

A COMMUNITY MEMBER OF
MOTORTOPIA

StreetTrucks

www.streettrucksmag.com

ENGAGED
MEDIA, LLC

GROUP MEDIA KIT 2025



STREET TRUCKS IS THE LEADING AUTHORITY OF PERFORMANCE
AND STYLE FOR THE CUSTOM TRUCK ENTHUSIAST.



The Brand


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, F-Series, OBS, EV, minitrucks, and more.


StreetTrucks

FEATURES TECH EVENTS C10 GUIDE SUBSCRIBE VIDEOS SHOP

LOGIN

SUBSCRIBE NOW! *Print or Digital!*





Blue Thunder! A Hand-Me-Down Transformation of a 1955 Ford F-100


A Hand-Me-Down That Gets Down Trucks that are handed down through one's family are an extra kind of special. Sure, any old truck is going to have some history to it, but one that's been passed down has your history—and the history of your predecessors—permanently ingrained its soul. Yes, trucks have souls. You grew up riding shotgun, you possibly got to help out with an oil change or two, and you definitely got to play in (or even ride in) the bed! One way or another, that history lives on in these old machines. Sharma Mulqueen holds those memories close

Mike Self · August 06, 2024

Reviving Classics: KC and Luke Mathieu's Road to SEMA 2022

KC and Luke Mathieu's Unforgettable Journey: get a call back in October 2022 from KC...


SOLOMON LUNGER · August 02, 2024



Inside the Macabre Makeover of a 2006 GMC Sierra

A Wicked GMC That Skates on 28s In the heart of Missouri, Joshua Merrell, a man with a penchant for...


Mike Self · August 02, 2024



1966 Ford F-100: A Timeless Masterpiece of Meticulous Customization

Cut from a Different Cloth IT'S RARE WHEN YOU CROSS paths with a truck such as this. It's even...


MICHAEL J. PHILLIPS · August 01, 2024



Epic Builds and Events: F-Series 2024 Round-Up

Drive Your Trucks! Is it just me or does it feel like 2024 is flying by? This year has been filled with some great events, [...]

DEVAN ENCE · August 01, 2024



GET THE MAGAZINE

SAVE 80%

SUBSCRIBE



Our Mission

Since 1999, Street Trucks has been the number one source for custom truck enthusiasts. The mission is to help guide and motivate readers to start their own projects and turn their own wrenches. Documenting in-depth technical installs, recently completed truck builds and keeping up to date with the factory OEM trends are just a few of the highlights that appear in each issue. Topics range from high performance upgrades to suspension work, bolt-on accessories, budget minded mods, metal fabrication, custom paint techniques, interior tricks and restoration. From daily-driven customs to full-blown show trucks, Street Trucks closes in on the complete custom truck experience.



Our Purpose

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences. Our exclusive Street Truck Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major events nationwide like The Grand National Roadster Show and SEMA Show.



