

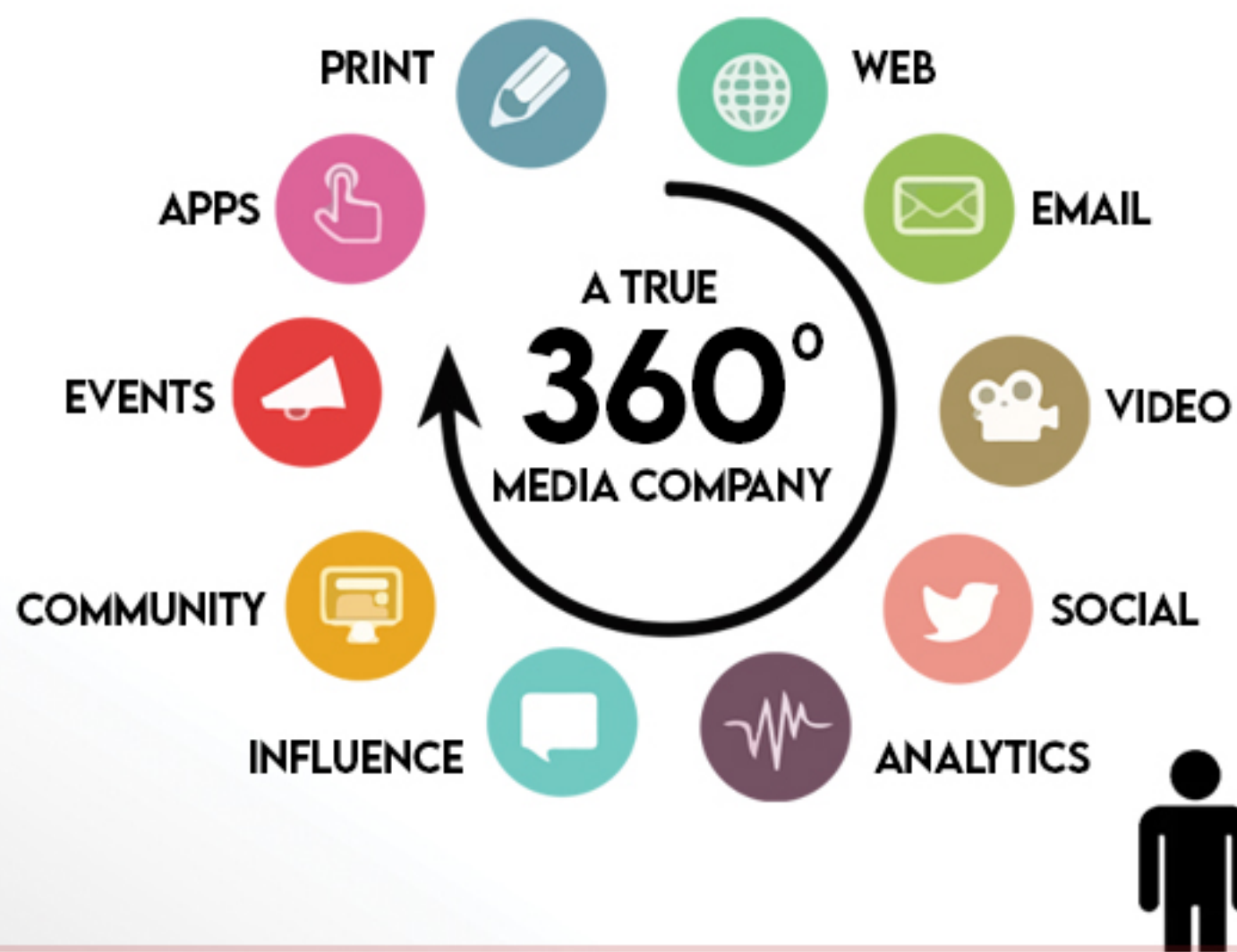
Street Trucks

2024 GROUP MEDIA KIT

WWW.STREETTRUCKSMAG.COM



ENGAGED
MEDIA, LLC



OUR MISSION IS SIMPLE:

WE SERVE CONTENT ON ALL PLATFORMS WHO LOVE TO MODIFY THEIR VEHICLES. OUR IN-DEPTH TECHNICAL ARTICLES, VIDEO DEMONSTRATIONS, AND PARTS GUIDES INSPIRE AND EDUCATE OUR AUDIENCES AS THEY WRENCH IN THEIR GARAGE.

