

# DRIVE!

[driveonline.com](https://driveonline.com)



Media **Kit**  
**2022**

**ENGAGED**<sup>®</sup>  
MEDIA, LLC

# DRIVE!

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.

## About The DRIVE! Team

### Michael Eckerson - Editor

Since 2017, Michael has been Editor In Chief for Drive! Magazine. An aftermarket vehicle industry veteran, Michael works with photographers, advertisers, editors, and contributors to spotlight events, tech stories, installations, product reviews, and vehicle featurest.

Micheal continues to breath fresh life into the publication as the marketplace changes: as younger drivers become consumers, as new products come to market, and as new propulsion methods join the internal combustion engine. Drive! is committed to serving both the current and the next generation of drivers.



# DRIVE!



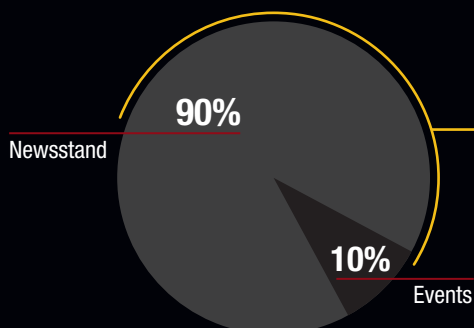
## Readership Profile (Source: Internal\*)

- 44 Yrs** Average age group of Drive! readers
- \$77K** Drive! readers average income
- 80%** Drive! readers own their own homes
- 94%** Drive! readers are male
- 6%** Drive! readers are female
- 48%** will spend more than \$9,795 on their vehicle 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.



**FREE 165,000 COPIES**



## 2022 Closing/On Sale Dates

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

\*Dates subject to change.

## 2022 Advertising Rates

| Size          | 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    |



## 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.



| 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")

For query, please contact: \_\_\_\_\_

**Gabe Frimmel**

Advertising Sales Director

Phone: 800-332-3330 Ext. 1930

Email: [gfrimmel@engaged.media](mailto:gfrimmel@engaged.media)

**ENGAGED**<sup>®</sup>  
MEDIA, LLC

2220 Sedwick Rd, Durham,  
NC 27713