

TREAD

2024 GROUP MEDIA KIT

WWW.TREADMAGAZINE.COM



ENGAGED
MEDIA, LLC



OUR MISSION IS SIMPLE:

TREAD IS THE DEFINITIVE GUIDE TO AUTOMOTIVE ADVENTURE FOR THE OUTDOOR LIFESTYLE. 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 AUDIENCE

TREAD'S REACH
375K+ ENTHUSIASTS REACHED PER YEAR

TREAD DIGITAL
302K+ UNIQUE USERS PER YEAR

68K+ UNIQUE SOCIAL FOLLOWERS

65% EARN AT LEAST \$100K PER YEAR

AVERAGE AGE 35-55 YRS

57% TYPICALLY MAKE BUY DECISIONS FROM ONLINE CONTENT.



MONTHLY EVENT BROADCASTS

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

ONCE A MONTH, OUR TEAM PRODUCES A NEW TREAD SPECIFIC EVENT BROADCAST OF A MAJOR OVERLANDING, OFFROAD OR LIFESTYLE EVENT TO OUR DIGITAL AUDIENCE.

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

TREAD MAGAZINE NOTABLES

- 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.
- 2.23% AVERAGE ENGAGEMENT RATE ACROSS ALL PLATFORMS VS. THE 1.6% AVERAGE INDUSTRY RATE* PER SOCIAL INSIDER

125K+ MONTHLY IMPRESSIONS ON THE TREAD MAGAZINE WEBSITE

3K+ MONTHLY VIDEO VIEWS ON ACROSS ALL MOTORTOPIA VIDEO PLATFORMS

EMAIL MARKETING IS RANKED #2 FOR BUILDING BRAND AWARENESS, ACCORDING TO BUSINESS OWNERS.



TREAD NEWSLETTER AUDIENCE

23% CTO RATE vs 20% INDUSTRY RATE | 70% SUBSCRIBER GROWTH EVERY YEAR

80%+ OF MARKETERS SAY CUSTOMER EMAIL ENGAGEMENT IS GROWING.

10K+ SUBSCRIBERS DEVOTED TO TREAD CONTENT IN THEIR INBOXES

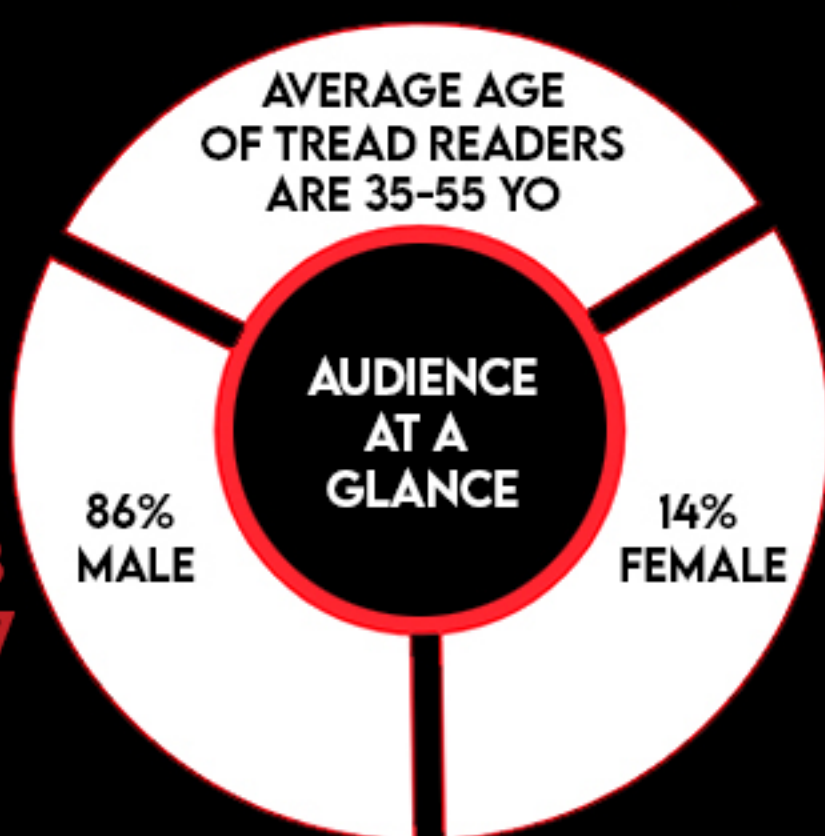
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STANDARD AD LAYOUTS WIDTH X DEPTH

SPREAD PAGE BLEED (ALL SIDES)	18.25"X11.125"
FULL PAGE (LIVE AREA)*	8.25"X10.125"
1/2 PAGE (HORIZONTAL) W/BLEED	8.25"X4.9375"
1/2 PAGE (HORIZONTAL) W/BLEED	9.25"X5.5"
1/2 PAGE SPREAD (HORIZONTAL) W/BLEED	18.25"X5.5"
1/3 PAGE (VERTICAL)	2.625"X9.625"
1/4 PAGE (VERTICAL)	4"X5"
*LIVE AREA: ALL TEXT NOT INTENDED TO BLEED, MUST BE KEPT 1/4" FROM TRIM.	
MAGAZINE TRIM SIZE: 9"X10.875"	
FULL PAGE BLEED (ALL 4 SIDES): 9.25"X11.125"	

TREAD MAGAZINE 2024 ADVERTISING PRINT RATES

Size	1x	4x	8x
Full Page	\$5,473	\$4,104	\$3,556
1/2 Horizontal	\$3,009	\$2,256	\$1,956
1/3 Vertical	\$2,327	\$1,745	\$1,513
1/4 Vertical	\$1,641	\$1,231	\$1,066

OFFICIAL 2024 TREAD MAGAZINE PRODUCTION SCHEDULE

Magazine	Issue	Production Start	Production End	Release Date
Tread	Mar/Apr 2024	12/28/23	01/03/24	02/27/24
Tread	May/June 2024	02/22/24	02/28/24	04/23/24
Tread	Yota 2024	03/07/24	03/13/24	05/07/24
Tread	Jul/Aug 2024	04/18/24	04/24/24	06/18/24
Tread	Sep/Oct 2024	06/13/24	06/19/24	08/13/24
Tread	Bronco 2024	07/18/24	07/24/24	09/17/24
Tread	Nov/Dec 2024	08/15/24	08/21/24	10/15/24
Tread	Jan/Feb 2025	10/24/24	10/30/24	12/24/24