

A COMMUNITY MEMBER OF
MOTORTOPIA

TREAD

www.treadmagazine.com

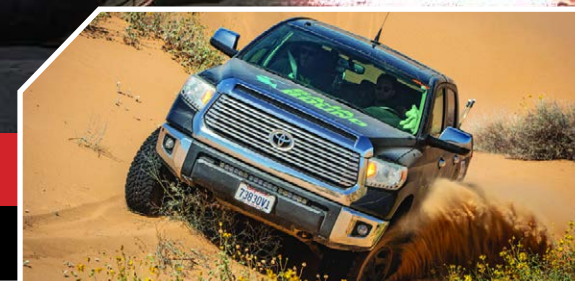
ENGAGED[®]
MEDIA LLC

GROUP **MEDIA KIT** **2026**

2026 - Celebrating our 12th Year!

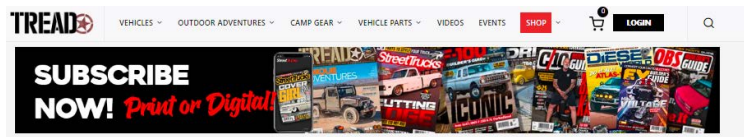


**TREAD IS THE DEFINITIVE GUIDE TO AUTOMOTIVE
ADVENTURE FOR THE OUTDOOR LIFESTYLE.**



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.



Cecil Sebastian's 2020 Toyota 4Runner: A Journey of Purpose and Adventure

Cecil Sebastian's 2020 Toyota 4Runner From caregiving to conquering trails, Cecil Sebastian (@ttr_mamba_) leads a life of purpose and exploration. Uncover the intriguing story behind his 2020 Toyota 4Runner—a rig built for adventure and inspired by greatness. Q. Can you introduce yourself to the readers? A. I'm Cecil Sebastian, a resident of Ontario, California, but my roots are deeply embedded in the city of Walnut, California. As the co-founder and CEO of Mother of Mercy Homes Inc., my passion lies in providing exceptional care for individuals with developmental disabilities. In addition to my role at Mother of Mercy Homes Inc., I ...

RICH CALBAY · September 09, 2024

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...

Tread Staff · September 09, 2024

2018 Toyota Tundra SR5: The Ultimate Desert-Ready Adventure Rig

Samuel Dean's Deadman Offroad 2018 Toyota Tundra SR5 takes control of desert challenges. Many...

Ryan Lee Price · September 04, 2024

Cutting Edge Adventure: Top Knives for Your Next Journey

Knives for All Your Adventures CRKT Ritual Compact The Alan Folts' designed Ritual Compact fro...

Tim Stetzer · September 04, 2024



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 an event when they can count on TREAD magazine to bring the action to them!



Overland Expo West 2025: Adventure, Community, and New Gear

The Biggest Overland Party in the West Finishes Another Successful Year 2025 has been a major year for the Overland Expo Group. Following the...

Dillon Houck · September 11, 2025



Jeep Beach 2025 Vendor Row: Builds, Gear, and Community

Best of Vendor Row If you've never been to Jeep Beach in Daytona, Florida, it's something you need to add to your calendar. Over the [...]

Chris Hamilton · August 27, 2025



Overland Expo SoCal 2025! The Ultimate Off-Road Gathering in Costa Mesa

Recap of the Inaugural Overland Expo SoCal 2025 in Costa Mesa, California Since 2009, the Overland Expo has served as an important part of the [...]

Dillon Houck · June 17, 2025



Jeep Beach 2025 Highlights: Best of Vendor Row

If you've never been to Jeep Beach in Daytona, Florida, it's something you need to add to your calendar. Over the weekend, I had the [...]

Nicole Hamilton · April 28, 2025



TCB Ranch Ignites the Off-Road Scene

The First of Many to Come Nested in the heart of Temecula, California, TCB Ranch is a dream spot for off-road enthusiasts. This fully private [...]

Dusty Lens Photography · April 16, 2025

TREAD 2026 PRINT SCHEDULE



TREAD	Ad Close	Artwork Due	On Sale
Tread Mar/Apr 2026	12/25/25	12/31/25	02/24/26
Tread May/Jun 2026	02/19/26	02/25/26	04/21/26
Tread-YOTA 2026	03/05/26	03/11/26	05/05/26
Tread Jul/Aug 2026	04/16/26	04/22/26	06/16/26
Tread BRONCO 2026	06/11/26	06/17/26	08/11/26
Tread Sep/Oct 2026	07/16/26	07/22/26	09/15/26
Tread Nov/Dec 2026	08/13/26	08/19/26	10/13/26
Tread Jan/Feb 2027	10/22/26	10/28/26	12/22/26

Dates are subject to change.

