

# DIESEL WORLD

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



ENGAGED<sup>®</sup>  
MEDIA, LLC

Media **KIT**  
**2022**





**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.



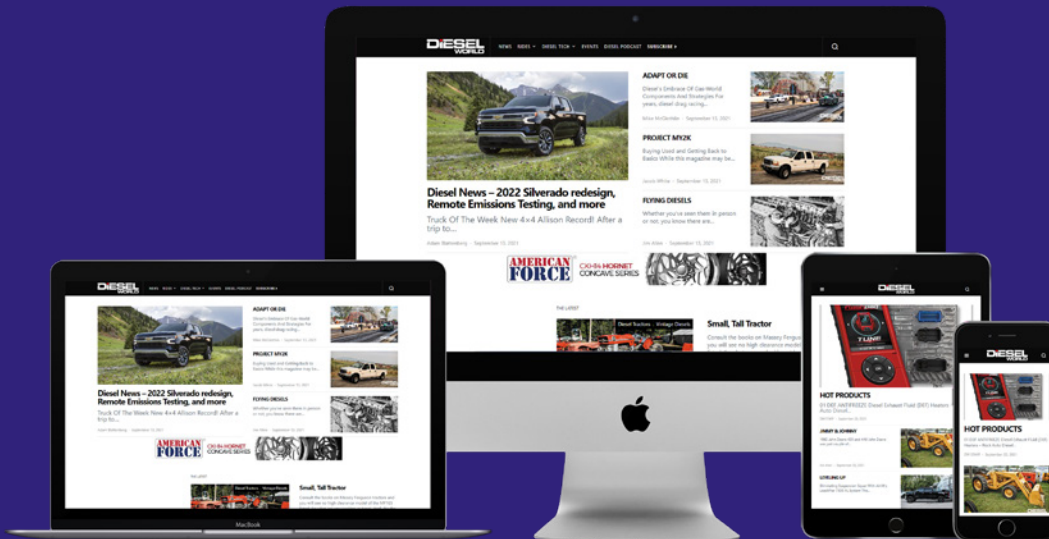
## Our Brand Manager

**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

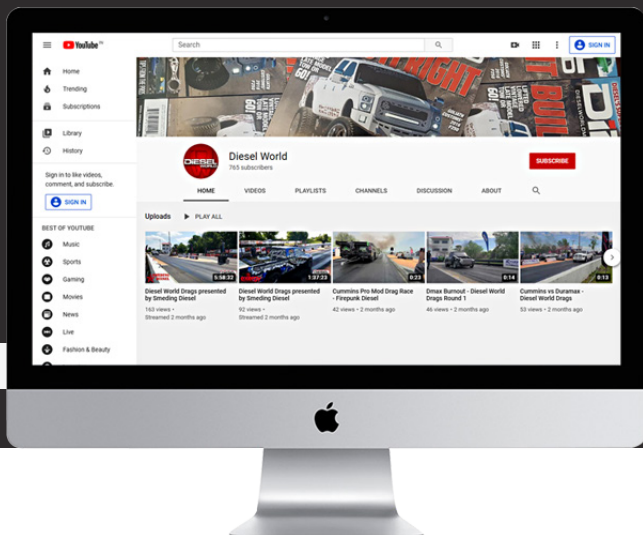
Our highly engaged community with more than 400 thousand active members.

## 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.



Sept 15, 2021

## DIESEL WORLD

2022 Silverado gets major changes; EU's new remote testing device; Gas vs Diesel and more



### Diesel News

- Redesigned for 2022, Chevrolet has made some major changes in its 1500 series
- EU Remotely Identifying High-Polluting Vehicles
- Small-Time Speed Shop's EPA Fine Increases Tenfold
- Gas Vs. Diesel Action At The Hardway Sunshine Showdown
- New 4x4 Allison Drag Racing Record!
- Low Mile OBS Ford sells for \$60k

Check It Out

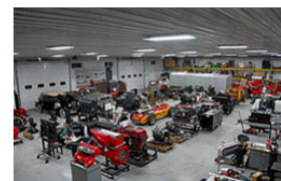
Advertisement

**More Engine Cooling in Tight Spaces**

This 16-inch diameter fan moves **3,000 cfm of airflow** but measures **only 2 1/2 inches thick!**

**Flex-A-Lite**

LEARN MORE



## 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.

*An online audience of over **650,000** people*







## 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	11/10/21	11/18/21	01/04/22
April	12/15/21	12/23/21	02/08/22
May	01/12/22	01/20/22	03/08/22
June	02/09/22	02/17/22	04/05/22
July	03/16/22	03/24/22	05/10/22
August	04/13/22	04/21/22	06/07/22
September	05/11/22	05/19/22	07/05/22
October	06/15/22	06/23/22	08/09/22
November	07/13/22	07/21/22	09/06/22
December	08/10/22	08/18/22	10/04/22
January '23	09/14/22	09/22/22	11/08/22
February '23	10/12/22	10/20/22	12/06/22

\*Dates are subject to change.





## 2022 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

## 2022 Digital Advertising Rates

### Full Digital Package » \$3,500

- Website Ad
- Boosted Facebook Campaign
- Promoted Instagram Post
- Newsletter Ad Unit

### YouTube Sponsorship Package » \$5,000

- You sponsor our YouTube Channel for a full month

### Product Roundup Package » \$3,500

You receive these with direct links and tags to your brand's website and accounts:

- 1 full web article at dieselworldmag.com
- 3 slides of IG Story promotion on the DW account
- 1 DW post that promotes your web article
- 3 FB stories (identical to IGS\*)
- At least 5 Pinterest pins
- \*IG feed post not guaranteed



## 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 » \$750

- Your logo stays on-screen during the event stream, rotated alongside other sponsors
- Your video ads play during down times in the stream
- Chance for at least a 3-minute interview with your rep during the stream
- Your company receives mention in all promotional posts

#### Standard + Highlights & Web Article » \$2,500

- You receive the whole STANDARD package

##### PLUS:

- Your logo appears on all event highlight videos (and social posts) for a month after the event. These posts see 2-10x more eyes than the streams themselves
- Your company and product receives a written profile by Diesel World staff, posted on DieselWorldMag.com and promoted via social media

#### Standard + Social Campaigns » \$3,500

- You receive the whole STANDARD package

##### PLUS:

- You pick the content for 3 Facebook posts for our thousands of followers
- You pick the content for 3 Instagram Story posts for our thousands of Instagram followers
- You receive 2 "New Product" placements in our weekly newsletter, "Diesel News"

#### Presented By Package » \$5,000

- "Event Stream Presented by [YOUR BRAND]," plus your logo, stays on screen at all times
- Your company name will be part of all promotions before and during the event
- Your video ad plays during down times in the stream
- Your brand receives 2X the ad spots compared to other sponsors
- The chance for 3 separate 3-minute interviews with your rep at the venue
- Your name appears in our weekly newsletter, Diesel News, during all event promotions
- "Event Stream Presented by [YOUR BRAND]" will appear in the print and web event recap articles
- You pick the content (your newest sale or part) for 5 promotional posts through Diesel World social media, unrelated to the event

\*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")

**ENGAGED**<sup>®</sup>  
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*For query, please contact:*

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