

DIESEL WORLD

2024 GROUP MEDIA KIT

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ENGAGED MEDIA, LLC



OUR MISSION IS SIMPLE:

DIESEL WORLD IS THE ULTIMATE HUB FOR DIESEL ENTHUSIASTS, OFFERING A DYNAMIC BLEND OF CONTENT ACROSS PRINT, DIGITAL, SOCIAL, AND EVENTS. DIESEL WORLD PROVIDES EXPERT INSIGHTS, INDUSTRY NEWS, AND TECHNICAL ADVICE, CATERING TO BOTH PROFESSIONALS AND NEWCOMERS.



THROUGH SOCIAL MEDIA, DIESEL WORLD FOSTERS A GLOBAL COMMUNITY, ENCOURAGING DISCUSSIONS AND SHARING VIDEO CONTENT THAT SHOWCASES THE PASSION FOR DIESEL. DIESEL WORLD IS MORE THAN A BRAND; IT'S A LIFESTYLE, CONNECTING AND CELEBRATING THE PASSION, INNOVATION, AND COMMUNITY SPIRIT.

OUR AUDIENCE

DIESEL WORLD DIGITAL
1.1 MILLION+ UNIQUE VISITS PER YEAR

DIESEL WORLD SOCIAL
477K+ FOLLOWERS | 768K+ REACH

AVERAGE HHI: \$81K | AVERAGE AGE: 35 YO

- 39% BUY REGULARLY FROM ONLINE CONTENT.
- 536K MONTHLY IMPRESSIONS
- 180K MONTHLY VIDEO VIEWS
- 25K+ SUBSCRIBERS WATCH EVENT STREAMS
- 2.89% AVERAGE ENGAGEMENT RATE



DIESEL WORLD NOTABLES

- 74% OF READERS WILL PURCHASE A PRODUCT FOR THEIR TRUCK IN THE NEXT 90 DAYS.
- 72% OF DIESEL WORLD SUPPORTERS OWN HAND-MODIFIED TRUCKS
- ENTHUSIASTS THAT MAINTAIN THEIR OWN DIESEL VEHICLES MAKES UP FOR 62% OF OUR AUDIENCE.
- DIESEL WORLD'S REACH TO THE SOCIAL AUDIENCE IS 19X MORE ACTIVE THAN THE INDUSTRY BENCHMARK.
- TECHNICAL, HOW-TO COACHING. OUR EXPERTS PROVIDE STEP-BY-STEP GUIDANCE ON AFTERMARKET MODIFICATIONS RANGING FROM BASIC PROJECTS TO ADVANCED DIESEL BUILDS.
- EMAIL MARKETING IS RANKED #2 FOR BUILDING BRAND AWARENESS TO THE DIESEL AUDIENCE, ACCORDING TO QUALIFIED DIESEL BUSINESS OWNERS.
- THE MAGAZINE IS PUBLISHED MONTHLY. SOLD AT MAJOR RETAIL OUTLETS LIKE AMAZON, SAFEWAY, ALBERTSONS, VONS, WALMART, KROGER, AND PX MILITARY STORES.
- DIGITAL-EXCLUSIVE DIESEL CONTENT APPEARS REGULARLY ON THE DIESEL WORLD WEB SITE AND SOCIAL PLATFORMS.

MONTHLY EVENT BROADCASTS

- OUR PHOTOGRAPHERS, VIDEOGRAPHERS, AND AUTO JOURNALISTS BRING THE NATION'S PREMIER DIESEL TRUCK EVENTS STRAIGHT TO OUR AUDIENCE.
- ONCE A MONTH, OUR TEAM PRODUCES A NEW DIESEL SPECIFIC EVENT BROADCAST OF A MAJOR DRAG RACING, TRACTOR PULL OR TRUCK SHOW TO OUR DIGITAL AUDIENCE.
- ENTHUSIASTS NEVER AGAIN WORRY ABOUT MISSING AN EVENT WHEN THEY CAN COUNT ON DIESEL WORLD TO BRING THE ACTION TO THEM!