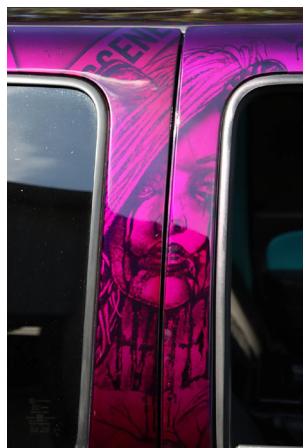
STREET TRUCKS 2025 PRINT SCHEDULE



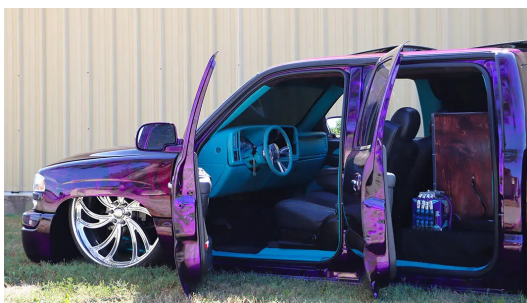
Street Trucks	Ad Close	Artwork Due	On Sale
Jan 2025	10/24/24	10/30/24	12/24/24
Feb 2025	11/21/24	11/27/24	01/21/25
March 2025	12/19/24	12/25/24	02/18/25
April 2025	01/23/25	01/29/25	03/25/25
May 2025	02/20/25	02/26/25	04/22/25
June 2025	03/27/25	04/02/25	05/27/25
July 2025	04/24/25	04/30/25	06/24/25
Aug 2025	05/22/25	05/28/25	07/22/25
Sep 2025	06/26/25	07/02/25	08/26/25
Oct 2025	07/24/25	07/30/25	09/23/25
Nov 2025	08/21/25	08/27/25	10/21/25
Dec 2025	09/25/25	10/01/25	11/25/25

Dates are subject to change.

STREET TRUCKS 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



DIGITAL ADVERTISING RATES



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

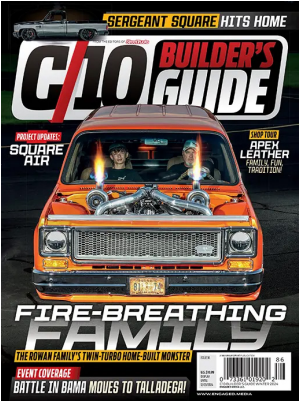
- 300K Pinpoint Impressions
- Newsletter Display Ad

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

C10 BUILDERS GUIDE 2025 PRINT SCHEDULE



C10 Builders Guide	Ad Close	Artwork Due	On Sale
Summer 2025	01/09/25	01/15/25	03/11/25
Fall 2025	04/03/25	04/09/25	06/03/25
Winter 2025	07/03/25	07/09/25	09/02/25
Spring 2026	10/02/25	10/08/25	12/02/25

Dates are subject to change.

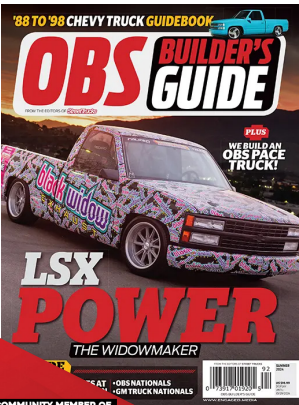
F-SERIES BUILDERS GUIDE 2025 PRINT SCHEDULE



F-Series Builders Guide	Ad Close	Artwork Due	On Sale
Summer 2025	12/19/24	12/25/24	02/18/25
Fall 2025	03/20/25	03/26/25	05/20/25
Winter 2025	06/19/25	06/25/25	08/19/25
Spring 2026	09/18/25	09/24/25	11/18/25

Dates are subject to change.

OBS BUILDERS GUIDE 2025 PRINT SCHEDULE



OBS Builders Guide	Ad Close	Artwork Due	On Sale
Fall 2025	05/29/25	06/04/25	07/29/25

Dates are subject to change.



BUILDERS GUIDE 2025 ADVERTISING PRINT RATES

Size	1x (\$)	4x (\$)
Full Page	\$3,705.90	\$2,964.50
1/2 Page	\$2,150.50	\$1,720.50
1/4 Page	\$1,207.80	\$965.80



STREET TRUCKS AUDIENCE

STREET TRUCKS DIGITAL

1Mn+

unique users per year

STREET TRUCKS SOCIAL

3M+

AVG HHI


\$125K


AVERAGE AGE

40 years

 **Instagram Followers: 226K+**
Engagement Rate (28 days): **6.27%**

 **Facebook Follower: 894K+**
Engagement Rate: **1.48%**

 **Pinterest Page Views: 762K+**
Engagement Rate (28 days): **4.0%**

 **YouTube Views: 1.4Mn+**
Engagement Rate (28 days): **4.8%**

75%+
are actively
modifying their truck

38%
attend truck events
3+ times annually

26%
participate in
automotive clubs

17%
Ford owners

40%
mini-truck owners

36%
Chevrolet owners

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

4.8% Street Trucks **You**
Tube engagement rate vs.
industry rate of **0.33%**

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

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

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



STREET TRUCKS 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.

