

# TREAD

MEDIA KIT 2023



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

ENGAGED<sup>®</sup>  
MEDIA LLC



# TREAD

*TREAD* is the definitive guide to automotive adventure for the outdoor lifestyle. We equip our audience to be prepared and safe in the untouched landscapes their vehicles are taking them, with reviews of aftermarket and camping products, offroad event coverage and the technical know-how their overlanding needs.







## WHO IS THE TREAD AUDIENCE?

We reach a devoted audience of  
over **375K+** enthusiasts

### TREAD Digital

**302K+** unique users  
per year

### TREAD Social

**68K+** followers

**65%** earn at least  
**\$100K** per year

**Average Age**  
are between  
**35-55 yrs.**



# THE TREAD AUDIENCE

They're already hitting the outdoors and buying what they need for it.

**60%**

visit national  
parks often

**56%**

camp throughout  
the year.

**57%**

usually buy from  
their online  
content.

**54%**

usually buy from  
their print  
magazines.

**46%**

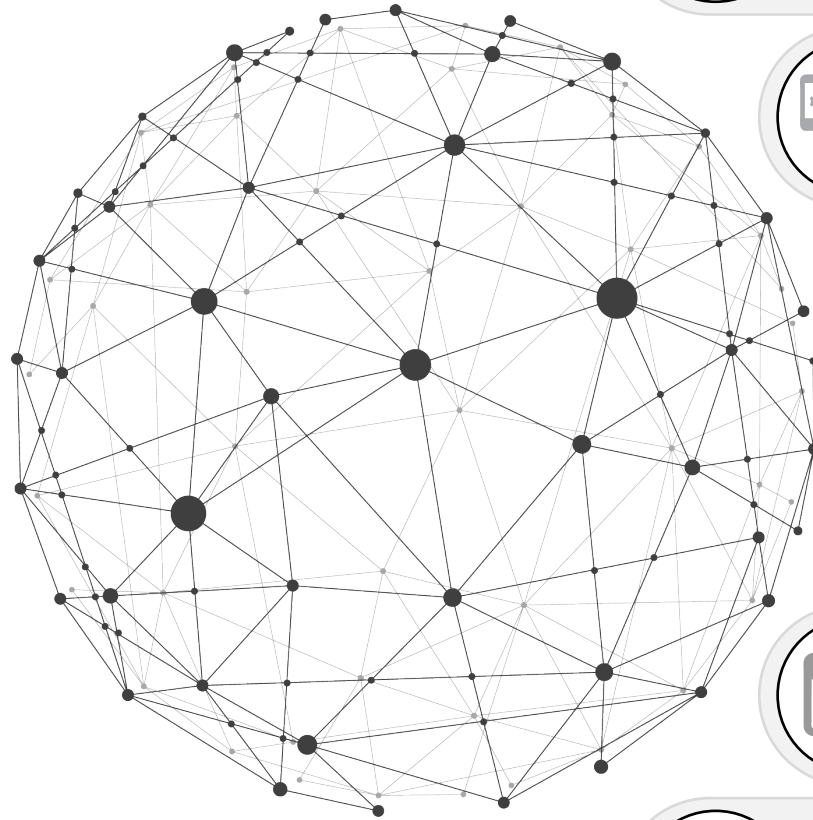
buy high-end  
outdoors apparel.







# THE TREAD NETWORK



## Offline

- TREAD magazine



## Digital

- Treadmagazine.com
- Newsletter



## Social Media

- Facebook
- Instagram
- YouTube



## Content Marketing

- Magazines/Catalogs
- Blogs/digital articles



## Sponsorships

- Events



## Marketing Solutions

- Programmatic Display
- WebID





# TREADMAGAZINE.COM

**302K+**

unique users  
per year

All for Overlanding—Online

**25K+**

monthly unique  
users

**46K+**

monthly unique  
page views





# TREAD SOCIAL

**68K+**

Devoted Followers

All for Overlanding—On the Go

**2.23%**

average engagement rate across all platforms

Vs.