WE CELEBRATE WHAT THEY CREATE IN OUR CUSTOM TRUCK FEATURES, BUILDER PROFILES, AND EVENT COVERAGE. WE CREATE CONTENT ESPECIALLY TAILORED FOR THE NICHES IN OUR AUDIENCE INCLUDING MODERN AND CLASSIC TRUCKS, C-10, F-100, OBS, EV, MINITRUCKS, AND MORE.



OUR AUDIENCE

STREET TRUCKS DIGITAL
620K+
UNIQUE USERS PER YEAR

STREET TRUCKS SOCIAL
3 MILLION+
VIEWS PER MONTH

AVERAGE HHI
\$125K

AVERAGE AGE
40 YO

75% ACTIVELY
MODIFYING THEIR TRUCK

38% ATTEND 3 TRUCK
EVENTS ANNUALLY

26% PARTICIPATE IN
AUTOMOTIVE CLUBS

36% CHEVY OWNERS

17% FORD OWNERS

STREET TRUCKS NOTABLES

FOR **MORE THAN 23 YEARS**, THE PUBLICATION OF RECORD FOR CUSTOM TRUCK ENTHUSIASTS.

STREET TRUCKS IS THE ONLY CUSTOM TRUCK MEDIA SOURCE THAT SHOWCASES THE WHOLE SPECTRUM OF CLASSIC, LATE-MODEL, MINI, AND LIFTED TRUCKS IN ONE PACKAGE. **REGULAR FEATURES INCLUDE:**

CUSTOM TRUCK PROFILES FEATURING **'TECH BOXES'** THAT EDUCATE OUR AUDIENCES ABOUT THE PARTS, ACCESSORIES, AND SERVICE PROVIDERS INVOLVED WITH THE BUILD.

TECHNICAL, HOW-TO COACHING. OUR EXPERTS PROVIDE STEP-BY-STEP GUIDANCE ON AFTERMARKET MODIFICATIONS RANGING FROM BASIC PROJECTS TO ADVANCED BUILDS.

MANUFACTURE TOURS. IS YOUR PRODUCT **MADE IN AMERICA?** OUR LONG-RUNNING SERIES OFFERS YOUR COMPANY THE OPPORTUNITY TO SHOWCASE THE PRODUCTION PROCESS THE INDIVIDUALS INVOLVED.

THE MAGAZINE IS PUBLISHED MONTHLY. **SOLD AT MAJOR RETAIL OUTLETS** LIKE AMAZON, SAFEWAY, ALBERTSONS, VONS, WAL-MART, KROGER, AND PX MILITARY STORES.

DIGITAL-EXCLUSIVE CONTENT APPEARS REGULARLY ON THE STREET TRUCKS WEB SITE AND SOCIAL PLATFORMS.



MONTHLY EVENT BROADCASTS

OUR PHOTOGRAPHERS, VIDEOGRAPHERS, AND AUTO JOURNALISTS BRING THE NATION'S PREMIER TRUCK EVENTS STRAIGHT TO OUR AUDIENCE.

ONCE A MONTH, OUR TEAM PRODUCES A NEW BROADCAST OF A MAJOR TRUCK SHOW TO OUR DIGITAL AUDIENCE.

