

A COMMUNITY MEMBER OF
MOTORTOPIA

DRIVE!

www.driveonline.com/

ENGAGED
MEDIA, LLC

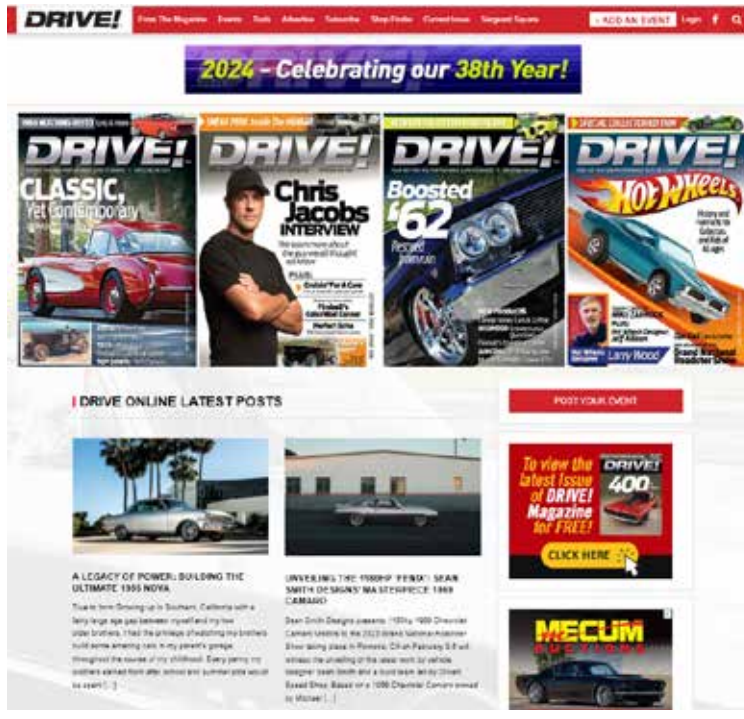
GROUP MEDIA KIT 2025



WE'RE AMERICA'S #1 AUTOMOTIVE EVENT SOURCE, WE COVER ALL THE ACTION, FROM NOSTALGIA RACING, AND CLASSIC CAR RESTORATION

The Brand

We're America's #1 automotive event source, we cover all the action, from nostalgia racing, and classic car restoration, to hi-tech street rodding, right on through the 70's era of muscle cars, and today's sport trucks and dressed-out SUV's. With the latest trends, hottest new parts, and the best places to take their cars and have fun!

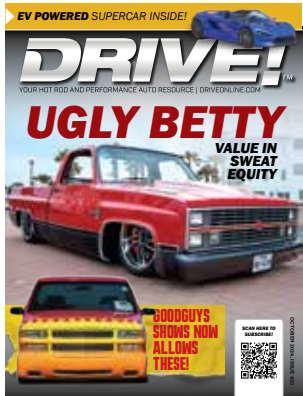


Event Coverage

Sep 14 Sat	Sep 14, 2024, 8th Annual Hynes D.E.S. Hot Rod & Bike Show
Jul 20 Sat	Jul 20, 2024, Long Beach Model T Club 70th Annual Swap Meet
Jul 20 Sat	Jul 20, 2024, Estate sale
Sep 20 Fri	Sep 20, 2024, Super Run Classic Car Show
Jul 20 Sat	Jul 20, 2024, 24th Annual "Woodies at the Beach"
Jul 27 Sat	Jul 27, 2024, Corona Police Dept Kid and Cops Holiday Magic
Aug 10 Sat	Aug 10, 2024, 11th Annual Larry O Car Show
Aug 03 Sat	Aug 03, 2024, King's Kruz-In
Aug 23 Fri	Aug 23, 2024, Goodguys 37th West Coast Nationals
Nov 22 Fri	Nov 22, 2024, Goodguys 27th Speedway Motors Southwest Nationals



DRIVE 2025 PRINT SCHEDULE



DRIVE	Ad Close	Artwork Due	On Sale
March 2025	12/04/24	12/12/24	01/13/25
April 2025	01/01/25	01/09/25	02/10/25
May 2025	02/05/25	02/13/25	03/17/25
June 2025	03/05/25	03/13/25	04/14/25
July 2025	04/02/25	04/10/25	05/12/25
August 2025	05/07/25	05/15/25	06/16/25
September 2025	06/04/25	06/12/25	07/14/25
October 2025	07/02/25	07/10/25	08/11/25
November 2025	08/06/25	08/14/25	09/15/25
December 2025	09/03/25	09/11/25	10/13/25
January 2026	10/01/25	10/09/25	11/10/25
February 2026	11/05/25	11/13/25	12/15/25

Dates are subject to change.

