

# TREAD

WWW.TREADMAGAZINE.COM

A GUIDE TO AUTOMOTIVE ADVENTURE & OUTDOOR LIFESTYLE

## Media **KIT** **2022**



ENGAGED<sup>®</sup>  
MEDIA, LLC

# Our Audience

## TREAD readers take to the road and prepare to do it safely.

Our audiences share one passion for the outdoors and its adventures. To drive farther and stay out longer, these enthusiasts build the ultimate adventure vehicles, with the best tools and gear that you give them.

TREAD readers drive countless kinds of vehicles. But they all know to get their preparation tips from the magazine. They actively take to the roads, forest and trails, and so they actively buy the gear that prepares them for it.



## In our magazine, their gear could be your gear.

Coming into 2022, people worldwide have found more solace in nature. Outdoor adventures like hiking, kayaking, mountain biking, and camping are on the rise. So are the customized vehicles that get people to those adventures—the SUVs, trucks, vans, and other rides that TREAD readers equip for their next trip. They're adventurous and affluent people, and they invest wisely in their way of life. That's where TREAD comes in: we help world travelers get outfitted with the best gear for themselves, their families, their vehicles, and their campsites.



# TREAD Genre

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 Experts



## **Kelly Nomura** — Brand Leader and Editor in Chief

Never one to turn down a new adventure, Kelly Nomura jumped at the chance to drive TREAD. It was a no-brainer for her: she has a passion for the outdoors (camping, hiking and snowboarding), and she fell in love with the overland community after a few events. In 2022 she continues attending shows and events across the U.S., to foster the camaraderie of the growing TREAD community. With 13 years in the automotive-enthusiast industry, Kelly has worked with all different types of automobiles, but off-roading excites her the most. She is proud to lead TREAD, where her professional background blends perfectly with her love for outdoor adventure, trucks and building an active, committed community.

## **Bryon Dorr** — Features Editor

Bryon has worked as a photojournalist and well-regarded speaker in overland, outdoor and off-road circles for more than a decade. He also practices what he documents: Bryon has lived on the road full-time for years at a time, built several award-winning overland vehicles and explored the globe in a wide range of 2- and 4-wheeled vehicles. In tandem with traveling to remote environments, Bryon fuels his passion for life with activities like whitewater kayaking, mountain biking and skiing.

## **Mercedes Lilienthal** — Editor-At-Large

Photojournalist Mercedes Lilienthal documents vehicular adventure travel in both words and photos. As a dual citizen of the U.S. and Germany, Mercedes loves to explore the world. Her work appears in The New York Times, Chicago Tribune, Baltimore Sun, and other lucky publications, not just in TREAD. Off the page and on the road, Mercedes drives all the things that she reports. She and her husband have three right-hand-drive turbo-diesel 4x4 Mitsubishi's, a 1994 Delica Space Gear, two Gen 2 short-wheelbase Pajeros, and two customized subcompact daily drivers.



## Our Contributors & Columnists



### Dan Grec — Contributor

Dan Grec has traversed more than 95,000 miles through 54 countries across 4 continents on various expeditions. One of Dan's recurring challenges has been running out of passport pages. Originally from Australia and now hailing from the Yukon in northern Canada, Dan recently completed a 3-year circumnavigation of the entire African continent spanning 54,000 miles through 35 African countries.

Dan's Overland addiction started more than a decade ago with a 40,000 mile expedition from the northern tip of Alaska to the southern tip of South America in Tierra Del Fuego, Argentina. Dan writes has published multiple books detailing his global adventures.

Now more passionate about expeditions on a global scale than ever before, Dan loves nothing more than inspiring and helping others to venture out and live their own dreams, and he teaches the essentials on his popular YouTube Channel.



### Jerry Tsai — Columnist

With nearly 30 years of experience split between the automotive and publishing worlds, Jerry has many vehicle-based interests he enjoys covering through writing and photography. After buying his first off-road vehicle on a whim well over a decade ago, he hit the trails in it only a couple of days later and was instantly hooked. Getting away from the city, enjoying the beauty of nature, experiencing the excitement of exploration and meeting great people along the way has been truly inspiring.



### John Pangilinan — Contributor

John Pangilinan has been deeply embedded in the automotive industry for over 15 years in a variety of capacities. He shares his industry insights, the latest in gear, and has helped share the stories of the outdoor and overlanding community through the pages of the magazine. John is the co-founder of the OG Moto Show and the founder of JP+CO, a full-service marketing agency. He's located in Southern California. You can keep up with his daily adventures through his Instagram @john\_pangilinan.

### Jonathan Hanson — Contributor

Jonathan, an award-winning author and teacher in the overlanding community, has explored six continents by vehicle, bicycle, sailboat, and foot. He and his wife, Roseann, founded the Overland Expo, the world's premiere event series for those who live outdoor adventures. He and Tom Sheppard co-authored the Vehicle-dependent Expedition Guide, the Bible of overland travel, back in 1998. Since then, Jonathan has written and co-authored another half-dozen books and somehow found time to join the TREAD team.

