

# TREAD

[WWW.TREADMAGAZINE.COM](http://WWW.TREADMAGAZINE.COM)

A GUIDE TO AUTOMOTIVE ADVENTURE & OUTDOOR LIFESTYLE

## Media **KIT** **2021**



**ENGAGED**<sup>®</sup>  
MEDIA, LLC



# Our Audience

TREAD audiences share a passion for nature and time outdoors away from civilization. Adventure runs through their blood, and quality time with friends and family drive this group. They know building the ultimate camping adventure machine—whether it be a truck, SUV, van or luxury vehicle—will get them out further and to stay out longer. Generally speaking, more and more people are finding solace in nature and passion in outdoor hobbies. The TREAD audience is no different and growing at a rapid rate.



While some have stumbled upon this culture through cultivating outdoor hobbies, such as hiking, kayaking, mountain biking, rock climbing or the similar, others have shifted their love for automobile customization to off-road vehicles to spend more time with their families. Regardless of what lead them here, the TREAD audience are helpful community members, who are adventurous in spirit, appreciate organization and like to be prepared.





They are passionate about outdoor adventure and want to go further off grid, and travel more often. Some travel stateside on weekends, while others ship their vehicles overseas for months or years on end. And some are able to work from their vehicles and live on the road full time. They all are looking to gain new experiences and escape from the hustle and bustle of a typical everyday life.

With outdoor adventures on the rise, especially as we head into 2021, TREAD is here to help the weary traveler get outfitted with the right gear for their vehicle and for their person and campsite. 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.



The TREAD community is made up of men and women ages 30-55. The typical household income exceeds \$90,000/year. They are also well-educated and spend great time learning, planning and preparing for upcoming explorations. 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.

TREAD readers are creative. Some thrive off activities such as photography, building and fabricating, or cooking. All show their passion and creativity in the adventure vehicles they drive, gleaming pride in their unique rig.



# The Brand

TREAD is the definitive guide to Automotive Adventure and Outdoor Lifestyle. From reviews of the most innovative aftermarket products and latest camping products, TREAD knows gear. Complemented with beautiful imagery of the trails of North America and beyond, stories unfold the exploration of often rarely touched landscapes and the vehicles that take you there, while advice on preparedness, safety, and technical insights stay at the forefront. TREAD offers a wealth of knowledge designed for the growing population of Automotive Outdoor Enthusiasts.



## Our Mission

TREAD promotes off roading, overlanding and camping to enhance outdoor adventure and to build a stronger community.

## Our Purpose

TREAD is the leading authority of adventure vehicle travel. A trusted source that has something for everyone, we connect consumers, the automotive industry, and the outdoor industry with inspiration, products, and advice from enthusiasts and experts in the field.







## Our Brand Manager

Never one to turn down adventure or the chance to experience new things, the opportunity to jump in the driver seat of TREAD was a no-brainer for **Kelly Nomura**. She has a passion for the outdoors and enjoys camping, hiking, and snowboarding. It took only a couple events before she fell in love with the overland community. They welcomed her with open arms and she quickly made friendships that would last a lifetime. A community is nothing without its active participants and that's the attitude Kelly has taken. She has immersed herself in the culture and community, where her love for vehicles meets her love for the outdoors. She attends local shows and events and has plans to attend upcoming events in the Midwest and east coast. She enjoys and promotes the camaraderie of a diverse and growing community and looks forward to expanding TREAD's reach.

With 13 years in the automotive enthusiast industry, Kelly has worked with all different types of automobiles, but off-roading is the most exciting. The TREAD content team rounds out the knowledge and experience to produce inspiring, provoking, and informative stories. Kelly is proud to lead TREAD, where her professional background blends perfectly with her love for outdoor adventure, automobiles and building a community.

