

A COMMUNITY MEMBER OF
MOTORTOPIA

TREAD

www.treadmagazine.com

ENGAGED[®]
MEDIA LLC

GROUP **MEDIA KIT** **2025**



**TREAD IS THE DEFINITIVE GUIDE TO AUTOMOTIVE
ADVENTURE FOR THE OUTDOOR LIFESTYLE.**



The Brand

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.

TREAD VINCHES | OUTDOOR ADVENTURE | CAMP GEAR | VEHICLE PARTS | VOICES | FUNDS | **JOIN** | **LOG IN**

SUBSCRIBE NOW! *Print or Digital!*

From YJ to TJ: The Evolution of the Jeep Wrangler
Riding on the heels of the successful transition from the CJ series to the Wrangler YJ, Jeep...
Read Staff | September 19, 2024

2018 Toyota Tundra SR5: The Ultimate Desert-Ready Adventure Rig
Spencer Dean's Desert-Ready Offroad 2018 Toyota Tundra SR5 takes control of desert challenges. Many...
Spur Lee Row | September 04, 2020

Cutting Edge Adventure: Top Knives for Your Next Journey
Kerwin Taylor's Top Adventure...
The Bellini | September 04, 2024

Cecil Sebastian's 2020 Toyota 4Runner: A Journey of Purpose and Adventure
Cecil Sebastian's 2020 Toyota 4Runner from caregiving to conquering trails...
Rich Caldwell | September 03, 2024

GEAR BOX
Supplies For Life Off the Beaten Path

Includes: **10.1 MOUNTAIN COMFORT COLLECTION**, **10.1 MOUNTAIN COMFORT COLLECTION**, **10.1 MOUNTAIN COMFORT COLLECTION**

OUTFITTED
A Roundup of the Latest Automotive Accessories

Includes: **10.1 MOUNTAIN COMFORT COLLECTION**, **10.1 MOUNTAIN COMFORT COLLECTION**, **10.1 MOUNTAIN COMFORT COLLECTION**

GEARED UP
A Selection of the Latest Equipment for Life in the Outdoors

Includes: **10.1 MOUNTAIN COMFORT COLLECTION**, **10.1 MOUNTAIN COMFORT COLLECTION**, **10.1 MOUNTAIN COMFORT COLLECTION**



Monthly Event Broadcasts

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

Once a month, our team produces a new TREAD specific event broadcast of a major overlanding, offroad or lifestyle event to our digital audience.

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



Celebrating Adventure: Off Grid Trailers' Grand Opening in Centennial

Community Unites to Embrace the Spirit of Adventure
The grand opening party for Off Grid Trailers took place on May 11 in Centennial, Colorado. Enthusia...
Devan Ence | August 07, 2024



Skyjacker Suspension's 50th Anniversary Run at Easter Jeep Safari 2024

Skyjacker Celebrates Its 50th Anniversary at Easter Jeep Safari
The year is 1974. Blazing Saddles tops the box office and The Loco-Motion plays on the [...]
Harry Wagner | June 21, 2024



Epic Adventures: Toyotas Conquer the King of the Hammers!

Two Weeks of Racing and Playing If you haven't been to King of the Hammers, you absolutely need to put it on your automotive bucket [...]
Lindsey Fisher | May 30, 2024



Exploring the Winter 4x4 Jamboree

Off-Road Adventures and Beyond The Winter 4x4 Jamboree in Hurricane, Utah, has become an established event for off-road enthusiasts, drawing...
CAROL STECK | April 23, 2024



Off-Road Oasis: Inside the Epic Adventure of King of the Hammers

Thousands of Enthusiasts Converge on a Barren, Dry Lakebed in the California Desert for the Ultimate Off-Road Experience If you haven't heard of King of [...]
Lindsey Fisher | April 18, 2024

TREAD 2025 PRINT SCHEDULE



TREAD	Ad Close	Artwork Due	On Sale
Tread	12/26/24	01/01/25	02/25/25
Tread	02/20/25	02/12/25	04/22/25
YOTA	03/06/25	02/19/25	05/06/25
Tread	04/17/25	04/23/25	06/17/25
Tread	06/12/25	06/18/25	08/12/25
Bronco	07/17/25	07/23/25	09/16/25
Tread	08/14/25	08/20/25	10/14/25
Tread	10/23/25	10/29/25	12/23/25

Dates are subject to change.

TREAD 2025 ADVERTISING PRINT 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 LAYOUT 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.



DIGITAL ADVERTISING RATES



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

TREAD AUDIENCE

TREAD DIGITAL

50K+

unique users per year

TREAD SOCIAL

220K+

AVERAGE AGE

35-55 years


65% EARN

AT LEAST **\$100K** PER YEAR

57% TYPICALLY

MAKE BUY DECISIONS
FROM ONLINE CONTENT

 Instagram Followers: **41K+**
Engagement Rate (28 days): **6.27%**

 Facebook Follower: **30K+**
Engagement Rate: **1.48%**

 Pinterest Page Views: **550K+**
Engagement Rate (28 days): **4.39%**

 YouTube Views: **23K+**
Engagement Rate (28 days): **4.0%**



TREAD MAGAZINE NOTABLES

60% OF READERS VISIT NATIONAL PARKS REGULARLY.

56% CAMP THROUGHOUT THE YEAR.