### Chris Collard — Columnist

As a photojournalist for more than 20 years, Chris has appeared in National Geographic Adventure, The New York Times, Motor Trend, and TREAD. He has also been editor-in-chief at Overland Journal, and his commercial clients today include Jeep and Ram Trucks. For his portfolio of work across all seven continents, the Off-Road Motorsports Hall of Fame inducted Chris as a pioneering journalist in 2015. When he's not working, Chris sips fine tequila at "The Office" (his sailboat) and waits for a tail wind.

# 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

## 2022 Events Calendar

Jan 27 - Feb 5, 2022 » **King of the Hammers**

<https://www.ultra4racing.com/race/66>

Apr 8 - 10, 2022 » **M.O.O.R.E (Midwest Overlanding and Off Road Expo)**

<https://mooreexpo.com/>

Apr 9 - 17, 2022 » **Easter Jeep Safari, Moab, UT**

<https://www.rr4w.com/events.cfm>

Apr 29 - May 1, 2022 » **Overland Challenge - Spring Event - Uwharrie, NC**

<https://www.southernexpeditions.com/overland-challenge>

May 2022 » **Overland Expo West**

<https://www.overlandexpo.com/west/>

Sep 2022 » **Overland Expo Mountain West**

<https://www.overlandexpo.com/mtn-west/>

Oct 2022 » **Overland Expo East**

<https://www.overlandexpo.com/east/>

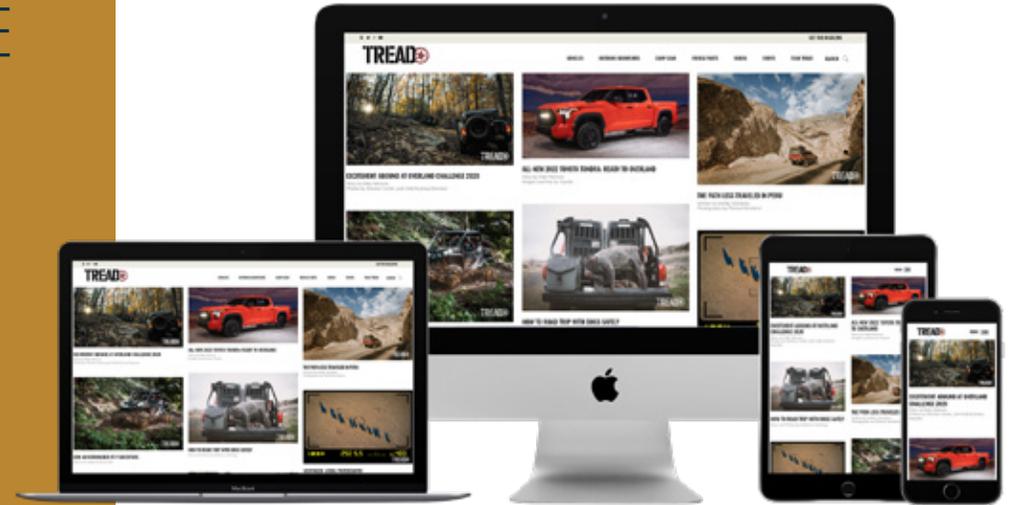
Oct 2022 » **Rendezvous in the Ozarks,**

**Ozark National Forest, Arkansas**

<https://www.naturalstateoverland.org/>

Oct 2022 » **Trail Hero, Hurricane, UT**

<https://www.thetrailhero.com/>



## 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

Our digital **TREAD** audience of almost **150,000** enthusiasts



# 2022 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/Camping

**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 – Camp Food & Drink, Suspension Buyer's Guide

May/June » Early Summer – Family & Pets, Armor Buyer's Guide

Yota » Toyota Specific Buyer's Guide

Jul/Aug » Late Summer – Conservation

Sep/Oct » Fall – Hobby/Photography, Storage Buyer's Guide

Nov/Dec » Holiday – Veterans/Military/Survival, Special Pull-out Insert, Lighting Buyer's Guide

Jan/Feb '23 » Winter – Off-Road Tire Buyer's Guide, Solar Solutions



## 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	12/15/21	12/23/21	02/08/22
May/Jun	02/16/22	02/24/22	04/12/22
YOTA Winter	03/16/22	03/24/22	05/10/22
Jul/Aug	04/20/22	04/28/22	06/14/22
Sep/Oct	06/22/22	06/30/22	08/16/22
Nov/Dec	08/24/22	09/01/22	10/18/22
Jan/Feb '23	10/19/22	10/27/22	12/13/22

\*Dates are subject to change.



## 2022 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

## 2022 Digital Advertising Rates

### Product Roundup Package » \$2,000

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

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

### Full Digital Package » \$2,800

- 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



# 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

