

A COMMUNITY MEMBER OF  
**MOTORTOPIA**

# DIESEL WORLD

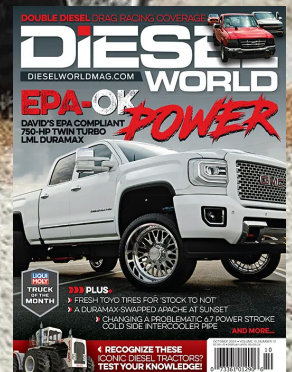
[www.dieselworldmag.com](http://www.dieselworldmag.com)

ENGAGED  
MEDIA, LLC

## GROUP MEDIA KIT **2025**



*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 Brand

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.

--- Submit Your Diesel Truck Photo for Diesel World Magazine

**DIESEL WORLD** NEWS RIDES VIDEOS DIESEL TECH EVENTS DIESEL PODCAST SUBSCRIBE SHOP LOGIN

### Robert Pigue's Custom 2021 RAM 3500 Takes the Stage

The Proper Mixture of Business and Pleasure Photos by Mach1Media Building trucks can be an enjoyable...  
JOHN MATA JR - August 23, 2024

### Supreme Court Shakes Up Diesel Industry with Chevron Doctrine Reversal

Chevron Doctrine Overruled—What It Means for the Diesel Industry Photos by DW staff in June of 202...  
Jake Hopkins - August 22, 2024

### The Stunning Transformation of Rick Lambert's Dodge Ram 3500

Lifted vs. lowered—that's been the eternal battle in the minds of truck enthusiasts. In the late '80s and...  
Chris Tobin - August 22, 2024

### Bigger in Texas: Rex Stineman's 2016 Ram 2500

They say everything is bigger in Texas. Well, it's true. Rex Stineman built one Texas-sized 2016 Ram 2500, but that's no surprise to us. Rex is no stranger to the lifted-truck scene. He has previously owned just about every make and model there is, and he purchased his latest creation in April 2016 with dreams of making it to SEMA one day. Little did he know that he would respond to a Facebook post from the very person who could get him there. "Robbie Bryant of KEG Media posted in need of a co-driver to haul some builds to SEMA." ...  
EDDIE MALONEY - August 23, 2024

THE LATEST

### First-Gen Glory: 1993 D250 Club Cab

A Well-Preserved, Rust-Free 620,000-Mile First-Gen They rust out, fall apart and the Cummins under the hood outlasts the rest of the truck. How many times...  
Mike McGlothlin - August 21, 2024

GET THE MAGAZINE



# Our Mission

DIESEL WORLD is the ultimate hub for diesel enthusiasts, offering a dynamic blend of content across print, digital, social, and events. DIESEL WORLD provides expert insights, industry new and technical advice, catering to both professionals and newcomers.

Through social media, DIESEL WORLD fosters a global community, encouraging discussions and sharing video content that showcase the passion for diesel. DIESEL WORLD is more than a brand; it's a lifestyle, connecting and celebrating the passion, innovation, and community spirit.

# Monthly Event Broadcasts

Our Photographers, videographers, and auto journalists bring the nation's premier diesel truck events straight to our audience.

Once a month, our team produces a new diesel specific event broadcast of a major drag racing, tractor pull or truck show to our digital audience.

Events never again worry about missing and event when they can count on diesel world to bring the action to them!

Fuel Injectors & Increasing Efficiency

Copy link

# BIG ADVANCES

Watch on YouTube

Fuel Injectors & Increasing Efficiency

**BIG ADVANCES**

**PREVENT DAMAGE**

**FULL DETAILS**

**LIMIT FAILURES**

**EASY UPGRADE**

**SHOCKED**

**BLUEPRINT**

**EASY UPGRADE**

**YOU NEED THIS UPGRADE**

**LAWYL EXPLAINS**

**THESE PARTS NEED TO TESTED**

Load More... Subscribe

## DIESEL WORLD 2025 PRINT SCHEDULE



Diesel World	Ad Close	Artwork Due	On Sale
March 2025	10/31/24	11/06/24	01/02/25
April 2025	12/05/24	12/11/24	02/04/25
May 2025	01/02/25	01/08/25	03/04/25
Jun 2025	01/30/25	02/05/25	04/01/25
July 2025	03/06/25	03/12/25	05/06/25
August 2025	04/03/25	04/09/25	06/03/25
September 2025	05/01/25	05/07/25	07/01/25
October 2025	06/05/25	06/11/25	08/05/25
November 2025	07/03/25	07/09/25	09/02/25
December 2025	07/31/25	08/06/25	10/07/25
January 2026	09/04/25	09/10/25	11/04/25
February 2026	10/02/25	10/08/25	12/02/25

Dates are subject to change.

## DIESEL WORLD 2025 ADVERTISING PRINT 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 LAYOUT 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.



