

# ***Street Trucks***

*Media Group*

[www.streettrucksmag.com](http://www.streettrucksmag.com)



MEDIA KIT  
**2023**

**ENGAGED**<sup>®</sup>  
MEDIA LLC





## STREET TRUCKS

Our mission is simple: We serve truck enthusiasts who are looking to modify their vehicles aftermarket. Our in-depth technical articles, video demonstrations, and parts guides inspire and educate our audiences as they wrench. We celebrate what they create in our custom truck features, builder profiles, and event coverage. We create content especially tailored for the niches in our audience—C10, F100, OBS, EV, minitrucks, and more.



**StreetTrucks**



## STREET TRUCKS AUDIENCE

STREET TRUCKS DIGITAL

**620K+**

unique users per year

STREET TRUCKS SOCIAL

**3M+**

We reach a  
Truck-Obsessed  
Community of

AVG HHI

**\$125K**

AVERAGE AGE

**40** years

### Platforms



Followers: **886K+**  
Engagement Rate (28 days): **2.84%**



Likes: **886K+**  
Engagement Rate: **.148%**







## STREET TRUCKS AUDIENCE

**75%+**

are actively  
modifying  
their truck

**38%**

attend truck  
events 3+  
times annually

**26%**

participate in  
automotive  
clubs

**36%**

Chevrolet  
owners

**17%**

Ford  
owners

**40%**

mini-truck  
owners



## STREET TRUCKS NETWORK EVENTS COVERAGE

Our photographers, videographers, and auto journalists bring the nation's premier truck events straight to our audience. Once a month, our team produces a live broadcast of a truck show.







## STREET TRUCKS NETWORK HOSTED EVENTS

Street Trucks hosts 3 Showoff Series events annually where custom truck and car enthusiasts exhibit their cars to attendees, mingle with our editors and contributors, compete for prizes, and connect with our community.

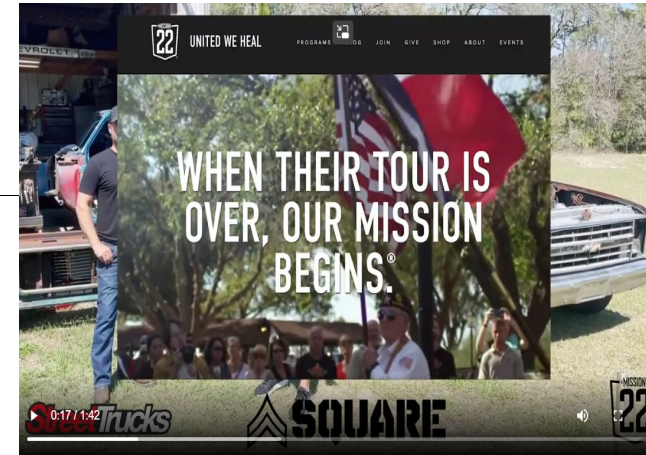
**MOTORTOPIA**

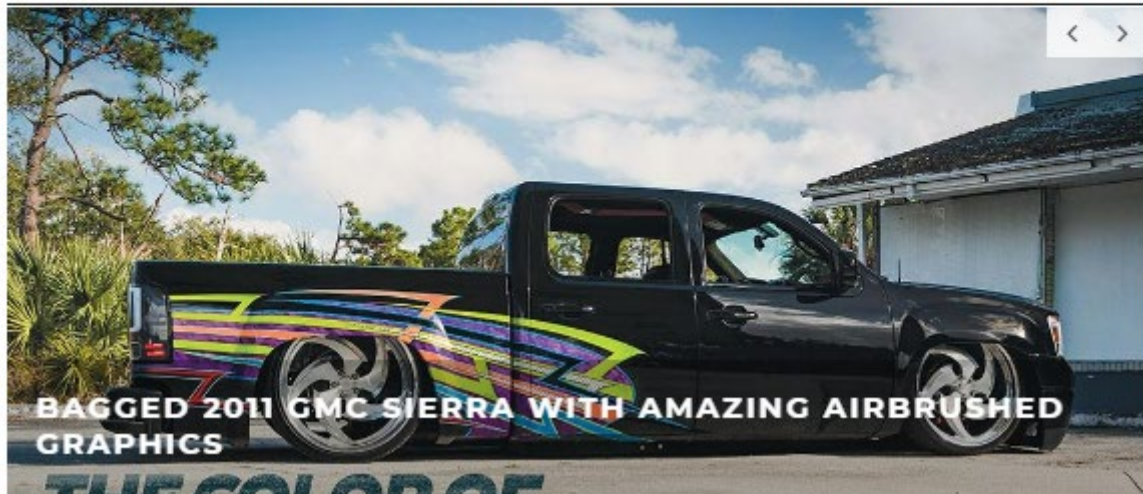




## STREET TRUCKS NETWORK PROJECT TRUCKS

Sergeant Square/During 2022 and 2023, our team is partnering with Mission 22 and our sponsors to engage one of the nation's top Chevy Square body designers. The custom truck will tour truck events throughout 2023, and then go up for auction. Proceeds benefit suicide prevention efforts for veterans and active-duty military.