TREAD 2026 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



SPREAD PAGE SPEC

BLEED (all sides): 18.25"x11.125"

TRIM SIZE: 18"x10.875"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

FULL PAGE SPEC

BLEED (all sides): 9.25"x11.125"

TRIM SIZE: 9" X 10.875"

LIVE AREA: 8.25"x10.125"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

HALF PAGE SPEC:

1/2 Page (Horizontal) w/bleed: 9.25"x5.5"

1/2 Page (Horizontal) Trim Size: 9"x5.25"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim.

1/4 Vertical Spec: Trim size: 4"x5"

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): **6.0%**



Facebook Follower: **29K+**
Engagement Rate: **1.50%**



Pinterest Impression: **22K+**
Engagement Rate (30 days): **4.0%**



YouTube Views: **65K+**
Engagement Rate (28 days): **4.2%**



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.

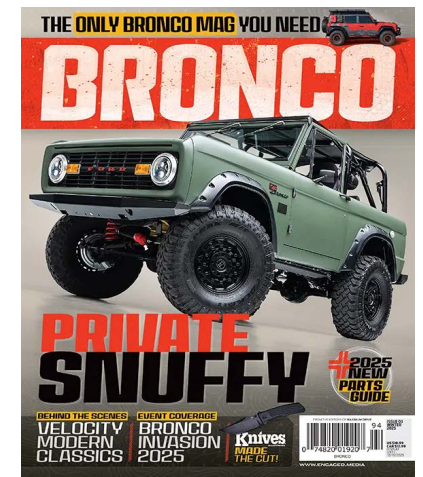
46K+ MONTHLY UNIQUE PAGE VIEWS RELATED TO OVERLANDING EVENTS, GEAR, TIPS AND TRAINING.

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.

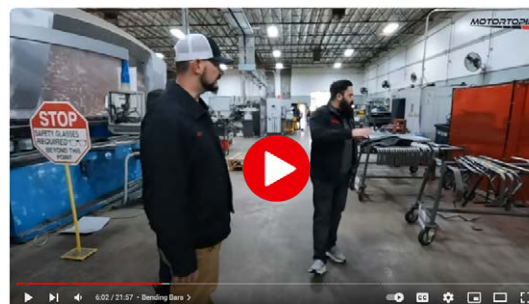
Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car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



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

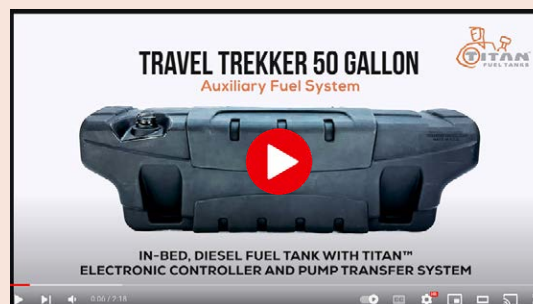


Shocking Slammed Chrome Covered Semi Trucks - Here's Our Favorites!

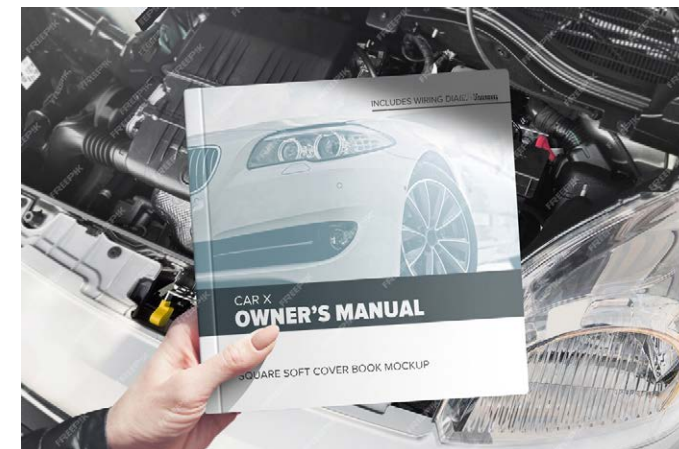


SKRAPE'S LSX-Powered OBS and BTS at Beltech Suspension!

