters

More than 16 thousand verified diesel enthusiast subscribers get our weekly updates direct to their inbox.

## Diesel World Video

Anything is possible! Product reviews, features, tech, industry professional interviews and more.

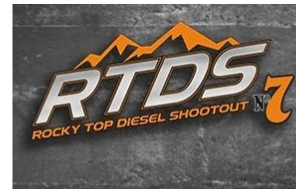


**DIESEL  
WORLD**



### Diesel World Drags

Another round of Diesel World drag racing is in the books, this one being presented by Smeding Diesel. On a hot weekend in Indiana, many of the nation's elite drivers descended upon Wagler Motorsports Park's eighth-mile track to do battle. After stringing together a slew of low 5-second passes, Stainless... [READ MORE >>](#)



### The Return of ODSS Racing

Using the second round of the Diesel World Drags as a launching pad, the next stop for many of the ODSS's heavy hitters will be Crossville, Tennessee. On July 24-25, the seventh running of the Rocky Top Diesel Shootout will mark the first time an ODSS event has been held since March—and to say the... [READ MORE >>](#)



### 2020 Super Duty Tuning Looks Promising

Is it time for the L5P to step aside?! In the midst of working with Ford's latest PCM for the 6.7L Power Stroke, the MD10006, the



## Diesel World Outlets



### Diesel World IRL Events

Live events are our latest product available to you! Live streaming of race and show events are broadcast to our social channels as well as yours. This is not your standard “random guy with a cell phone on the side of the track” feed, we have multiple camera operators, high end experienced commentators and sophisticated equipment to seamlessly transition from camera to camera offering a more enjoyable viewer experience. Sponsor our own events, sponsor our feeds at others’ events or let us live feed your next event.

### Diesel World Event Coverage

Now you can request our staff to attend and cover your event. You can also have full access to images shot at the event. Let’s discuss your needs.





## Readership Profile

**99%**

DW readers are male

**1%**

DW readers are female

**35 Yr**

DW readers average age

**\$81K**

DW readers average income

**89%**

DW readers are truck owners

**80%**

DW readers are repeat truck owners

**74%**

DW readers will purchase a truck-related product or part in the next 90 days

## What They Own



**34%**

Chevrolet owners

**30%**

Ford owners

**72%**

Were upgraded or modified truck owners

**36%**

Dodge owners

**71%**

May attend an event this year

**41%**

Spent time at events more than 3x each year

## Distribution

Our retail partners include major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores, as well as key regional and other outlets. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.



## Print Schedule

Issue	Ad Close	Materials Due	On Sale Date
March	11/11/20	11/19/20	01/05/21
April	12/16/20	12/24/20	02/09/21
May	01/13/21	01/21/21	03/09/21
June	02/10/21	02/18/21	04/06/21
July	03/17/21	03/25/21	05/11/21
August	04/14/21	04/22/21	06/08/21
September	05/12/21	05/20/21	07/06/21
October	06/16/21	06/24/21	08/10/21
November	07/14/21	07/22/21	09/07/21
December	08/11/21	08/19/21	10/05/21
January '22	09/15/21	09/23/21	11/09/21
February '22	10/13/21	10/21/21	12/07/21

\*Dates are subject to change.





## 2021 Print Advertising Rates

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	4,228	3,382	2,875
2/3 Page	3,172	2,538	2,156
Half Page	2,378	1,902	1,617
1/3 Page	1,784	1,427	1,213
1/4 Page	1,337	1,069	909
2 Page Spread	7,462	5,970	5,074
Cover 2	5,163	4,721	4,059
Cover 3	4,545	4,140	3,533
Cover 4	5,780	5,301	4,584

## 2021 Digital Advertising Rates

Placement	Spec/Cost
300x250 Ad Unit on Website	198,414 Monthly Page View
Boosted Facebook Campaign	307,731 Followers
Promoted Instagram Post	42,420 Followers
Newsletter Ad Unit	18,024 Subscribers
Mobile App Ad Unit	44,289 App Downloads
Total Package Price	<b>\$2,500</b>
Dedicated Eblast with Package	15,946 Subscribers
Savings Package with Eblast	<b>\$2,750</b>
Savings Package with WebID	<b>\$3,050</b>

### Video Clip

5-min video product/manufacture review on DW YouTube channel, shared on other social channels

**\$2,500**

includes production charge



## Diesel World IRL Events

\*Exact details of each event will differ. These sponsorships are available for our own events, their live feeds as well as live feeds of others' events. We can also live feed your specific event. There are currently 30+ events on our live-feed schedule for 2021. Contact us for a current calendar.

Link to video from our prior live-feeds:

<https://business.facebook.com/336132856281/videos/291884748569528/>



### Sponsorship Packages available:

#### Standard Package » \$1000

- On-screen logo displayed, rotated out regularly with other sponsor logos
- Minimum 5 Social Media promotional posts on DW's Social Pages
- Ads read, and/or video ad's played during down times
- Your banners placed along sides of track (for Diesel World events only)
- Inclusion in Diesel World's event recap article (print and dieselworldmag.com distribution)

#### Race Class Sponsor » \$1500 [for Diesel World events only]

- Includes all deliverables from the Standard Package plus
- Company mention whenever your class runs or is mentioned

#### Burnout Box Sponsor » \$2000 [for Diesel World events only]

- Only one sponsorship available
- Includes all deliverables from Standard Package plus
- Company mention whenever someone enters the burnout box
- Two feather flags placed beside the burnout box

#### Official Lane Sponsor » \$2500 [for Diesel World events only]

- Only two sponsorship available
- Includes all deliverables from Standard Package plus
- Company mention whenever your sponsored lane is mentioned
- Up to 3 feather flags placed beside your lane

#### Presented By Sponsorship » \$5000

- Includes all deliverables from Standard Package plus
- Logo stays on screen at all times except during other sponsor video ads
- Up to 6 feather flags track side (for Diesel World events only)
- Company name mentioned whenever event is promoted or when mentioned during event
- Additional five social media posts
- Twice the banner placements of any other package (for Diesel World events only)
- Inclusion in Diesel World Newsletter from contract date till event wrap

\*All banners and flags must be provided by sponsor.  
Please include a UPS return label if you'd like the items returned to you.



# Print Ad Sizes and Specifications

## Mechanical Requirements

Printing: Web Offset

Binding: Perfect Bound

Magazine Trim Size: 7.75" x 10.5"

## 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, LLC 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.

Standard Layouts	Width x 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 10.75" deep

Non-Bleed Spread: 14.75" x 9.75" deep

Full-Bleed Spread (all 4 sides): 15.75" x 10.75" deep  
(keep live matter centered to 14.75" x 9.75")