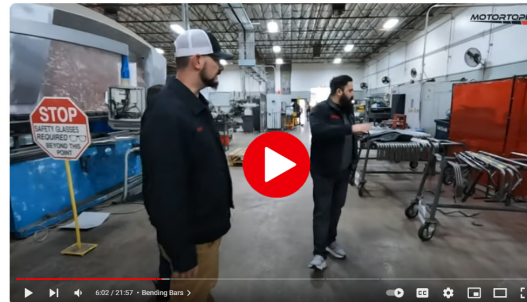
Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car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



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

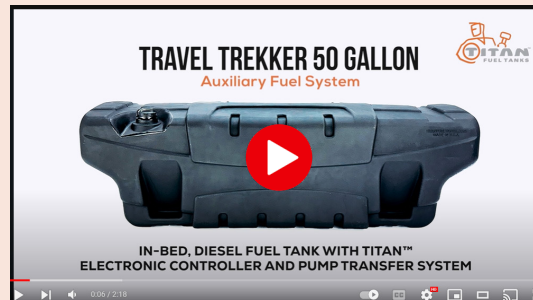


Shocking Slammed Chrome Covered Semi Trucks - Here's Our Favorites!

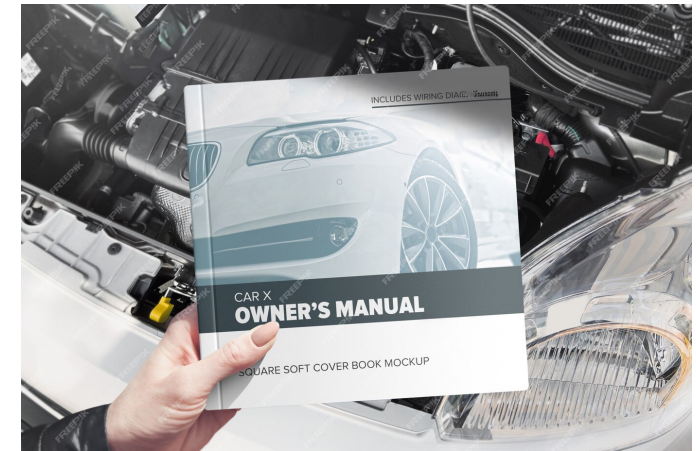


SKRAPE'S LSX-Powered OBS and BTS at Belltech Suspension!

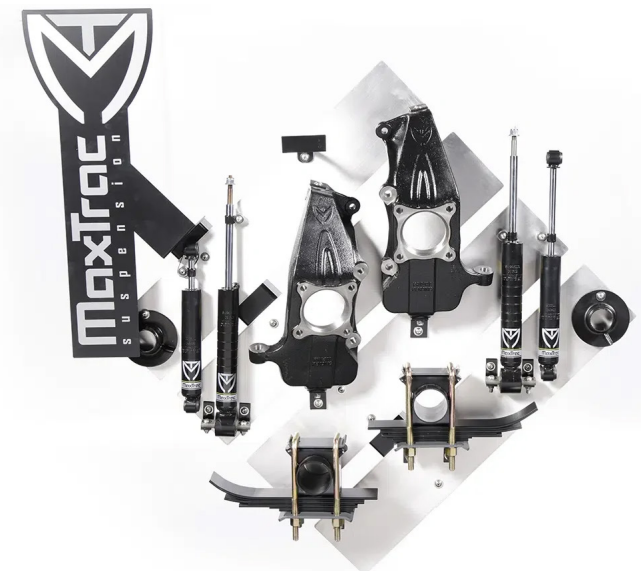
TECHNICAL VIDEOS FOR CUSTOMERS



INSTRUCTION MANUALS



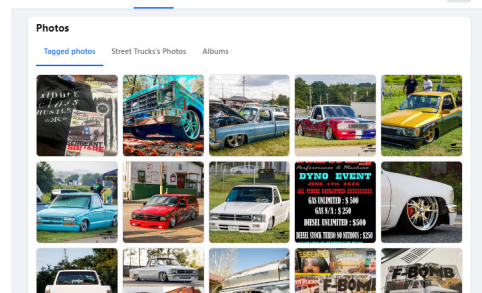
Provide your customers with a seamless installation experience through our turnkey owner's manuals and instruction guides. Each guide includes detailed photography, clear instructions, and QR-coded videos to ensure effortless product setup.