## HEADLINES



## LATEST POSTS



### SERGEANT SQUARE | BUILD IT, SHOW IT, SELL IT... FOR CHARITY!

It's time for Street Trucks magazine to give back! We are partnering with Mission 22 for a unique charity project designed to raise as much money as possible for...

Search..



### OFFICIAL EVENT LIVE STREAM SCHEDULE!

## STREET TRUCKS NETWORK STREET TRUCKS MAGAZINE & WEBSITE

For more than 20 years, the publication of record for custom truck enthusiasts.

Street Trucks is the only custom truck media source that showcases the whole spectrum of classic, late-model, mini, and lifted trucks in one package. Regular features include:

- ❖ Custom truck profiles featuring 'tech boxes' that educate our audiences about the parts, accessories, and service providers involved with the build.
- ❖ Technical, How-To Coaching. Our experts provide step-by-step guidance on aftermarket modifications ranging from basic projects to advanced builds.
- ❖ Manufacture Tours. Is your product Made in America? Our long-running series offers your company the opportunity to showcase the production process and highlight the individuals involved.

The magazine is published monthly. Sold at major retail outlets like Amazon, Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores.

Digital-exclusive content appears regularly on the Street Trucks web site and social platforms.





# STREET TRUCKS NETWORK C-10 BUILDER'S GUIDE

The only builder's guide that focuses exclusively on '60-'87 C-10s--from slammed cruisers, to pro-touring muscle trucks, to restored classics.

C-10 enthusiasts get step-by-step tech tutorials on topics like suspension modifications, performance upgrades (including LS swap), restoration, rust repair, trick metal mods, and C-10-specific parts recommendations and reviews.

The magazine is published 4 times a year. Sold at major retail outlets like Amazon, Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores. Digital-exclusive C-10 content posted regularly on the Street Trucks web site and social channels.







# STREET TRUCKS NETWORK F-100 BUILDER'S GUIDE

The only publication that tailored exclusively for '53-'79 Ford F-100 enthusiasts. Coverage of pro-touring trucks, muscle trucks, slammed cruisers, and off-road-capable classic Fords.

Features insights from industry-leading customizers, innovative builds, and instructive how-to guides. Other regular features include restoration tips, the latest suspension mods, performance upgrades (including Coyote swaps), and autocross racing advice.

The magazine is published 4 times a year. Sold at major retail outlets like Amazon, Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores. Additional F-100 digital-exclusive content appears regularly on the Street Trucks web site and social channels.





# STREET TRUCKS BRAND OVERVIEW

## OBS BUILDER'S GUIDE

The all-encompassing guide to restoring and customizing Chevrolet's 88-98 full-size trucks and SUVs.

Teaches the growing demographic of 'Old Body Style' enthusiasts about engine performance upgrades, body modifications, rust repair, interior upgrades, paint styling trends and tips, electrical and audio enhancements, and parts.

The magazine is published twice a year. Sold at major retail outlets like Amazon, Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores. Digital-exclusive OBS content posted regularly on the Street Trucks web site and social channels.







