

DRIVE!

2024 GROUP MEDIA KIT
WWW.DRIVEONLINE.COM



ENGAGED
MEDIA, LLC



DRIVE MAGAZINE IS COMMITTED TO SERVING BOTH THE CURRENT AND THE NEXT GENERATION OF DRIVERS. GET OUT AND DRIVE!



OUR MISSION IS SIMPLE:

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.



OUR AUDIENCE

MOTORTOPIA'S REACH
405K+ ENTHUSIAST REACHED PER YEAR

MOTORTOPIA DIGITAL
168K+ UNIQUE USERS PER YEAR

28K+ UNIQUE SOCIAL FOLLOWERS

DRIVE! READERS' AVERAGE INCOME - \$77K

DRIVE! READERS OWN THEIR OWN HOMES - 80%

WILL SPEND MORE THAN \$9,795 ON THEIR VEHICLE NEXT YEAR - 48%

WILL PURCHASE AN AUTOMOTIVE-RELATED PART IN THE NEXT 90 DAYS - 77%

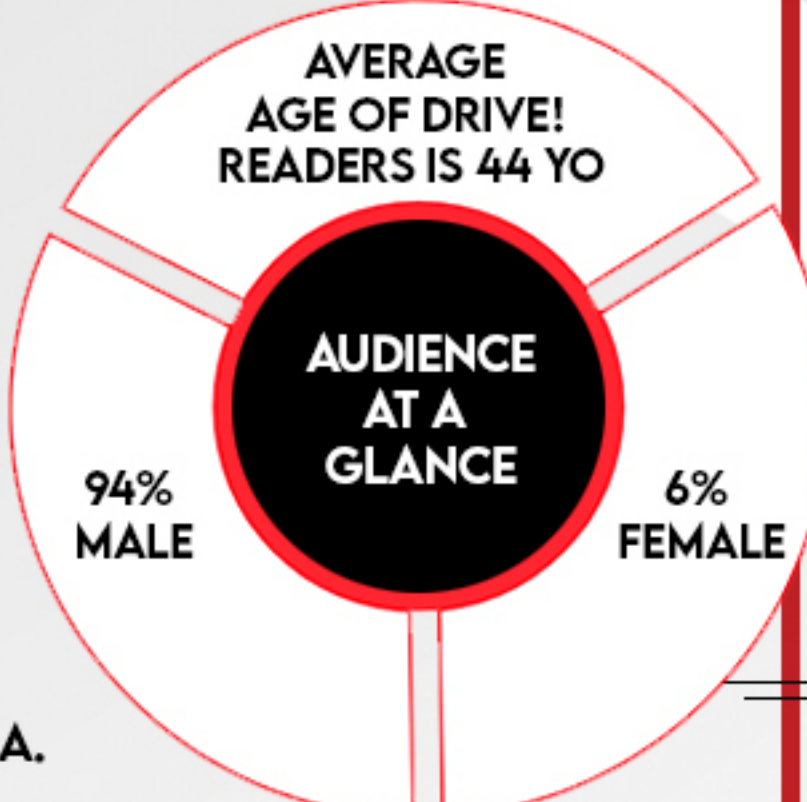
DRIVE! MAGAZINE NOTABLES

SINCE ITS INCEPTION IN 1986, DRIVE! MAGAZINE IS AMERICA'S #1 AUTOMOTIVE EVENT SOURCE, COVERING EVERYTHING FROM NOSTALGIA RACING AND CLASSIC CAR RESTORATION TO HIGH-TECH STREET RODDING, RIGHT ON THROUGH 70S MUSCLE CARS.

AUTO ENTHUSIASTS WITH A PASSION FOR ALL THINGS AUTOMOTIVE DEPEND ON DRIVE! FOR HOW-TO ARTICLES, SHOW LISTINGS, PICTURES OF CARS AND EVENTS, PLUS PERFORMANCE PARTS AND SERVICE INFORMATION. GRASSROOTS RODDERS AND RACERS, 98% OF WHOM SAY THEY PARTICIPATE IN EVENTS EACH YEAR, TURN TO DRIVE!

PUBLISHED 12X PER YEAR, DRIVE! MAGAZINE IS A FREE PUBLICATION DISTRIBUTED AT RETAIL SHOPS AND EVENTS THROUGHOUT CALIFORNIA.

EACH ISSUE OF DRIVE! MAGAZINE IS JAM-PACKED WITH SHOW LISTINGS, TECHNICAL STORIES, NEW PARTS SHOWCASES, NEW TOOL SHOWCASES AND INFO ABOUT THE LATEST PERFORMANCE TRENDS.



MOTORTOPIA EVENT BROADCASTS

OUR PHOTOGRAPHERS, VIDEOGRAPHERS, AND AUTO JOURNALISTS BRING THE NATION'S TOP AUTOMOTIVE EVENTS THROUGH PRINT AND DIGITAL CHANNELS.

OUR TEAM DOCUMENTS AUTO EVENTS IN ORDER TO BROADCAST THROUGH OUR VIDEO OUTLETS, STRAIGHT TO OUR BROAD DIGITAL AUDIENCE.

ENTHUSIASTS NEVER AGAIN WORRY ABOUT MISSING AN EVENT WHEN THEY CAN COUNT ON MOTORTOPIA TO BRING THE ACTION TO THEM!

MAGAZINE TRIM SIZE

MAGAZINE TRIM SIZE: 7.75" X 10.25" DEEP

FULL-PAGE BLEED: 8" X 10.5" DEEP (ALL 4 SIDES)

NON-BLEED SPREAD: 14.75" X 9.75" DEEP

FULL-BLEED SPREAD: 15.75" X 10.5" DEEP (ALL 4 SIDES)

KEEP LIVE MATTER CENTERED TO 14.75" X 9.75"

AD LAYOUTS WIDTH X DEPTH

STANDARD UNITS	WIDTH & DEPTH
FULL PAGE (LIVE AREA)*	7" X 9.75"
2/3 PAGE (VERTICAL)	4.5" X 9.625"
1/2 PAGE (HORIZONTAL)	6.75" X 4.75"
1/2 PAGE (VERTICAL)	4.5" X 7.25"
1/3 PAGE (HORIZONTAL)	4.5" X 4.75"
1/3 PAGE (VERTICAL)	2.125" X 9.625"
1/4 PAGE (VERTICAL)	3.25" X 4.75"
1/6 PAGE (VERTICAL)	2.125" X 4.75"

OFFICIAL 2024 DRIVE! PRODUCTION SCHEDULE

		AD CLOSE	ART DUE	ON SALE
Drive	March 2024	12/06/23	12/14/23	01/15/24
Drive	April 2024	01/03/24	01/11/24	02/12/24
Drive	May 2024	02/07/24	02/15/24	03/18/24
Drive	June 2024	03/06/24	03/14/24	04/15/24
Drive	July 2024	04/03/24	04/11/24	05/13/24
Drive	August 2024	05/08/24	05/16/24	06/17/24
Drive	September 2024	06/05/24	06/13/24	07/15/24
Drive	October 2024	07/03/24	07/11/24	08/12/24
Drive	November 2024	08/07/24	08/15/24	09/16/24
Drive	December 2024	09/04/24	09/12/24	10/14/24
Drive	January 2025	10/02/24	10/10/24	11/11/24
Drive	February 2025	11/06/24	11/14/24	12/16/24

DRIVE! 2024 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

ADVERTISE WITH US

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ENGAGED
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