DRIVE 2025 ADVERTISING PRINT RATES

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	2,582	2,455	2,182
2/3 Page	2,046	1,841	1,637
1/2 Page	1,637	1,473	1,309
1/3 Page	1,364	1,229	1,091
1/4 Page	1,091	982	872
1/6 Page	818	736	655
2 Page Spread	5,184	4,666	4,147
Cover 2	3,274	2,947	2,619
Cover 3	3,001	2,701	2,400
Cover 4	3,546	3,193	2,837

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
1/6 page (vertical)	2.125" x 4.75" deep

*Live Area: Type and other images not intended to bleed must be kept. 1/4" from final trim.



DRIVE AUDIENCE

THE AVERAGE AGE GROUP
OF DRIVE! READERS

44 Years

DRIVE! READERS' AVERAGE
INCOME

\$77K

DRIVE! READERS OWN
THEIR OWN HOMES

80%

DRIVE! READERS ARE
MALE

94%

DRIVE! READERS ARE
FEMALE

6%

WILL SPEND MORE THAN
\$9,795 ON THEIR
VEHICLE NEXT YEAR

48%

WILL PURCHASE AN
AUTOMOTIVE-RELATED
PART IN THE NEXT 90
DAYS

77%



Facebook Follower: **3.5K+**
Engagement Rate: **1.5%**



MT YouTube Views: **24.6K+**
Engagement Rate (28 days): **4.0%**



DRIVE 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? Men power windows and locks on this classic C10 Squarebody! Rocky Part 12



Shocking Starmed Chrome Covered Semi Trucks - Here's Our Favorite!

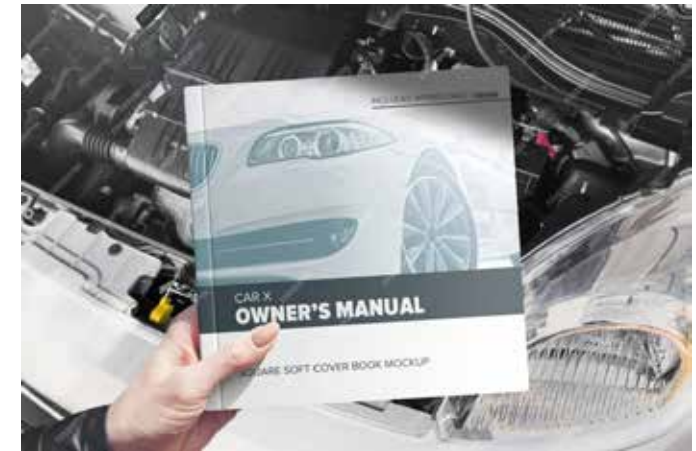


SKRAPE'S L5X-Powered OBS and BTS at Beltech Suspension!

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.

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.

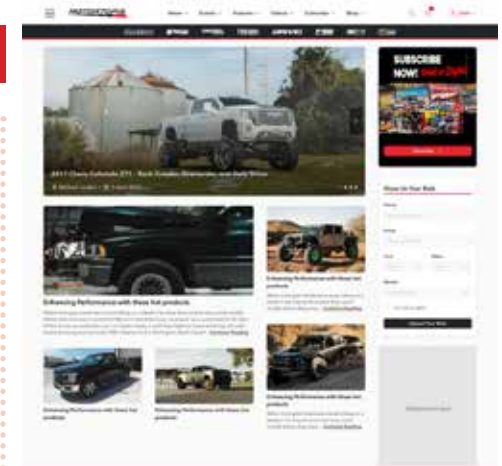
Product: EDITING

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.



Please contact:
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<https://driveonline.com>

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