## THE STREET TRUCKS NETWORK MARKETING SERVICES

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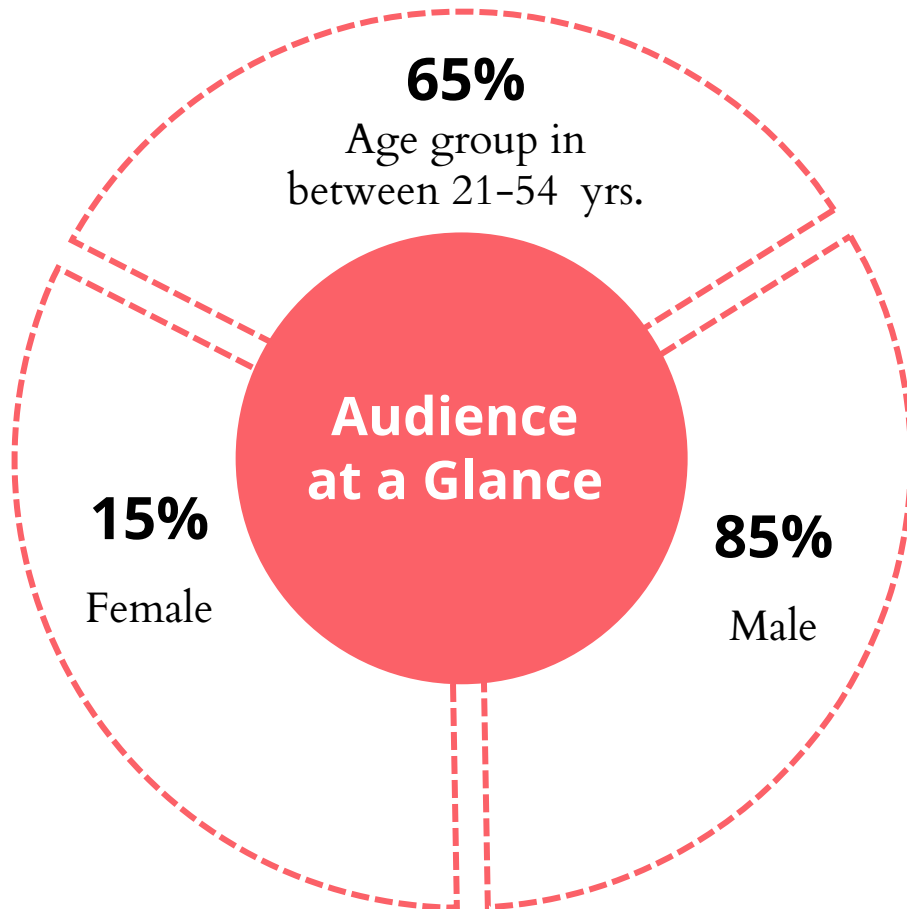
Our integrated, full-service content studio brings your brand to custom truck buyers and builders through digital and print. It includes Pinpoint, which gives your brand total access to your next buyers through well-targeted digital ads and tailored social media campaigns.



## STREET TRUCKS DIGITAL

**155K+**

Monthly Unique Viewers







### Audience at a Glance

**70%** Adults 25-64

**15%** Female

**85%** Male

## STREET TRUCKS SOCIAL

**1.07 M+** Active Followers



**1.5%** Street Trucks  
Facebook  
engagement rate vs.  
industry rate  
of **0.064%**



**5.6%** Street Trucks  
Instagram  
engagement rate vs.  
industry rate  
of **1.55%**



**1.8%** Street Trucks  
You Tube  
engagement rate vs.  
industry rate  
of **0.33%**



**10.45%** Street  
Trucks Tik Tok  
engagement rate vs.  
industry rate  
of **4.63%**



**4.1%** Street Trucks  
Pinterest  
engagement rate vs.  
industry rate  
of **1.25%**



## STREET TRUCKS NEWSLETTERS

**12.7K**  
subscribers

Our beloved weekly newsletter delivers custom truck-focused news to a highly-engaged readership. Sent to our entire subscriber list.

### Street Trucks Custom Dedicated Emails\*

We offer our brand partners ownership of an email newsletter sent to our entire list. It can drive directly to our partner's channels or support larger marketing efforts on our Street Trucks web site.

\*Custom segmenting available.







## STREET TRUCKS AFFILIATE MARKETING

Custom truck enthusiasts trust our editorial team's picks for the best aftermarket parts, accessories, and services. Our editors' recommendations bring your brand to the forefront of their awareness. And our content funnels these warm leads to wherever you'd like to receive them.

Partnership opportunities for digital, print, and experiential content marketing include:

- ❖ Inclusion in thematic e-commerce features.
- ❖ Exclusive product or service spotlights.
- ❖ Custom newsletter blasts and social media promotions.
- ❖ Booths at our Showoff Series, Sergeant Square, and other custom truck events.





## CONTENT MARKETING SOLUTIONS

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Unique Focus on Aftermarket Truck Modification and the Custom Truck Enthusiast Lifestyle

Our content strategies and tactics connect your brand with niche audiences most likely to buy your products and services.

### **Solutions**

Creative Strategy & Development -->

Digital, Print and Live Content Experiences --> Coverage that inspires custom truck enthusiasts to act.

Pinpoint --> This exclusive, proprietary platform--built from the best experiential, online, and offline data sources--delivers highly-targeted messaging to custom truck fans most likely to buy your products or services.

White-Label Content --> Smart, custom, custom truck-focused content for your own channels.