**1.6%** average industry rate\*

*\*Per Social Insider*

**245K+**

monthly  
reach

**3K+**

monthly  
video views

**125K+**

monthly  
impressions

## Platforms:



**40K+** Followers

Engagement Rate: **2.23%**



**28K+** Followers

Engagement Rate: **0.075%**







## TREAD NEWSLETTER

**6K+**

Subscribers

All for Overlanding—In Their Inboxes

**23%** CTO Rate

Vs.

**20%** Industry Rate

*\*Per MailChimp*

**70%**

subscriber growth every year

**80%** of marketers say  
customer email engagement  
is growing.\*

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

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*



# TREAD EVENTS

## All for Overlanding—Races and Shows

We stream the events that overlanding enthusiasts want to see—bringing must-see races, expos, vehicles, and destinations to viewers anywhere.

- Your Custom Branded Interview Packages
- Custom Social Campaign Packages
- “Presented By” Sponsorships
- And more!

Over **2K+** viewers watch every event stream

**7%**

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

*\*Per StoreGrower*

**8**

event  
streams  
per year

**61%**

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

**78%**

say that  
events will  
become  
more  
important  
over  
time\*\*

\*\*per Bizzabo, 2019"



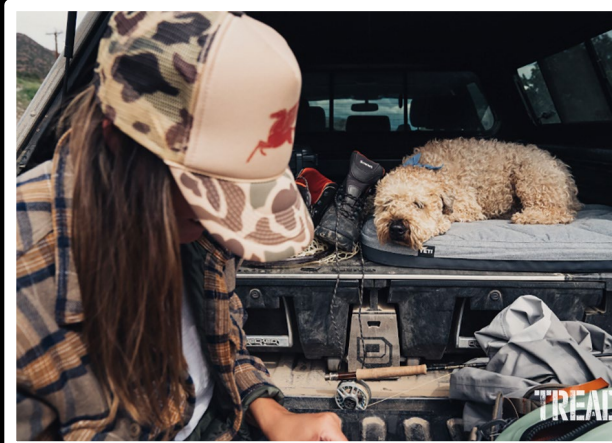


# TREAD MARKETING SOLUTIONS

Drive a successful ROI utilizing  
an engaged audience

Our integrated marketing solutions connect your brand to the overland adventurers 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 overlanding and off-road products
- And more!





# DIGITAL MARKETING PACKAGES

## Brand Awareness Package — \$1,375

Build brand awareness across *TREAD* 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 *TREAD* subscribers wherever they are online:

- 300k Pinpoint Impressions
- Newsletter Display Ad

## Brand Spotlight Package — \$2,530

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

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





# ADVERTISE WITH US!

Tread 2023 Print Advertising Rates			
Size	1x	4x	8x
Full Page	\$5,473	\$4,104	\$3,556
1/2 Horizontal	\$3,009	\$2,256	\$1,956
1/3 Vertical	\$2,327	\$1,745	\$1,513
1/4 Vertical	\$1,641	\$1,231	\$1,066





# 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 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)*	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 images 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





## TREAD EDITORIAL TEAM

### **Kelly Nomura** | Brand Leader and Editor-in-Chief

With 13 years in the auto industry, Kelly has driven all kinds of vehicles but loved overlanding the most. She's proud to lead *TREAD*, which blends her background with her love for outdoor adventure and for engaged communities of fellow enthusiasts. It's why she grows the *TREAD* audience at overlanding events across the U.S. every year.

### **Bryon Dorr** | Features Editor

As a well-regarded overlanding speaker and photojournalist, Bryon lives what he covers: he's been on the road full-time and built several award-winning vehicles to do it. When he can, Bryon seeks outdoor thrills from whitewater kayaking, mountain biking and skiing.

