

Street Trucks

www.streettrucks.com

Media **KIT**
2022



ENGAGED[®]
MEDIA, LLC



Street Trucks is the leading authority of performance and style for the custom truck enthusiast. It's the only custom truck media source that showcases the whole spectrum of classic, late-model, mini, and lifted trucks in one package of products. With a "something for everyone" philosophy, Street Trucks features the hottest aftermarket parts, worldwide show coverage, popular styling trends, and key 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

Trucks that drag frame were just part of growing up for **Chris Hamilton**, and they became a major part of his life well before he documented the industry as a full-time passion. Chris has owned, built, and spent weekends photographing trucks for as long as he can remember. After spending years in publishing, Chris has moved into live events and niche audience engagement, bringing Street Trucks along. He's a true enthusiast proud to represent this industry, and he's 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!



Why Chris Hamilton Took On More Work for OBS Builder's Guide

Our very own Chris Hamilton doesn't mind working harder for less when OBS trucks are involved. When you love them like Chris does, the labor is a walk in the park.

What should you know about the new OBS issue?

Advertisement



Street Trucks Social

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

Street Trucks Newsletter

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

Our digital audience of over 1 Million people



Street Trucks 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!

Street Trucks 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!

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

**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 » \$3,000

- 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 streettrucksmag.com
- 3 slides of IG Story promotion on the ST account
- 1 ST post that promotes your web article
- 3 FB stories (identical to IGS*)
- At least 5 Pinterest pins



Live Event Products



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

Standard Package » \$500

- Your logo displays throughout our event stream with other sponsors' logos
- Your video ads play during the stream's commercial breaks
- Your video ads where possible between the streams' interviews
- You choose the banners that we place in the Street Trucks event booth
- Your brand receives coverage in the event recap article on the Street Trucks website

Camera 1 Interview Sponsorship » \$1,500

- You receive the Standard Package
- PLUS**
- Your company logo becomes larger than other sponsors' logo on Camera 1
 - Your brand gets a mention during owner interviews on Camera 1
 - Your company gets named during the award announcements
 - Your logo and your 30-second commercial appear in the Street Trucks recap video

Camera 2 Interview Sponsorship » \$1,500

- You receive the Standard Package
- PLUS**
- Your company logo becomes larger than other sponsors' logo on Camera 2
 - Your brand gets a mention during owner interviews on Camera 2
 - Your company gets named during the award announcements
 - Your logo and your 30-second commercial appear in the Street Trucks recap video



AM Walk-Around Sponsorship » \$1,500

- You receive the Standard Package
- PLUS**
- Your logo becomes larger than others' logos during the AM 1-hr walk-around
 - Your brand gets a mention during the AM 1-hr walk-around
 - Your company gets named during the award announcements
 - Your logo and your 30-second commercial appear in the Street Trucks recap video

PM Walk-Around Sponsorship » \$1,500

- You receive the Standard Package
- PLUS**
- Your logo becomes larger than others' logos during the PM 1-hr walk-around
 - Your brand gets a mention during the PM 1-hr walk-around
 - Your company gets named during the award announcements
 - Your logo and your 30-second commercial appear in the Street Trucks recap video

Award Presentation Sponsorship » \$2,500

- You receive the Standard Package

PLUS

- Your logo becomes larger than others' logos during the awards ceremony
- Your brand gets a mention during the award announcements
- You choose the banners that we place in Street Trucks event booth
- Your logo and your 30-second commercial appear in the Street Trucks recap video

“Presented By” Sponsorship » \$5,000

- You receive the Standard Package

PLUS

- Your logo stays on screen at all times (aside from other sponsor video ads)
- Your feather flags stay visible at the Street Trucks commentator booth (your flags must be provided, along with a return shipping label)
- Your company name is mentioned during the event and during all promotion
- You get a spotlight in the Street Trucks newsletter leading up to the event and for 2 weeks after it ends
- Your logo and your 30-second commercial appear in the Street Trucks recap video

StreetTrucks Event Series



We're bringing the action directly to our fans!

The excitement is headed your way in 2022 as we bring back the 3-event, Coast-to-Coast Showoff Series! This is something you won't want to miss. Let's Go!

DIESEL
WORLD

TREAD

DRIVE!

F-100
BUILDER'S GUIDE

C/10
BUILDER'S GUIDE

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")