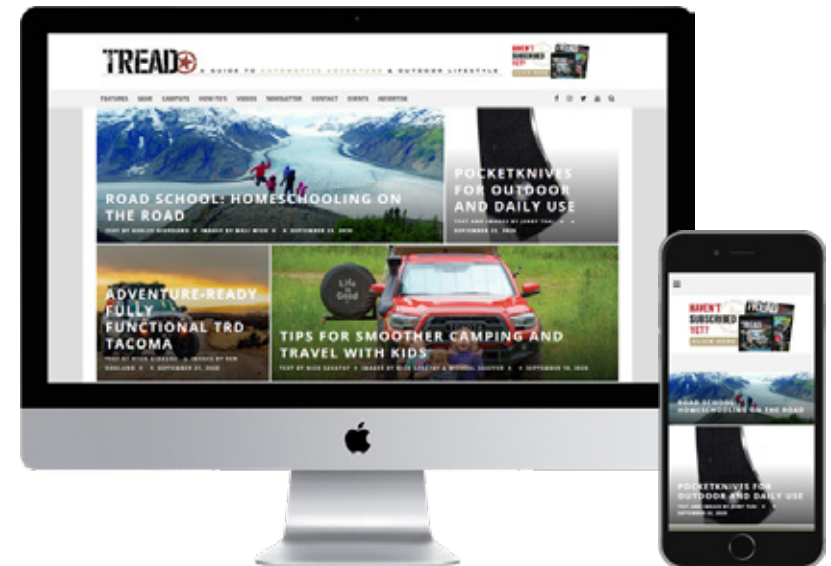




# Be a part of the adventure

## TREAD Experiences

- Organized expedition trips with experts in the field to guide groups on epic adventures.
- TREAD Live Events – rally, vehicle meetup, expo



## TREAD Digital

### Website

- Virtual vehicle shows – allows for international participation
- Live event streaming

### Video Content

- Shop tour, rig walk arounds for vehicle(s) that support company
- Adventures from Influencers in community – Tread tags along
- Tips and advice from TREAD team, as it applies to product use, application, or installation

### Social Media

- Giveaways and promotion of editorial marketing pieces

# 2021 Editorial Calendar

Vehicle Features

Technology

Tech Articles

Camp Kitchen

Camping Gear Reviews

Automotive Accessories/Gear Reviews

Travel Stories

Outdoor Eats and Drinks

Conservation/Protecting public lands

Survival Skills

Recreational Adventure Tools

Veteran Showcase

Family Adventure

Photography Tips

EDC

Pet Travel/Campingw

**Automotive Accessory Buyer's Guides** – armor (bumpers, sliders, skid plates), electronic management systems, wheels, tires, storage solutions, communication devices, suspension products, performance products, solar power management options.

**Camping Gear Buyer's Guides** – roof top tents, onboard refrigeration, ground tents, camp kitchens, drawer systems, mess kits, camp chairs, perfect sleeping setup (sleeping bags, pillows, blankets), knives, first aid kits, clothing, weather appropriate gear, cooking tools.

## Print Special Sections

Mar/Apr » Spring Theme - Campsite food and drink special

May/June » Summer Theme - Travel with family and pets

Jul/Aug » Survival and Safety Theme

Sep/Oct » Fall Theme - Photography

Yota » Toyota Specific Buyer's Guide

Nov/Dec » Winter Theme - Special pull-out Insert w/tips and techniques for out on the trail; Holiday Buyer's Guide - Camping gear

Jan/Feb » Conservation Theme - Annual off-road tire buyer's guide





## 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
Mar/Apr	12/16/20	12/24/20	02/09/21
May/Jun	02/10/21	02/18/21	04/06/21
Jul/Aug	04/07/21	04/15/21	06/01/21
Sep/Oct	06/09/21	06/17/21	08/03/21
YOTA Winter	07/14/21	07/21/21	09/07/21
Nov/Dec	08/11/21	08/19/21	10/05/21
Jan/Feb '22	10/13/21	10/21/21	12/07/21

\*Dates are subject to change.





## 2021 Print Advertising Rates

Size	1x (\$)	3x (\$)	6x (\$)
Full Page	4,975	3,731	3,233
1/2 Horizontal	2,735	2,051	1,778
1/3 Vertical	2,115	1,586	1,375
1/4 Vertical	1,492	1,119	969

## 2021 Digital Advertising Rates

Placement	Spec/Cost
300x250 Ad Unit on Website	37,830 Monthly Page Views
Boosted Facebook Campaign	27,991 Followers
Promoted Instagram Story	21,018 Followers
Newsletter Ad Unit	4,832 Subscribers
Mobile App Ad Unit	1,194 App Downloads
Total Package Price	<b>\$1,000</b>
Dedicated Eblast with Package	4,988 Subscribers
Savings Package with Eblast	<b>\$1,250</b>
Savings Package with WebID	<b>\$1,550</b>

### Video Clip

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

**\$2,500**

includes production charge





# Print Ad Sizes and Specifications

## Mechanical Requirements

Printing: Web Offset  
Binding: Perfect Bound  
Magazine Trim Size: 9.125" x 10.875"

## 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)*	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 (vertical)	4.125" x 5"

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

Magazine Trim Size:  
9.125" x 10.875" deep

Full-Page Bleed (all 4 sides):  
9.375" x 11.125" deep