## DIGITAL ADVERTISING RATES



### 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



## DIESEL WORLD AUDIENCE

DIESEL WORLD DIGITAL

**85K+**





unique users per year

DIESEL WORLD SOCIAL

**700K+**

AVG HHI **\$81K**

AVERAGE AGE **35 years**

-  Instagram Followers: **226K+**  
Engagement Rate (28 days): **6.27%**
-  Facebook Follower: **894K+**  
Engagement Rate: **1.48%**
-  Pinterest Page Views: **1.37M+**  
Engagement Rate (28 days): **4.0%**
-  YouTube Views: **180K+**  
Engagement Rate (28 days): **4.0%**



**74%+**

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

**536K**

monthly impressions

**2.89%**

average engagement rate

**72%**

own hand-modified trucks

**25K+**

subscribers watch events streams

**62%**

do their own auto maintenance.

**39%**

buy regularly from their online content.

## DIESEL WORLD NOTABLES

74% OF READERS WILL PURCHASE A PRODUCT FOR THEIR TRUCK IN THE NEXT 90 DAYS.

72% OF DIESEL WORLD SUPPORTERS OWN HAND-MODIFIED TRUCKS

ENTHUSIASTS THAT MAINTAIN THEIR OWN DIESEL VEHICLES MAKES UP FOR 62% OF OUR AUDIENCE.

DIESEL WORLD'S REACH TO THE SOCIAL AUDIENCE IS 19% MORE ACTIVE THEN THE INDUSTRY BENCHMARK.

TECHNICAL, HOW-TO COACHING. OUR EXPERTS PROVIDE STEP-BY-STEP GUIDANCE ON AFTERMARKET MODIFICATIONS RANGING FROM BASIC PROJECTS TO ADVANCED DIESEL BUILDS.

EMAIL MARKETING IS RANKED #2 FOR BUILDING BRAND AWARENESS TO THE DIESEL AUDIENCE, ACCORDING TO QUALIFIED DIESEL BUSINESS OWNERS.

THE MAGAZINE IS PUBLISHED MONTHLY. SOLD AT MAJOR RETAIL OUTLETS LIKE AMAZON, SAFEWAY, ALBERTSONS, VONS, WALMART, KROGER, AND PX MILITARY STORES.

DIGITAL-EXCLUSIVE DIESEL CONTENT APPEARS REGULARLY ON THE DIESEL WORLD WEB SITE AND SOCIAL PLATFORMS.





## DIESEL WORLD TECHNICAL VIDEOS

Motortopia is the most complete online destination for those who share the same passion for custom cars, lifted and classic trucks, Offroad and overlanding vehicles, and street rods. We document one-off custom builds and massive industry events from all auto genres.

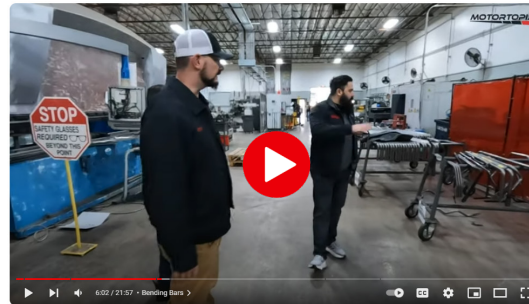
Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car enthusiasts who crave unique experiences.



ARE WE CRAZY? Non power windows and locks on this classic C10 Squarebody! Rocky Part 12



Shocking Slammed Chrome Covered Semi Trucks - Here's Our Favorites!

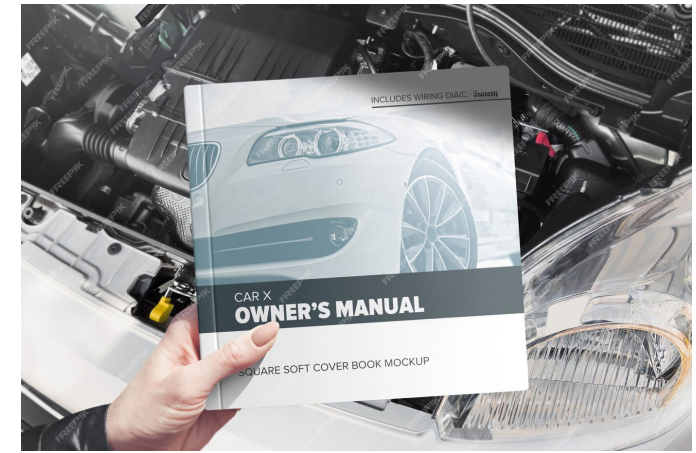


SKRAPE's LSX-Powered OBS and BTS at Belltech Suspension!

## TECHNICAL VIDEOS FOR CUSTOMERS



## INSTRUCTION MANUALS



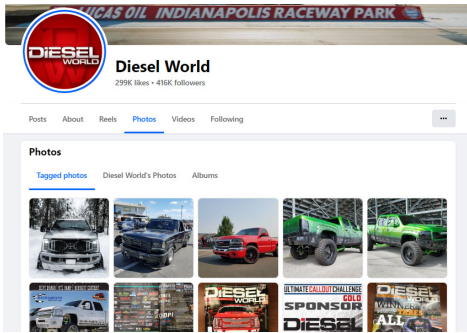
Provide your customers with a seamless installation experience through our turnkey owner's manuals and instruction guides. Each guide includes detailed photography, clear instructions, and QR-coded videos to ensure effortless product setup.