DW NEWSLETTER AUDIENCE

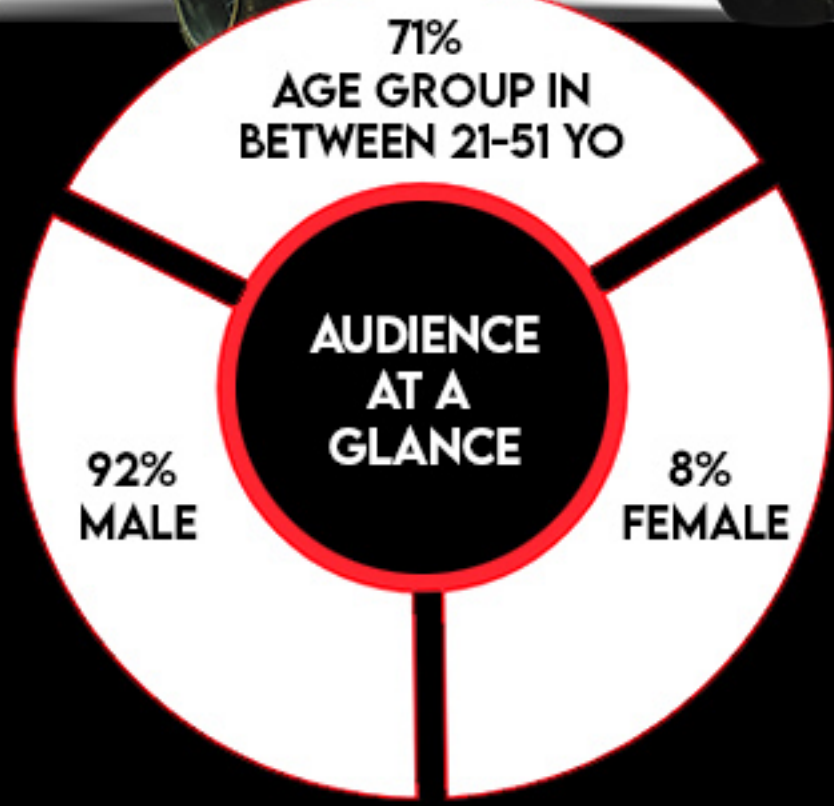
- 23% CTO RATE vs 20% INDUSTRY RATE | 30% SUBSCRIBER GROWTH EVERY YEAR
- 80%+ OF MARKETERS SAY CUSTOMER EMAIL ENGAGEMENT IS GROWING.
- 14K+ SUBSCRIBERS DEVOTED TO DIESEL IN THEIR INBOXES



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AD LAYOUTS WIDTH X DEPTH	
Full page (live area)*	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep

*Live Area: Type and other images not intended to bleed must be kept 1/4" from final trim.

OFFICIAL 2024 DIESEL WORLD PRODUCTION SCHEDULE

Issue	Month	Start Date	End Date	Release Date
Diesel World	March 2024	11/02/23	11/08/23	01/02/24
Diesel World	April 2024	12/07/23	12/13/23	02/06/24
Diesel World	May 2024	01/04/24	01/10/24	03/05/24
Diesel World	June 2024	02/01/24	02/07/24	04/02/24
Diesel World	July 2024	03/07/24	03/13/24	05/07/24
Diesel World	August 2024	04/04/24	04/10/24	06/04/24
Diesel World	September 2024	05/02/24	05/08/24	07/02/24
Diesel World	October 2024	06/06/24	06/12/24	08/06/24
Diesel World	November 2024	07/04/24	07/10/24	09/03/24
Diesel World	December 2024	08/01/24	08/07/24	10/01/24
Diesel World	January 2025	09/05/24	09/11/24	11/05/24
Diesel World	February 2025	10/03/24	10/09/24	12/03/24

DIESEL WORLD 2024 ADVERTISING PRINT RATES

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	\$4,651	\$3,720	\$3,163
2/3 Page	\$3,489	\$2,792	\$2,372
Half Page	\$2,616	\$2,092	\$1,779
1/3 Page	\$1,962	\$1,570	\$1,334
1/4 Page	\$1,471	\$1,176	\$1,000
2 Page Spread	\$8,208	\$6,567	\$5,581
Cover 2	\$5,679	\$5,193	\$4,465
Cover 3	\$5,000	\$4,554	\$3,886
Cover 4	\$6,358	\$5,831	\$5,042

OFFICIAL 2024 DIESEL WORLD PRODUCTION SCHEDULE

- HOUSTEN DIESELS BEACH BASH
- ODSS SEASON OPENER
- ULTIMATE CALLOUT CHALLENGE
- CARLISLE TRUCK NATIONALS
- SCHEID'S DIESEL
- RUDY'S DIESEL
- MICHIANA
- DIESELS OF NY

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