WHAT IS NEW IN 2025

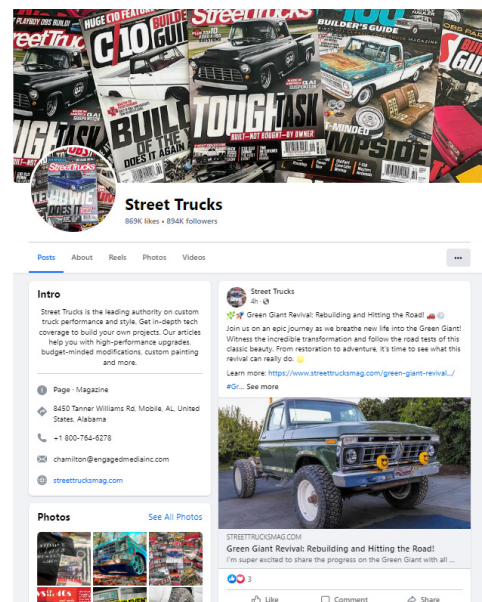
Product: PHOTOGRAPHY

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: 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.

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.

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.

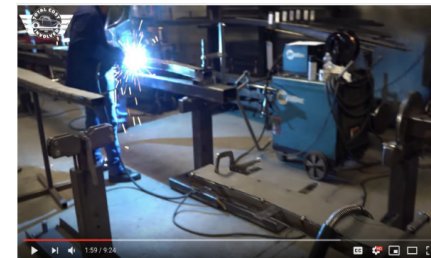


Content: DIGITAL

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

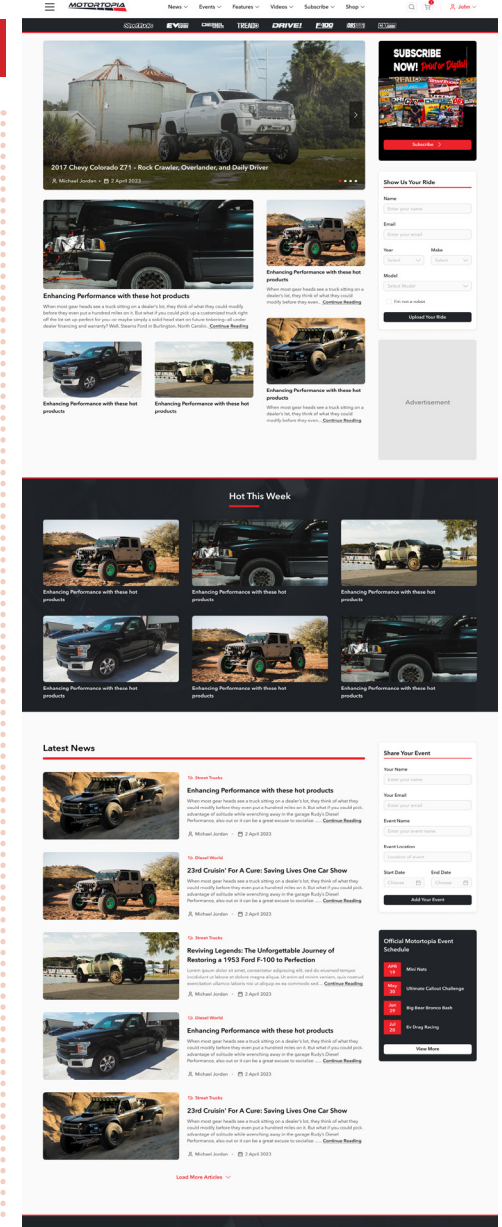
Product: EDITING

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.



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.



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