

# StreetTrucks

[www.streettrucksmag.com](http://www.streettrucksmag.com)

Media KIT  
2021



ENGAGED<sup>®</sup>  
MEDIA, LLC





**Street Trucks** is the leading authority of performance and style for the custom truck enthusiast. It's the only custom truck publication to showcase the entire spectrum of classic, late model, mini and lifted trucks in one package. With a "something for everyone" philosophy, Street Trucks features the hottest aftermarket parts, worldwide show coverage, popular styling trends and industry profiles.



## Our Mission

Since 1999, Street Trucks has been the number one source for custom truck enthusiasts. The mission is to help guide and motivate readers to start their own projects and turn their own wrenches. Documenting in-depth technical installs, recently completed truck builds and keeping up to date with the factory OEM trends are just a few of the highlights that appear in each issue. Topics range from high performance upgrades to suspension work, bolt-on accessories, budget minded mods, metal fabrication, custom paint techniques, interior tricks and restoration. From daily-driven customs to full-blown show trucks, Street Trucks closes in on the complete custom truck experience.



Street Trucks Magazine from Classic Collection



## Our Purpose

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences. Our exclusive Street Truck Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major events nationwide like The Grand National Roadster Show and SEMA Show.

## Our Brand Manager

*Chris Hamilton spent many years in the publishing industry, and custom trucks has been a major part of his life. Trucks that drag frame were just part of growing up for Chris and documenting the truck industry has been his passion for years. Chris has owned some, helped build some and is known to spend his weekend photographing others for as long as he can remember. He's a true enthusiast that is proud to represent an industry, and someone you can count on.*



## Street Trucks Pillars






## Street Trucks Magazine

*Street Trucks is the leading authority on custom truck performance and style. Our in-depth tech coverage will give readers ideas and encouragement to build your own projects. Our articles help you with high-performance upgrades, budget-minded modifications, custom painting, suspension swaps and more. Get more power on the road and enjoy the ride!*


# Street Trucks Pillars

## StreetTrucksmag.com



Your daily source of inspiration and information — from truck features to event coverage, technical how-to's, manufacturer tours and so much more!




**StreetTrucks**






**SEMA 2020 Updates and Top Automotive Jobs!**  
Weekly updates about the state of SEMA 2020 are now available at our website. We are as anxious as you are. Also, check out these available jobs!...[READ MORE >>](#)






**Project Stella Update! Adding a BluePrint 383c.i. Stroker Motor!**  
If you remember from the last issue, we removed the factory-installed 4.3-liter V-6 engine from our '95 Chevy C1500 and tossed it in the scrap pile...[READ MORE >>](#)







**NITTO**  
**NT420**



**Mango Tango | Eddie Motosports' Take on a Squarebody Sporttruck!**  
An '80 Chevy C10 would serve as the foundation for Ed's pickup build and, of course, the level of customization would be above average...[READ MORE >>](#)





## StreetTrucks Social

Our highly engaged community with more than 1 million active members.

## StreetTrucks Newsletter

More than 11,401 subscribers get our weekly updates direct to their inbox.





## StreetTrucks Manufacture Tours

*Is your product Made in America? Our long running series offers your company the opportunity to take over 5-pages of Street Trucks magazine to show the production process and highlight the individuals involved.*

## Street Trucks Event Coverage

*Now you can request our staff to attend and cover your event. We also offer live streaming services for your event as well!*

## StreetTrucks Video

*We take readers inside the industry to meet the people who make it happen with our bingeable video channel. Product reviews, features, tech and more!*

## StreetTrucks Live Events

*Live events are our latest product available to you! Live streaming of race and show events are broadcast to our social channels & website. This is not your standard “random guy with a cell phone on the side of the track” feed, we have multiple camera operators and sophisticated equipment to seamlessly transition from camera to camera offering a more enjoyable viewing experience including overlays and commentators.*



