

DIESEL WORLD

www.dieselworldmag.com

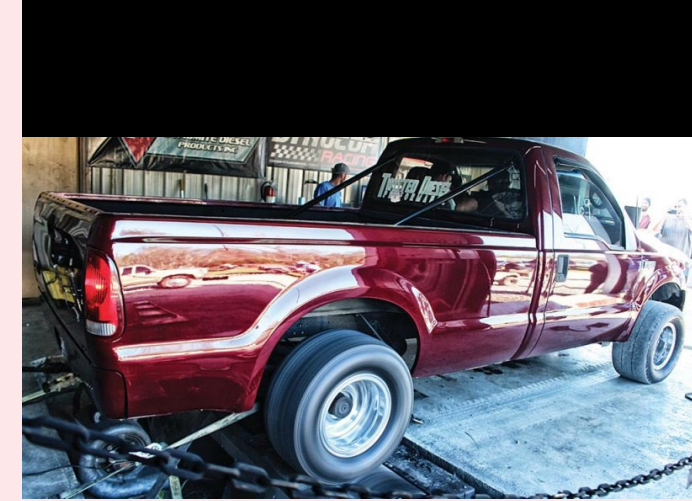


MEDIA KIT
2023

ENGAGED[®]
MEDIA LLC

DIESEL WORLD

We're the leading brand for all things diesel performance. Thanks to our product guides, diesel event coverage, technical repair insights, and industry news, diesel enthusiasts know we're the one-stop shop for their repair and performance needs.





THE DIESEL WORLD AUDIENCE

We reach a die-hard diesel-first community of
1.4 Million People

Diesel World Digital

943K+
unique users per year

Diesel World Social

477K+
followers

Average Age

35 years

Average Income

\$81K

WHO IS THE DIESEL WORLD AUDIENCE

They're already building, fixing and retooling their trucks.

74%

will purchase a product for their truck in the next 90 days.

72%

own hand-modified trucks

62%

do their own auto maintenance.

