

A COMMUNITY MEMBER OF
MOTORTOPIA

DRIVE!TM
www.driveonline.com/

ENGAGED
MEDIA, LLC

GROUP
MEDIA KIT
2026



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!

DRIVE!

From The Magazine Events Tools Advice Shop Finder Current Issue Segment Search

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2026 - Celebrating our 40th Year!

1966 MUSTANG RESTO Less is more

DRIVE!

CLASSIC, Yet Contemporary



ARTIST'S CONCEPTS
TECH: REPAIRS
FROM A CRASH AND CORROSION
TOP DOWN 1995 Camaro

SNEAK PEEK: Inside THE HAMMER

DRIVE!

Chris Jacobs INTERVIEW

We learn more about the guy we all thought was a joke

PLUS:
Cruisin' For A Cure
Florida's Coldest Corner
Perfect Eco
The 1960s Mustang
The 1960s Mustang

DRIVE!

Boosted '62

Rescued from ruin

NEW PRODUCTS
Camber Valley Cars & Coffee
WILWOOD: Joiners and Coffee
Quartz
Powershift: The 1960s
All American
Mustang GT400: Low '67

SPECIAL COLLECTOR EDITION

DRIVE!

Hot Wheels

History and Fun Facts for Collectors and Kids of All Ages

Mike Eardock
Hot Wheels Designer
Larry Wood
Grand National Roadster Show

DRIVE ONLINE LATEST POSTS

POST YOUR EVENT




A LEGACY OF POWER: BUILDING THE ULTIMATE 1965 NOVA

UNVEILING THE '160HP 'FENIX': SEAN SMITH OF SIGNS' MASTERPIECE 1969

To view the latest issue of **DRIVE!** Magazine for **FREE!**

DRIVE! 400

CLICK HERE

Event Coverage

[illegible][illegible][illegible]

Hundreds of trucks, vans and SUVs will return to the 3rd annual O'Reilly Auto Parts Grand National Truck Show at the Fairplex in Pomona on September 26-27. The West Coast's premier truck-only show welcomes trucks, vans, and SUVs of all types and styles from 1900 to present, regardless of make, model, or year. Local enthusiasts are encouraged to showcase their rides at the Grand National Truck-In. This outdoor portion of the show spans two days and welcomes all types of trucks, SUVs, and vans, regardless of their year or style. It's a great place to cruise in with your truck, spend time with your club and possibly even take home an award. The Grand National Truck Show will be open to the public Friday, Sept. 26, and Saturday, Sept. 27, from 10 a.m.-6 p.m. Adult admission is \$25.00 each day or \$20.00 at any O'Reilly Auto Parts store. For more information about the Grand National Truck Show, to enter your vehicle or purchase tickets, please visit [rodshows.com](https://rodshows.com/gnts).

<https://rodshows.com/gnts>

Sep 19
Fri

Sep 19, 2025, Mesquite Resort Super Run 2025



Mesquite Resort Super Run 2025 September 19,20,21 2025 A Classic Car Experience www.superrun.com

www.superrun.com

DRIVE 2026 PRINT SCHEDULE



DRIVE/COVER ISSUE	Ad Close	Artwork Due	On Sale
March 2026	12/03/25	12/11/25	01/12/26
April 2026	12/31/25	01/08/26	02/09/26
May 2026	02/04/26	02/12/26	03/16/26
June 2026	03/04/26	03/12/26	04/13/26
July 2026	04/01/26	04/09/26	05/11/26
August 2026	05/06/26	05/14/26	06/15/26
September 2026	06/03/26	06/11/26	07/13/26
October 2026	07/01/26	07/09/26	08/10/26
November 2026	08/05/26	08/13/26	09/14/26
December 2026	09/02/26	09/10/26	10/12/26
January 2027	09/30/26	10/08/26	11/09/26
February 2027	11/04/26	11/12/26	12/14/26

Dates are subject to change.

DRIVE 2026 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



SPREAD PAGE SPEC

Bleed Size:	15.75" x 10.5"
Trim Size:	15.5" x 10.25"
Live Area:	15" x 9.75"
All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim	

FULL PAGE SPEC

Bleed Area:	8"x10.5"
Trim Area:	7.75"x10.25"
Live Area:	7"x9.5"
All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim	

2/3 page (vertical)	4.5" x 9.75"
1/2 page (vertical)	3.3125" x 9.75"
1/2 page (horizontal)	7" x 4.75"
1/2 page (island)	4.5" x 7.25"
1/3 page (vertical)	2.125" x 9.75"
1/4 page (vertical)	3.3125" x 4.75"
1/6 page (vertical)	2.125" x 4.75"
1/6 page (horizontal)	4.5" x 2.25"



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

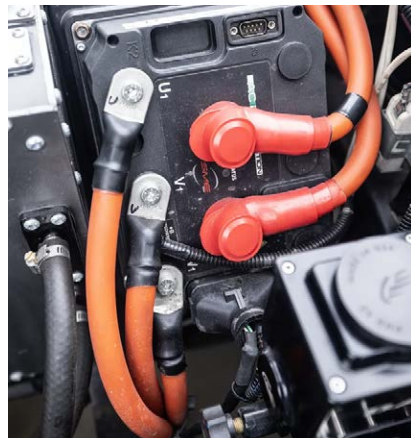
77%



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



MT YouTube Views: **65K+**
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.