## CONTENT MARKETING PACKAGES

### **Brand Awareness Package - \$1,760**

Build brand awareness across *Street Trucks* active and engaged digital platforms

- Newsletter Story Placement
- Facebook Post
- Instagram Story

### **Print Amplification package - \$1,650**

Supplement your print campaign with the Amplification Package, designed to reach *Street Trucks* subscribers wherever they are online

- 300K Pinpoint Impressions
- Newsletter Display Ad

### **Brand Spotlight Package - \$2,970**

Take center stage with custom digital content featuring your company across all *Street Trucks* digital platforms.

- Custom Web Article
- Newsletter Story Placement
- Facebook Post
- Instagram Story





# ADVERTISE WITH STREET TRUCKS

ST 2023 Print Advertising Rates			
Size	1x (\$)	6x (\$)	12x (\$)
Full Page	\$4,651	\$3,720	\$3,163
2/3 Page	\$3,489	\$2,792	\$2,372
Half Page	\$2,616	\$2,092	\$1,779
1/3 Page	\$1,962	\$1,570	\$1,334
1/4 Page	\$1,471	\$1,176	\$1,000
2 Page Spread	\$8,208	\$6,567	\$5,581
Cover 2	\$5,679	\$5,193	\$4,465
Cover 3	\$5,000	\$4,554	\$3,886
Cover 4	\$6,358	\$5,831	\$5,042

C10, F100 & OBS 2023 Print Advertising Rates		
Size	2x (\$)	4x (\$)
Full Page	\$3,705.90	\$2,964.50
1/2 Page	\$2,150.50	\$1,720.40
1/4 Page	\$1,207.80	\$965.80





## 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 requests 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 images 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")





## STREET TRUCKS EDITORIAL TEAM



### **Chris Hamilton** | Brand Leader

Trucks that drag frame were just part of growing up for Chris. He has owned, built, and spent weekends photographing trucks for as long as he can remember. An automotive industry publishing veteran, Chris has led his *Street Trucks* crew into digital media and live events.

### **Mark Oja** | OBS

Mark is a well-known automotive painter and custom car and truck builder. He is build manager, refinisher, and technical consultant for the hit Discovery show *Overhaulin'*, and has also been on production teams for *American Hot Rod* and *Wheeler Dealer*. Mark specializes in customizing 1988 to 2000 Chevrolet C1500 pickup trucks.

### **Mike Alexander** | C10

Veteran automotive journalist Mike Alexander has written and photographed many *Street Trucks* features over the years, and has also contributed to Source Interlink publications and *Slam'd Magazine*. We're thrilled to have his industry expertise steering our popular C10 content.

### **Solomon Lunger** | F100

Any truck enthusiast who loves the Blue Oval knows they can count on Solomon for top-class F100 content. In addition to serving as our F100 editor, he is founder and CEO of his own Ford Era media group.



# 2023 PRODUCTION SCHEDULE

Issue	Ad Close	Materials Due	On Sale Date
Street Trucks February	11-30-22	12-06-22	01-24-23
Street Trucks March	12-28-22	01-03-23	02-21-23
Street Trucks April	02-01-23	02-07-23	03-28-23
Street Trucks May	03-01-23	03-07-23	04-25-23
Street Trucks June	03-29-23	04-04-23	05-23-23
Street Trucks July	05-03-23	05-09-23	06-27-23
Street Trucks August	05-31-23	06-06-23	07-25-23
Street Trucks September	06-28-23	07-04-23	08-22-23
Street Trucks October	08-02-23	08-08-23	09-26-23
Street Trucks November	08-30-23	09-05-23	10-24-23
Street Trucks December	09-27-23	10-03-23	11-21-23
Street Trucks January	11-01-23	11-07-23	12-26-23
Issue	Ad Close	Materials Due	On Sale Date
F100 BG Summer	01-11-23	01-17-23	03-07-23
F100 BG Fall	04-12-23	04-18-23	06-06-23
F100 BG Winter	07-12-23	07-18-23	09-05-23
F100 BG Spring	10-11-23	10-17-23	12-05-23
Issue	Ad Close	Materials Due	On Sale Date
C10 BG Summer	01-18-23	01-24-23	03-14-23
C10 BG Fall	04-19-23	04-25-23	06-13-23
C10 BG Winter	07-19-23	07-25-23	09-12-23
C10 BG Spring	10-18-23	10-24-23	12-12-23
Issue	Ad Close	Materials Due	On Sale Date
OBS BG Fall	05-24-23	05-30-23	07-18-23





**CONTACT US!**



**ENGAGED<sup>®</sup>**  
MEDIA LLC

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