**LIVE**   
**STREAMING**





## Readership Profile

99%

ST readers  
are male

93%

ST readers are  
truck owners

43%

ST readers  
build trucks for  
shows

62%

ST readers  
attend truck  
shows

69%

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

1%

ST readers  
are female

72%

ST readers are  
repeat truck  
owners

34 Yr

ST readers  
average age

\$76K

ST readers  
average  
income

## What They Own

36%

Chevrolet  
owners

17%

Ford  
owners

40%

Mini-truck  
owners

12%

Classic truck  
owners

68%

Upgrade  
or modified  
trucks

26%

Involved with  
organized  
clubs

38%

Attend events  
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
February	12/02/20	12/10/20	01/26/21
March	12/30/20	01/07/21	02/23/21
April	02/03/21	02/11/21	03/30/21
May	03/03/21	03/11/21	04/27/21
June	03/31/21	04/08/21	05/25/21
July	05/05/21	05/13/21	06/29/21
August	06/02/21	06/10/21	07/27/21
September	06/30/21	07/08/21	08/24/21
October	08/04/21	08/12/21	09/28/21
November	09/01/21	09/09/21	10/26/21
December	09/29/21	10/07/21	11/23/21
January '22	11/03/21	11/11/21	12/28/21

*\*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	61,358 Monthly Page View
Boosted Facebook Campaign	905,899 Followers
Promoted Instagram Post	118,387 Followers
Newsletter Ad Unit	11,401 Subscribers
Mobile App Ad Unit	19,841 App Downloads
Total Package Price	<b>\$1,500</b>
Dedicated Eblast with Package	12,993 Subscribers
Savings Package with Eblast	<b>\$1,750</b>
Savings Package with WebID	<b>\$2,050</b>

### Video Clip

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

**\$2,000**

includes production charge



## Live Event Products



*Live stream event coverage from the industries top events directly to our network over over one million fans!*

### Standard Package » \$1000

- *On-screen logo displayed, rotated out regularly with other sponsor logos*
- *Minimum 5 Social Media promotional posts during the event*
- *Ads read, or video ad's played during down times*
- *Your banners placed along sides of the track*
- *Inclusion in Street Trucks event recap article*

### Speed-n-Stop Challenge » \$2000

- *Only one sponsorship available*
- *Includes all deliverables from Standard Package plus*
- *Company mention for every truck that enters the starting box*
- *Company mention during award announcements*
- *Two feather flags placed beside the starting box*

### Truck Show Corral Sponsor » \$2000

- *Only one sponsorship available*
- *Includes all deliverables from Standard Package plus*
- *Company mention every time we turn attention to the truck show section*
- *Company mention during award announcements*
- *Two feather flags placed beside the starting box*

### Auto-Cross Sponsor » \$2000

- *Only one sponsorship available*
- *Includes all deliverables from Standard Package plus*
- *Company mention for every truck that enters the starting box*
- *Company mention during award announcements*
- *Two feather flags placed beside the starting box*

### Drivability Cruise Sponsor » \$2000

- *Only one sponsorship available*
- *Includes all deliverables from Standard Package plus*
- *Company mention for every truck that enters the starting box*
- *Company mention during award announcements*
- *Two feather flags placed beside the starting box*

### Finish Line Sponsor » \$2500

- *Only one sponsorship available*
- *Includes all deliverables from Standard Package plus*
- *Company mention whenever a truck crosses the finish line*
- *Up to 3 feather flags placed beside your lan*

### Presented By Sponsorship » \$5000

- *Only one sponsorship available*
- *Includes all deliverables from Standard Package plus*
- *Logo stays on screen at all times except during other sponsor video ads*
- *Feather flags in staging lanes*
- *Feather flags at finish line, visible when times are displayed*
- *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*
- *Inclusion in Street Trucks Newsletter from now till event and for 2-weeks after*



## StreetTrucks Event Series

*We're bringing the action directly to our fans!*



*The excitement is headed your way in 2021 when we team up with Diesel World for a massive Gas vs Diesel Shootout to kick off the series. This is something you won't want to miss. Let's Go!*

**StreetTrucks**

**F-100**  
BUILDER'S GUIDE

**C/10** BUILDER'S  
GUIDE

**DIESEL**  
WORLD

**TREAD**

**DRIVE!**

**OBS** BUILDER'S  
GUIDE

## 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

\*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")*

**ENGAGED**<sup>®</sup>  
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