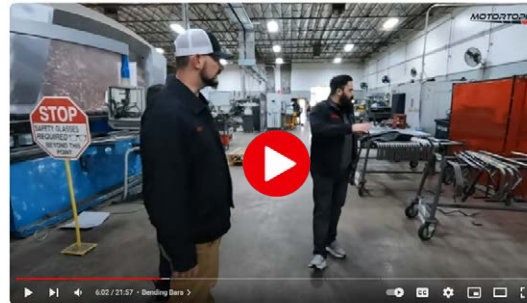
Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car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



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

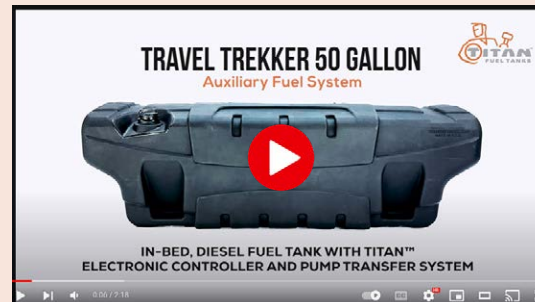


Shocking Slammed Chrome Covered Semi Trucks - Here's Our Favorites!

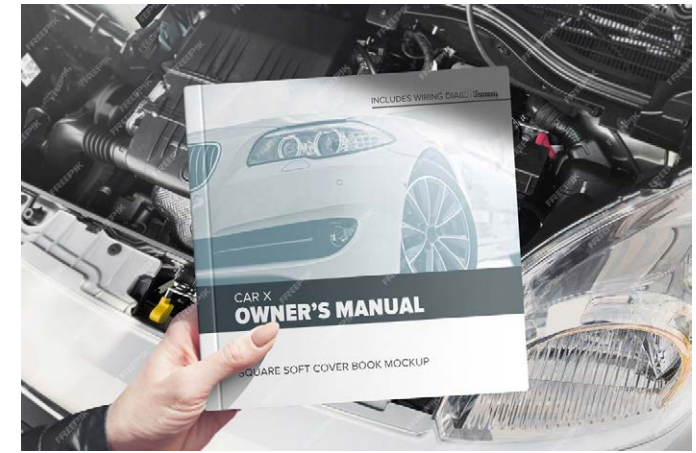


SKRAPE'S LSX-Powered OBS and BTS at Beltech Suspension!

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 2026

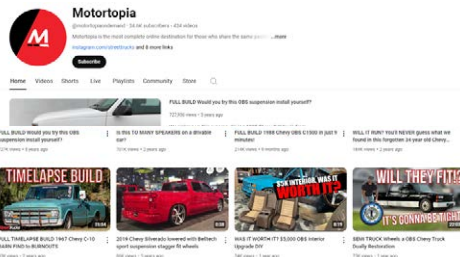
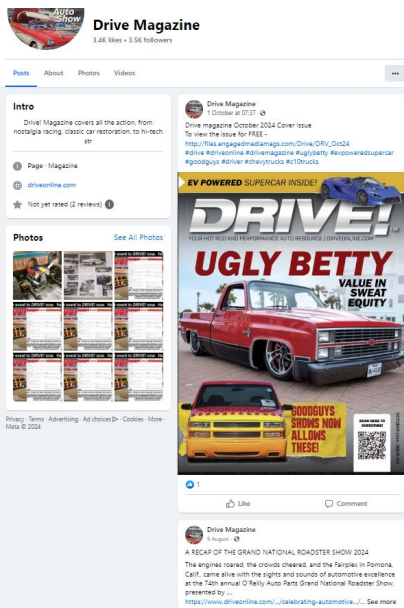
Product: PHOTOGRAPHY

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.

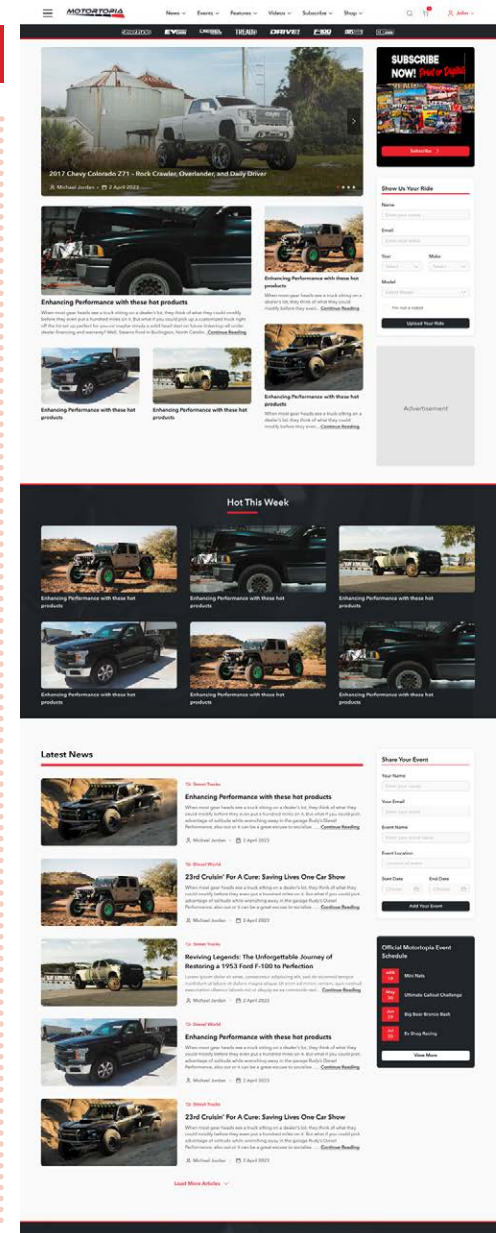
Product: EDITING

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:
Gabe Frimmel - Ad Sales Director
Ph: **800-332-3330 Ext. 1930**
Email: gfrimmel@engaged.media

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