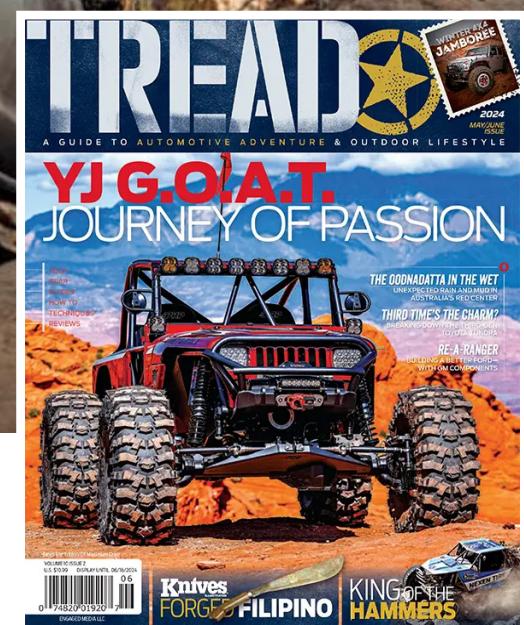


## ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)



### Ideal Audience Segment for:

- Outdoor and Auto Manufacturers
- Parts Manufacturers
- Outdoor Recreation & Events



## OVERLANDERS DIGITAL AUDIENCE SOLUTION

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.

Our exclusive Overlanders profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major outdoor recreational events nationwide like Overland Expo. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Tread subscribers and search data.

*For more information, please contact:*

**Gabe Frimmel** - Advertising Sales Director  
Ph: 800-332-3330 Ext. 1930  
Email: [gfrimmel@engaged.media](mailto:gfrimmel@engaged.media)

- **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.
- **125K+** Monthly impression on the TREAD magazine website
- **3K+** Monthly video views on across all MOTORTOPIA video platforms

## ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)

We carefully curate our audiences using combinations of the following below for maximum results!



## DIGITAL AUDIENCE SOLUTION



### Technographics

Target users by device such as desktop, laptop, tablet and mobile.



### Demographics

Target users by gender, income, age, etc.



### Geo-Targeting

Target by geography including DMA, state, zip code or country.



### Browsing Behavior

Target users based on past browsing behaviors such as websites visited.



### Intent-Based Search

Target users based on their search history.



### Contextual Content

Target users based on the contextual content (including keywords) on the page they are viewing.



### Event Targeting

Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.



### Geo-Fence

Target users who have visited a specific geographical location.

### DISPLAY BANNER ADS SAMPLE VISUAL



Art required: 300 x 250 pixels; 72 dpi JPG

### Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$300	\$12
50,000	\$550	\$11
75,000	\$750	\$10
100,000	\$900	\$9

\*Per Month (30 days)

\*Digital Packages consist of 3 month minimum

# ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)

ENGAGED  
MEDIA, LLC

REACH HIGH-INTENT OUTDOOR ENTHUSIASTS WITH PROGRAMMATIC VIDEO & CTV ADS

## Programmatic In-Stream Video Ads

Engage your target audience across  
In-Stream video and premium  
automotive video networks



### Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$750	\$30
50,000	\$1,350	\$27
75,000	\$1,875	\$25
100,000	\$2,000	\$20

\*Per Month (30 days)

\*Digital Packages consist of 3 month minimum

#### File format

.MP4

#### Resolution

1920x1080, 1280x720 (16:9 Aspect Ratio)

#### Lengths

15 seconds, 30 seconds

#### Max file size

upto 15 MB (Varies by Publisher)

## Connected TV (CTV) Ads

Deliver your brand message on top  
CTV platforms like Roku, Hulu, and  
Amazon Fire TV



### Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$1,375	\$55
50,000	\$2,700	\$54
75,000	\$3,900	\$52
100,000	\$5,000	\$50

\*Per Month (30 days)

\*Digital Packages consist of 3 month minimum

#### File format

.MP4 (standard), .MOV (Hulu Preferred only)

#### Resolution

1920x1080, 1280x720 (16:9 Aspect Ratio)

#### Lengths

15 seconds, 30 seconds

#### Max file size

10MB - 10GB (Varies by Publisher)