57% MAKE BUYING DECISIONS BASED OFF PRINT MAGAZINES ADVERTISING.

46% BUY HIGH-END OUTDOORS LIFESTYLE APPAREL.

25K+ MONTHLY UNIQUE DIGITAL USERS ARE SPECIFICALLY TARGETING OVERLANDING CONTENT.

46K+ MONTHLY UNIQUE PAGE VIEWS RELATED TO OVERLANDING EVENTS, GEAR, TIPS AND TRAINING.

2.26% AVERAGE ENGAGEMENT RATE ACROSS ALL PLATFORMS VS. THE 1.6% AVERAGE INDUSTRY RATE* PER SOCIAL INSIDER

125K+ MONTHLY IMPRESSION ON THE TREAD MAGAZINE WEBSITE

3K+ MONTHLY VIDEO VIEWS ON ACROSS ALL MOTORTOPIA VIDEO PLATFORMS

EMAIL MARKETING IS RANKED #2 FRO BUILDING BRAND AWARENESS, ACCORDING TO BUSINESS OWNERS.



TREAD 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 Shimmied Chrome Covered Semi Trucks - Here's Our Favorite!

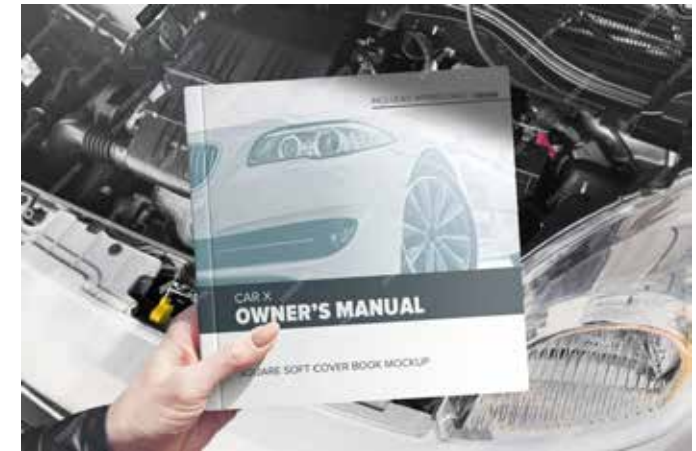


SKRAPE'S L5X-Powered QDS and BTS at Beltech Suspension!

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

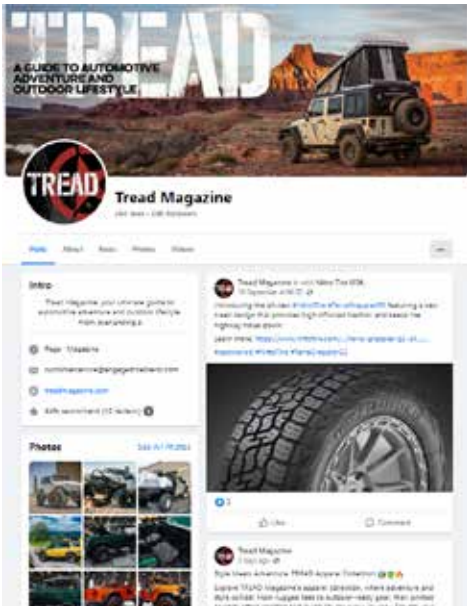
Product: PHOTOGRAPHY

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.

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.

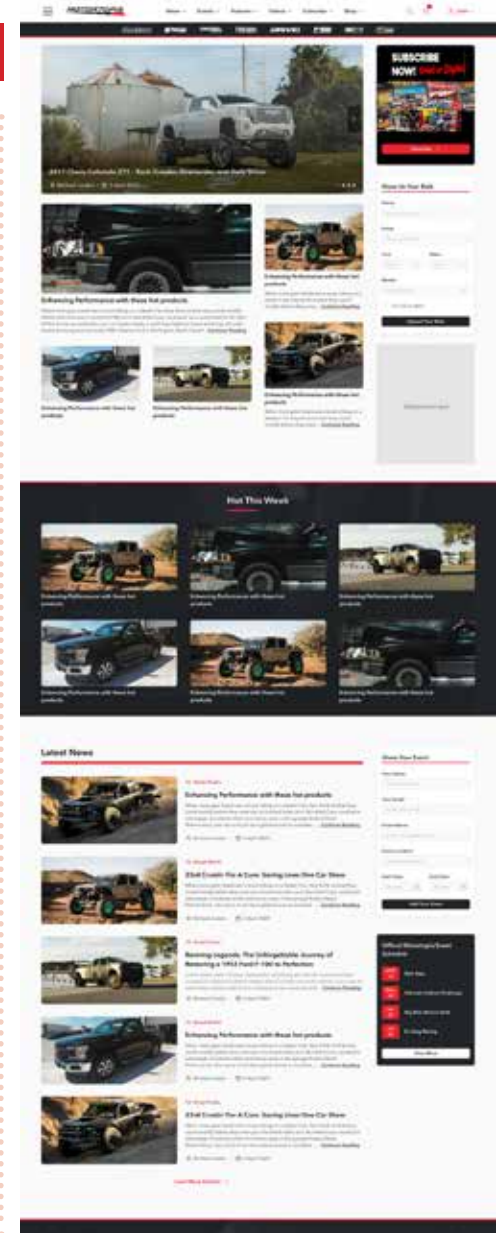
Printing: MAGAZINES

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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