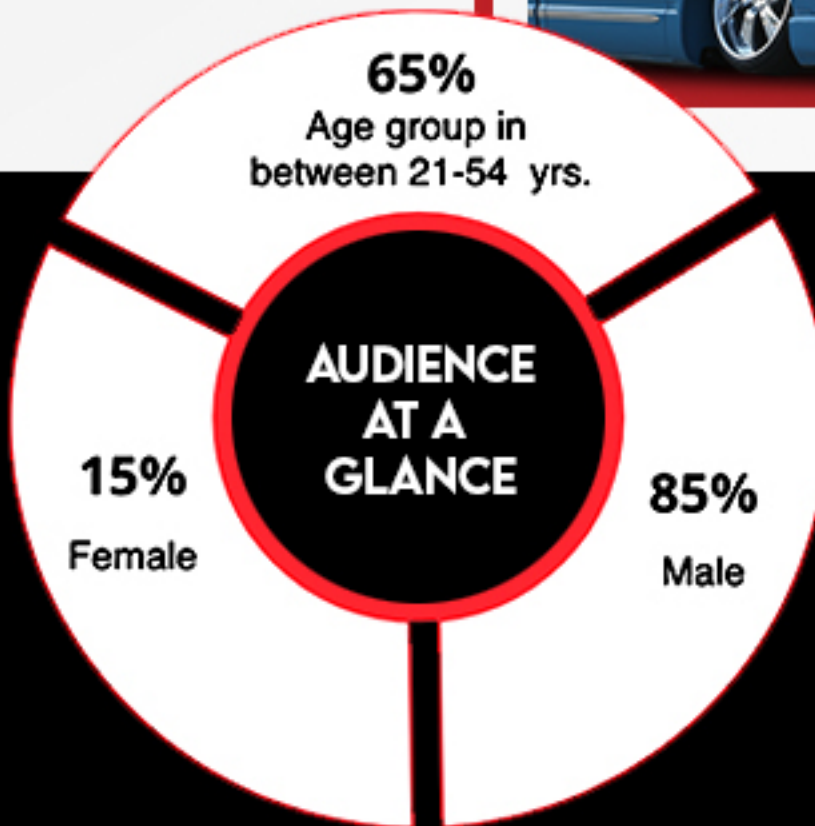
BUILDER'S GUIDE NETWORK



ADVERTISE WITH US

EMAIL US: ADVERTISE@ENGAGED.MEDIA
CALL US: 1-800-764-6278

OFFICE ADDRESS:
3622 LYCKAN PARKWAY SUITE 3003
DURHAM, NORTH CAROLINA 27707



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 STREET TRUCKS PRODUCTION SCHEDULE

Street Trucks	February 2024	11/23/23	11/29/23	01/23/24
Street Trucks	March 2024	12/21/23	12/27/23	02/20/24
Street Trucks	April 2024	01/25/24	01/31/24	03/26/24
Street Trucks	May 2024	02/22/24	02/28/24	04/23/24
Street Trucks	June 2024	03/28/24	04/03/24	05/28/24
Street Trucks	July 2024	04/25/24	05/01/24	06/25/24
Street Trucks	August 2024	05/23/24	05/29/24	07/23/24
Street Trucks	September 2024	06/27/24	07/03/24	08/27/24
Street Trucks	October 2024	07/25/24	07/31/24	09/24/24
Street Trucks	November 2024	08/22/24	08/28/24	10/22/24
Street Trucks	December 2024	09/26/24	10/02/24	11/26/24
Street Trucks	January 2025	10/24/24	10/30/24	12/24/24

STREET TRUCKS 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

BUILDER'S GUIDE PRODUCTION SCHEDULE

C10 Builders Guide	Summer 2024	01/11/24	01/17/24	03/12/24
C10 Builders Guide	Fall 2024	04/04/24	04/10/24	06/04/24
C10 Builders Guide	Winter 2024	07/04/24	07/10/24	09/03/24
C10 Builders Guide	Spring 2025	10/03/24	10/09/24	12/03/24
F-Series Builders Guide	Summer 2024	12/21/23	12/27/23	02/20/24
F-Series Builders Guide	Fall 2024	03/21/24	03/27/24	05/21/24
F-Series Builders Guide	Winter 2024	06/20/24	06/26/24	08/20/24
F-Series Builders Guide	Spring 2025	09/19/24	09/25/24	11/19/24
OBS Builders Guide	Fall 2024	05/30/24	06/05/24	07/30/24

BUILDER'S GUIDE 2024 ADVERTISING PRINT RATES

Size	2x (\$)	4x (\$)
Full Page	\$3,705.90	\$2,964.50
1/2 Page	\$2,150.50	\$1,720.40
1/4 Page	\$1,207.80	\$965.80

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