### **Mercedes Lilienthal** | Editor-at-Large

As a world traveler and off-roader, Mercedes has published her work in The New York Times, Chicago Tribune, Baltimore Sun, and other international outlets. Her articles have earned awards but also the freedom to drive and keep the vehicles she documents.

### **Jonathan Hanson** | Contributor

Jonathan literally wrote the book on overlanding: *The Vehicle-Dependent Expedition Guide*. He then co-founded the Overland Expo with his wife, Roseann, to bring the world its premiere outdoor adventure event series, all while writing another half-dozen books and exploring six continents.

### **Chris Collard** | Contributor

For over two decades, Chris has worked as a photojournalist with bylines *TREAD*, National Geographic, The New York Times, MotorTrend, and other publications. For his work across all seven continents, the Off-Road Motorsports Hall of Fame inducted him as a pioneering journalist in 2015.



# 2023 PRODUCTION SCHEDULE

SEPTEMBER/OCTOBER 2022

TREADMAGAZINE.COM

P  
15

Supplies for  
life off the  
beaten path

BY JERRY TSAI

## GEAR BOX



06



08



07

### 05. COSTA/LIDO POLARIZED

With a focus on style and performance inspired by the vibes of the Pacific shores, this frame is ready for any adventure. Lido comes with top and side shields to help keep the light out, and HydroGel nose pads and temple tips to help you venture onward. Frame and lens colors are configurable. Shown here with 580G polarized lenses and matte black frames.

MSRP: \$274 (as configured)

[costadelmar.com](http://costadelmar.com)

### 06. FMS MODEL/RC TOYOTA LAND CRUISER LC80

If you're a fan of the full-size Land Cruiser, you can now have your own officially licensed 1/18-scale RC version. Easy to drive and ready to run, the FMS LC80 not only performs well but also has working lights and ultra realistic looks. Test your skills on an indoor course or take your Land Cruiser outdoors and set up an exciting trail with a few holes, twigs, and rocks. Comes ready-to-run with rechargeable battery and charger. Two AAA batteries required for the radio controller.

MSRP: \$170

[fmsmodel.com](http://fmsmodel.com)

### 07. VSSL/ESSENTIALS CATCH AND COOK

VSSL's Catch and Cook angling kit allows you to take on the challenge of sustaining yourself in the wild. Each kit includes a fishing tackle tin, a wire saw, and a fire striker kit. The tackle tin contains 15 pieces of fishing equipment, from rubberworms and hooks to 50 feet of 20-pound line. The Wire Saw cuts larger pieces of wood to build a fire. Lastly, the Fire Striker tin contains cotton fire starting tabs, a ferro rod and a striker made with a ceramic blade that can double as a knife.

MSRP: \$80

[vsslgear.com](http://vsslgear.com)

### 08. GREGORY/NANO 20

The Nano 20 looks like a basic pack but it is anything but. With a breathable back panel and stretch exterior pocket, its 20-liter capacity can handle a surprising amount of gear, whether you're just knocking around town, tackling trails, or hitting away eight worth sailing on an overseas vacation. Available in seven different colors, shown here in Burnt Amber.

MSRP: \$75

[gregorypacks.com](http://gregorypacks.com)

Issue	Ad Close	Materials Due	On Sale Date
Mar/Apr	12/14/2022	12/20/2022	2/7/2023
May/Jun	2/15/2023	2/21/2023	4/11/2023
YOTA Special	3/15/2022	3/21/2023	5/9/2023
Jul/Aug	4/26/2023	5/2/2023	6/20/2023
Sep/Oct	6/28/2023	7/4/2023	8/22/2023
BRONCO Special	7/26/2023	8/1/2023	9/19/2023
Nov/Dec	8/30/2023	9/5/2023	10/24/2023
Jan/Feb 24	11/1/2023	11/7/2023	12/26/2023



# CONTACT US!



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MEDIA LLC

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