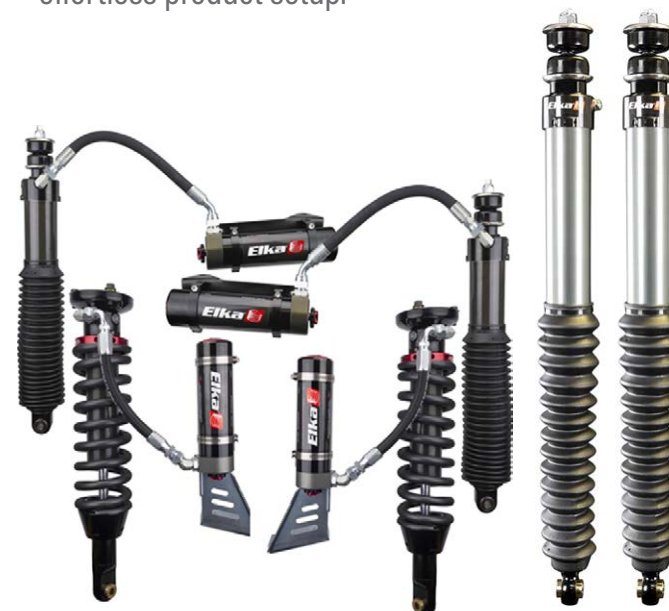
TECHNICAL VIDEOS FOR CUSTOMERS



INSTRUCTION MANUALS



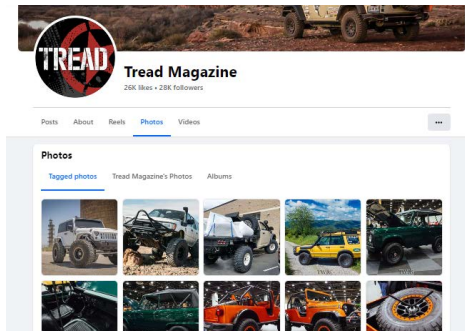
Provide your customers with a seamless installation experience through our turnkey owner's manuals and instruction guides. Each guide includes detailed photography, clear instructions, and QR-coded videos to ensure effortless product setup.



WHAT IS NEW IN 2026

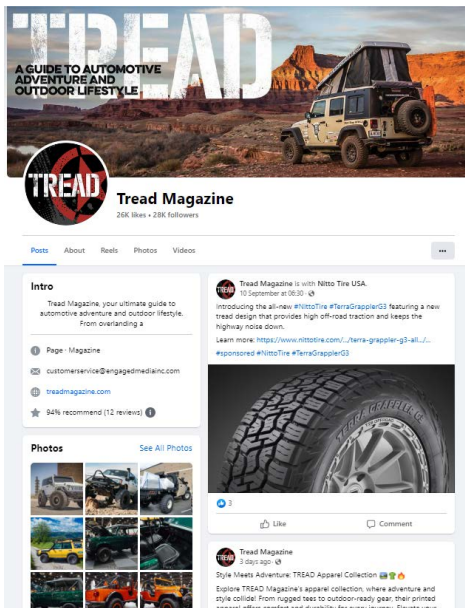
Product: PHOTOGRAPHY

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

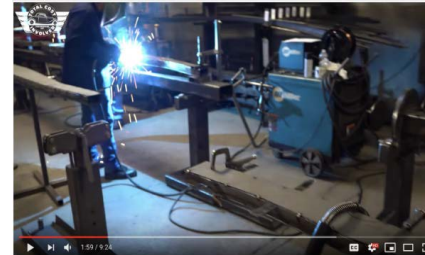
Elevate your online presence with our comprehensive social media management services—delivering data-driven strategies that drive engagement and grow your brand.



Product: EDITING

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.

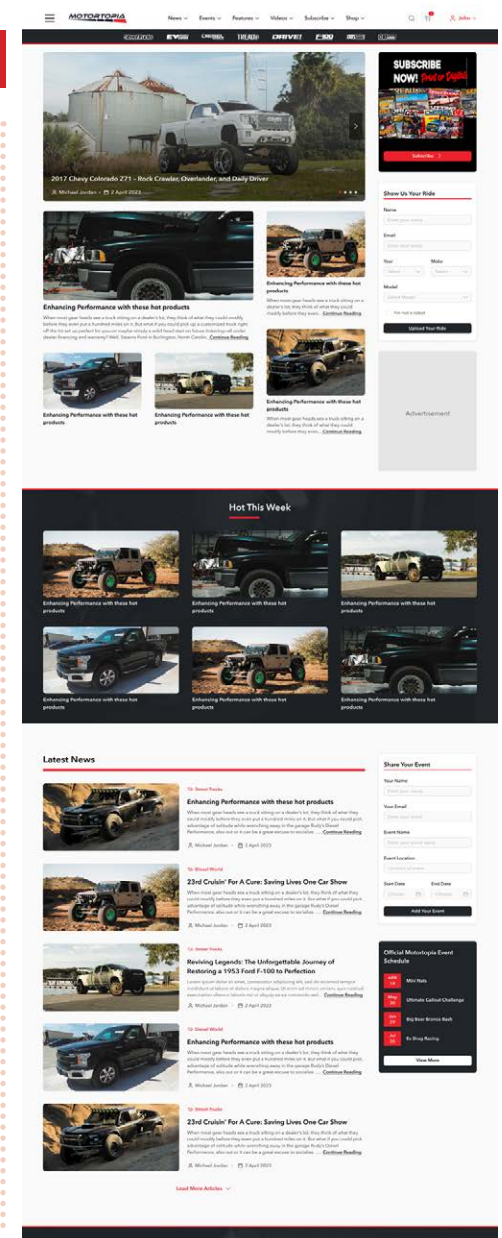


Content: DIGITAL

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

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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Email: gfrimmel@engagedmedia.com

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