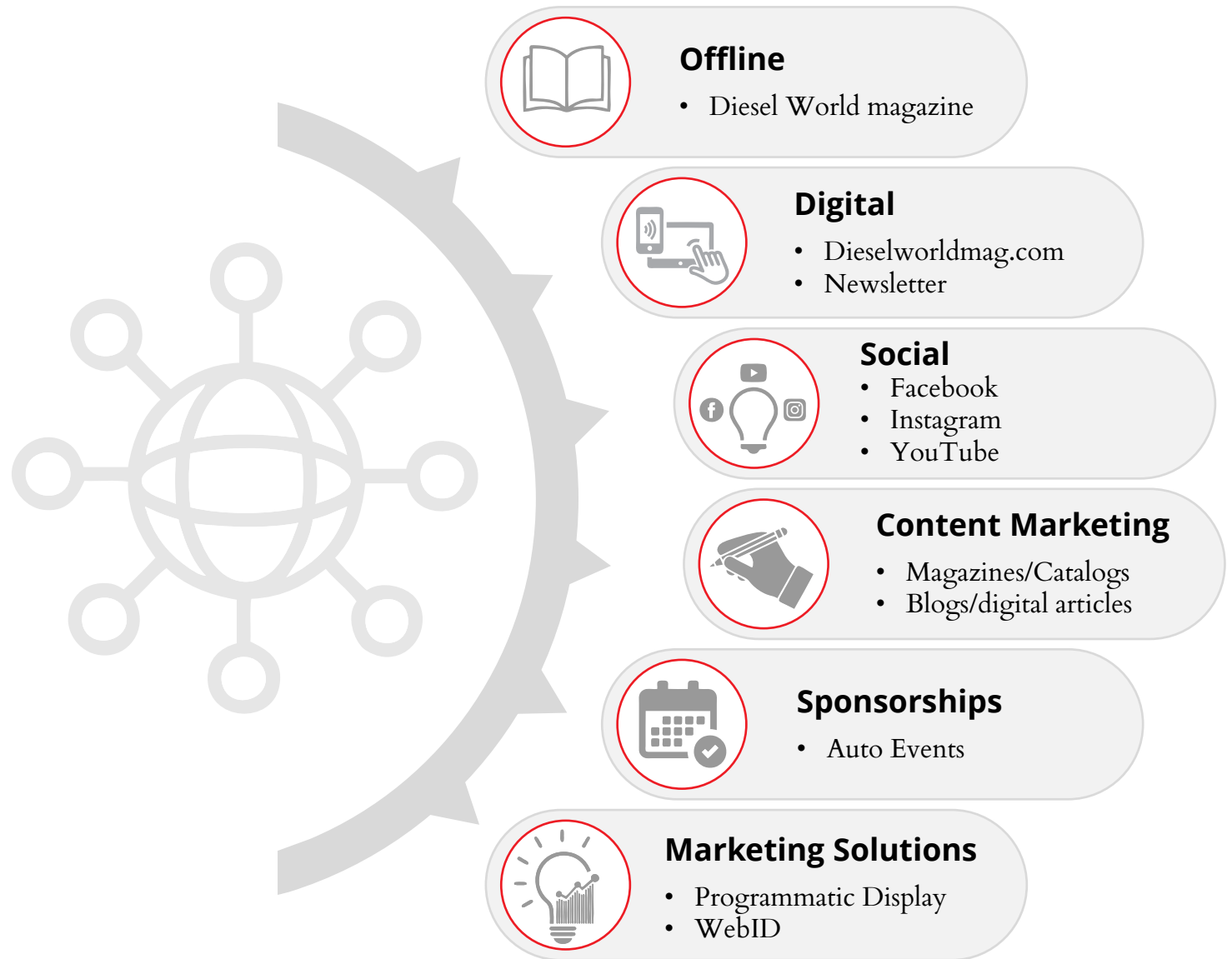
39%

buy regularly from their online content.





THE DIESEL WORLD NETWORK



DIESELWORLDMAG.COM

943K+

unique users per year

Devoted to Diesel Online

79K+

monthly unique users

124K+

monthly unique page views



DIESEL WORLD SOCIAL

477K+

Followers

Reach a social audience that is 19x more active than the industry benchmark

2.89%

average engagement rate

Vs.

1.6%

average industry rate*

**Per Social Insider*

768K

monthly reach

180K

monthly video views

536K

monthly impressions

Platforms:



60K+ followers
Engagement Rate (7 days): **2.89%**



342K+ followers
302K+ likes
Engagement Rate: **0.061%**
REAL RATE **0.023%**



1.7K+ followers





DIESEL WORLD NEWSLETTER AUDIENCE

14K+

Subscribers

Devoted to Diesel in Their Inboxes

23%

CTO Rate

Vs.

20%

Industry Rate

**Per MailChimp*

30%

subscriber growth every year

Email marketing is ranked **#2** for building brand awareness, according to business owners.*

80%+

of marketers say customer email engagement is growing.**

Email marketing has the highest return on investment for small businesses.**

There will be **4.4+ billion** email users by 2024. *

*Per HubSpot, 2022.

**Per Campaign Monitor, 2019

DIESEL WORLD EVENTS

Devoted to Diesel Races and Shows

Sponsor the events where your target buyers will meet your brand. Remember, our audiences are the diesel-enthusiast leads who want or will want your products. Our sponsored events will generate and collect them for you.

Sponsoring events better increases your reach and drives sales, according to Allied Research.

We stream the events that diesel enthusiasts want to see—bringing must-see races and shows to viewers anywhere. Your brand can join them and receive:

- Specific interviews with your staff at your event booth
- Your logo on all event streams and highlight videos
- Your company name headlining all promotions before, during and after the event
- And more!

61% of event marketers say that events are their most critical channel**

78% say that events will become more important over time**

25K+ subscribers watch every event stream

6.5% video CTR
Vs. **0.65 %** engagement rate*

10 event streams per year

*Per StoreGrower

**Per Bizzabo, 2019



DIESEL WORLD MARKETING SOLUTIONS

Drive a successful ROI utilizing an engaged audience

Our integrated marketing solutions connect your brand to the die-hard diesel audiences most likely to buy your products and services. You just choose your solution:

- Custom content solutions that build your audiences with industry-leading digital and print stories
- Pinpoint: marketing that gives your brand total access to your next buyers through well-targeted digital ads and tailored social media campaigns
- Custom social campaigns that place your brand in our social media
- Programmatic displays that serve banner or video ads to the audience that we know want diesel products
- And more!





