TREAD ENTHUSIASTS

ENGAGED MEDIA, LLC

ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)

Ideal Audience Segment for:

- Outdoor and Auto Manufactures
- Parts Manufactures
- 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:

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Email: 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

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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*

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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)