# WHAT IS NEW IN 2025

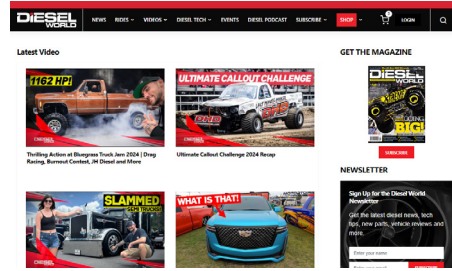
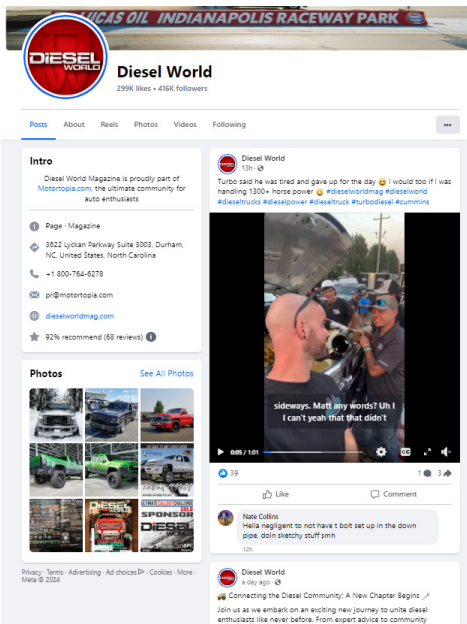
## Product: PHOTOGRAPHY

Showcase your products, facilities, and custom vehicles with our high-quality automotive photography services—captured in a pristine white studio or on-site for powerful marketing visuals.



## Social Media: MANAGEMENT

Elevate your online presence with our comprehensive social media management services—delivering data-driven strategies that drive engagement and grow your brand.

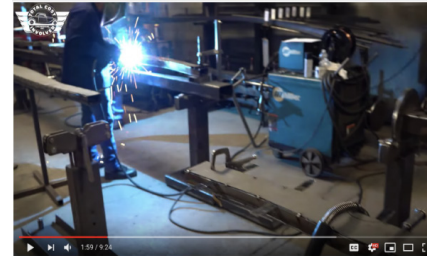


## Product: VIDEOGRAPHY

Bring your brand to life with our expert automotive video services, from sleek product videos in a white studio to dynamic footage of your manufacturing and retail operations, plus custom vehicle features for standout marketing content.

## Product: EDITING

Transform your raw footage into captivating content with our digital media editing services—tailored for marketing, YouTube, websites, and social media to amplify your brand's online presence.



## Technical: WRITING

Leverage our expertise with custom writing services that craft compelling press releases, website content, product descriptions, ads, blogs, newsletters, and promotions—designed to engage, intrigue, and drive action.

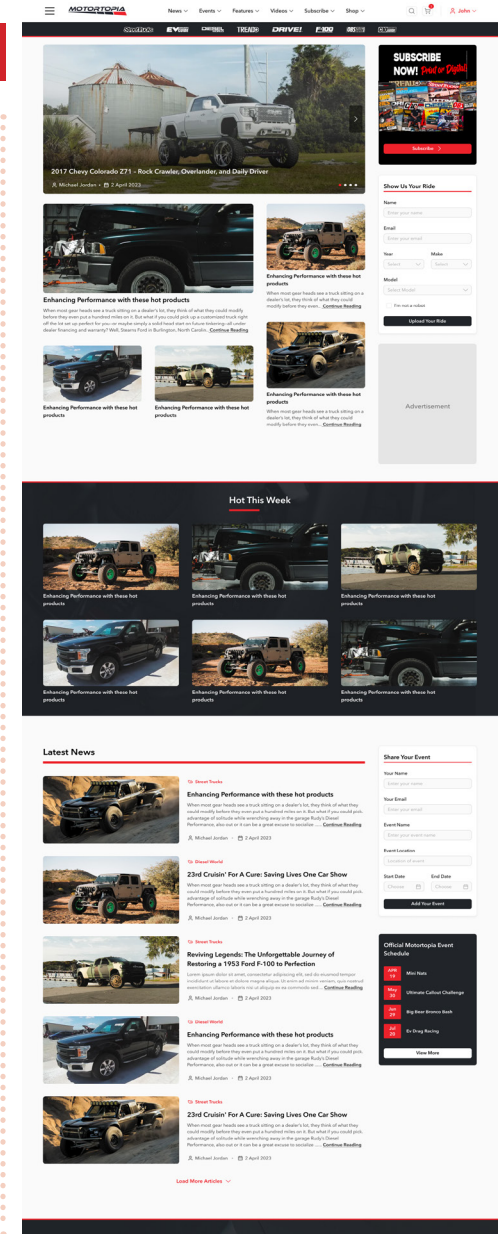
## Printing: MAGAZINES

From concept to distribution, we craft custom magazines and publications—delivering engaging content, stunning design, and seamless distribution to amplify your brand's message.



## Content: DIGITAL

Enhance your brand's digital footprint with our custom content creation services—tailored for websites, blogs, PR, and all your marketing needs.



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