

2023

Event Broadcast Schedule

TREAD



Our team of editors, photographers and videographers attend events all year long. We cover these events in our magazine, on our website and through broadcast video on Motortopia.com and YouTube.com. Our videos average 50,000 views and can put your brand in front of potential customers for months after an event has happened. Our broadcast video coverage is another tool in your marketing kit to reach existing and new customers in an affordable manner. The TREAD network offers your brand multiple avenues to reach your customers – print advertising, digital advertising, broadcast event sponsorships and our own TREAD Adventure Out event.

King of the Hammers



Johnson Valley, CA | Feb 2-11, 2023

This week-long event includes race classes for a variety of 4WD vehicles, including the culminating Ultra4 race of the series. Known as the “toughest one-day off-road race on the planet”, King of the Hammers draws crowds upwards of 60,000 people. Tread takes you into the pits and brings its audience a behind the scenes look of KOH from Hammertown to the races and beyond.



Easter Jeep Safari



Moab, UT | April 1-9, 2023

Easter Jeep Safari (EJS) originally started in 1967 and still brings the masses to Moab each spring. Now organized by Red Rock 4-Wheelers, attendees spend the week exploring Moab on organized trail runs and visiting the vendor show. The vendor exposition features over 130 4x4 manufacturers from around the country. Hit the trails with Tread and dive deeper with products and concept vehicles.



Jeep Beach



Daytona Beach, FL | April 23-30, 2023

This is one of the largest Jeep®-only events in the United States attracting 200,000 visitors and 20,000 Jeeps. They also host a variety of official events throughout the week in Daytona Beach. Tread takes you into this unique event and brings its audience an inside look at the products and vehicles that make this event a must-see.



Overland Expo West



Flagstaff, AZ | May 19-21, 2023

Touted as “the premier overlanding event series in the world” Overland Expo brings in top-notch experts to teach classes and run demonstrations. From beginners to the hobby to those exploring for many years, there is something for all who enjoy adventure vehicle travel. Tread brings product releases, vehicle builds on display & more.



Overland Expo PNW

Redmond, OR | July 7-9, 2023

Where do overlanders want to be? The Overland Expo PNW, where they learn from overlanding legends, programs and rides. For 3 full days, this world-leading event trains them for every offroad trail. With TREAD event streams, every viewer gets that training.



Overland Expo Mountain West

Flagstaff, AZ | Aug. 25-27, 2023

Where are overlanders looking for the camping gear, vehicle showcases and outdoor inspiration they need? The Overland Expo Mountain West! It's part of the world premiere overlanding series, and it teaches these born-wild buyers how to gear up and get going. TREAD is bringing the you're-there inspiration of the show and the gear to viewers everywhere. And when you host the streams, your brand presents viewers' favorite expo and gives them what they want. How should they meet your brand?



TREAD Adventure Out

Sturgis, SD | Aug. 31-Sep. 3, 2023

TREAD magazine and the Sturgis Buffalo Chip Campground are excited to announce a new overlanding, camping and educational event. Featuring onsite camping, activities, educational classes and more, this four-day event is the best way to closeout summer while setting the stage for the next year's adventures. Be a part of this exciting event that will bring adventurers from around the country to South Dakota.



Trail Hero

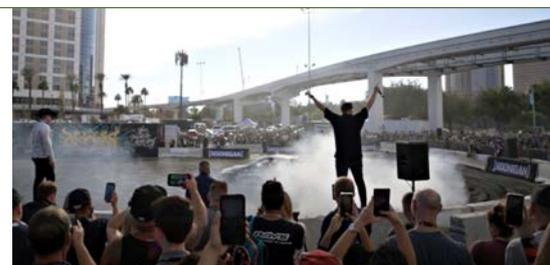
Hurricane, UT | Oct 2-7, 2023

Trail Hero is a week long event with 5 days of guided trail runs through Sand Hollow State Park in Hurricane, Utah. Going into their 7th year, Trail Hero has been building steam and excitement in the off-road community. This all-inclusive event welcomes all vehicles with 4WD from Jeeps to trucks to off-road buggies.



SEMA 2023

Las Vegas, NV | Oct 31-Nov 3, 2023





PACKAGES

Standard Package » \$750

- Your logo is presented on screen at beginning and end of video
- Your video ad plays during the video
- Chance for at least a 3-minute interview with your rep at the event
- Your company receives mention in all promotional posts

Custom 5-Minute Interview Package » \$750

Or

Custom 15-Minute Interview Package » \$1,250

- You get 5 or 15 minutes to talk with our staff at your booth—you choose the topic, product, project, or anything else that'll convince our followers that your brand is the one they should buy from
- You choose the topics and discuss it with our reps prior to recording
- You decide if you'd rather our staff discuss your brand without your rep
- Your logo appears on-screen during our social media replays (your company is tagged in those posts)
- You receive the interview video file after the show
- Your interview appears to over 1 million viewers via our social media, YouTube, and other outlets

Standard + Highlights & Web Article Package » \$2500

- You receive the whole STANDARD package

PLUS:

- Your logo appears on all event highlight videos (and social posts) for a month after the event. These posts see 2-10x more eyes than the streams themselves
- Your company and product receives a written profile by TREAD staff, posted on treadmag.com and promoted via social media

Standard + Social Campaigns Package » \$3,500

- You receive the whole STANDARD package

PLUS:

- You pick the content for 3 Facebook posts for our thousands of followers
- You pick the content for 3 Instagram Story posts for our thousands of Instagram followers
- You receive 2 "New Product" placements in our weekly newsletter

PRESENTED BY Package » \$5,000

- "Presented by [YOUR BRAND LOGO]" appears in beginning and end of video
- Your company name will be part of all promotions before and during the event
- Your video ad plays during down times in the stream
- Your brand receives 2X the ad spots compared to other sponsors
- The chance for 3 separate 3-minute interviews with your rep at the venue
- Your name appears in our weekly newsletter during all event promotions
- "Presented by [Your Brand]" will appear in the print and web event recap articles
- You pick the content (your newest sale or part) for 5 promotional posts through TREAD social media, unrelated to the event

For further details, please contact:

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