CONTENT MARKETING PACKAGES

Brand Awareness Package — \$1,540

Build brand awareness across *Diesel World* 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 *Diesel World* subscribers wherever they are online:

- 300k Pinpoint Impressions
- Newsletter Display Ad

Brand Spotlight Package — \$2,750

Take center stage with custom digital content featuring your company across all *Diesel World* digital platforms:

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

Advertise with us!

DW 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



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")

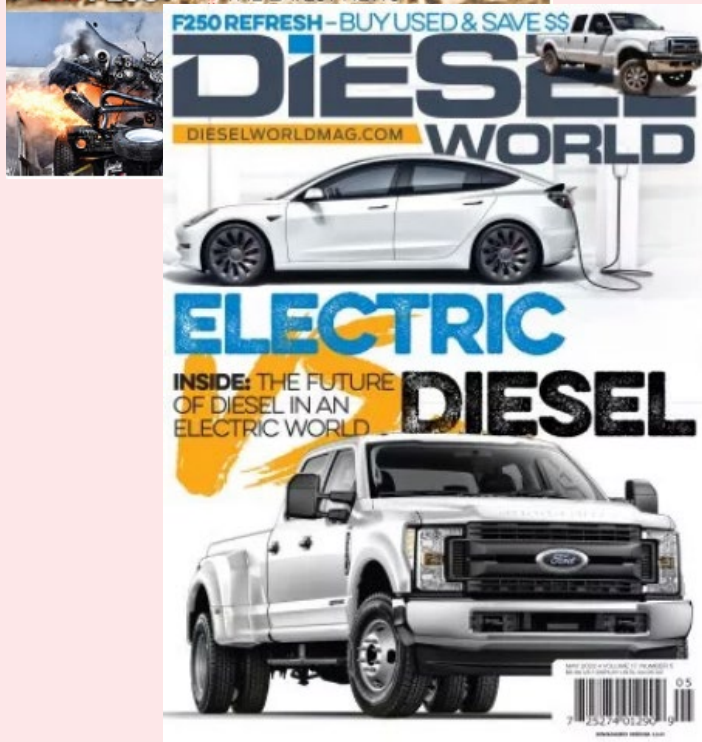
OUR BRAND LEADER



Adam Blattenberg

Adam has worked his whole life in the automotive aftermarket industry, from turning wrenches in small truck shops to selling parts from the big diesel performance manufacturers. That's how he knows what professionals and enthusiasts need, and how he leads *Diesel World* to do everything they need.

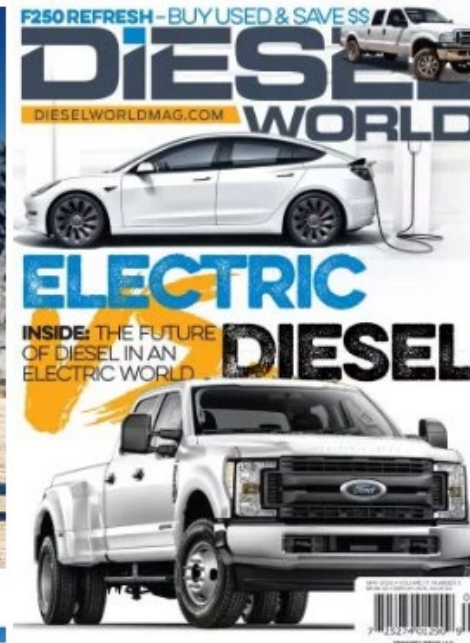




2023 PRODUCTION SCHEDULE

Issue	Ad Close	Materials Due	On Sale Date
Mar	11/09/22	11/15/22	01/03/23
Apr	12/14/22	12/20/22	02/07/23
May	01/11/23	01/17/23	03/07/23
Jun	02/08/23	02/14/23	04/04/23
Jul	03/15/23	03/21/23	05/09/23
Aug	04/12/23	04/18/23	06/06/23
Sep	05/10/23	05/16/23	07/04/23
Oct	06/14/23	06/20/23	08/08/23
Nov	07/12/23	07/18/23	09/05/23
Dec	08/09/23	08/15/23	10/03/23
Jan 24	09/13/23	09/19/23	11/07/23
Feb 24	10/11/23	10/17/23	12/05/23

CONTACT US!



ENGAGED[®]
MEDIA LLC

Please contact:

Gabe Frimmel - Ad Sales Director

Ph: **800-332-3330 Ext.1930**

Email: gfrimmel@engaged.media

www.dieselworldmag.com