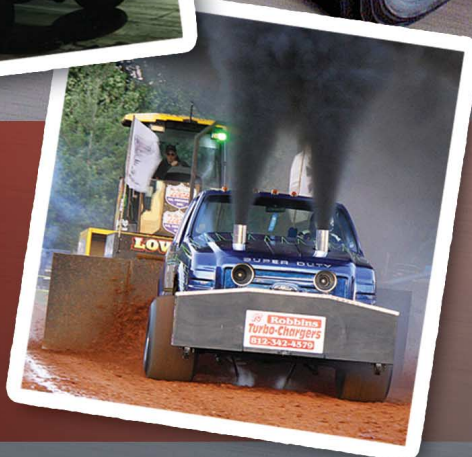
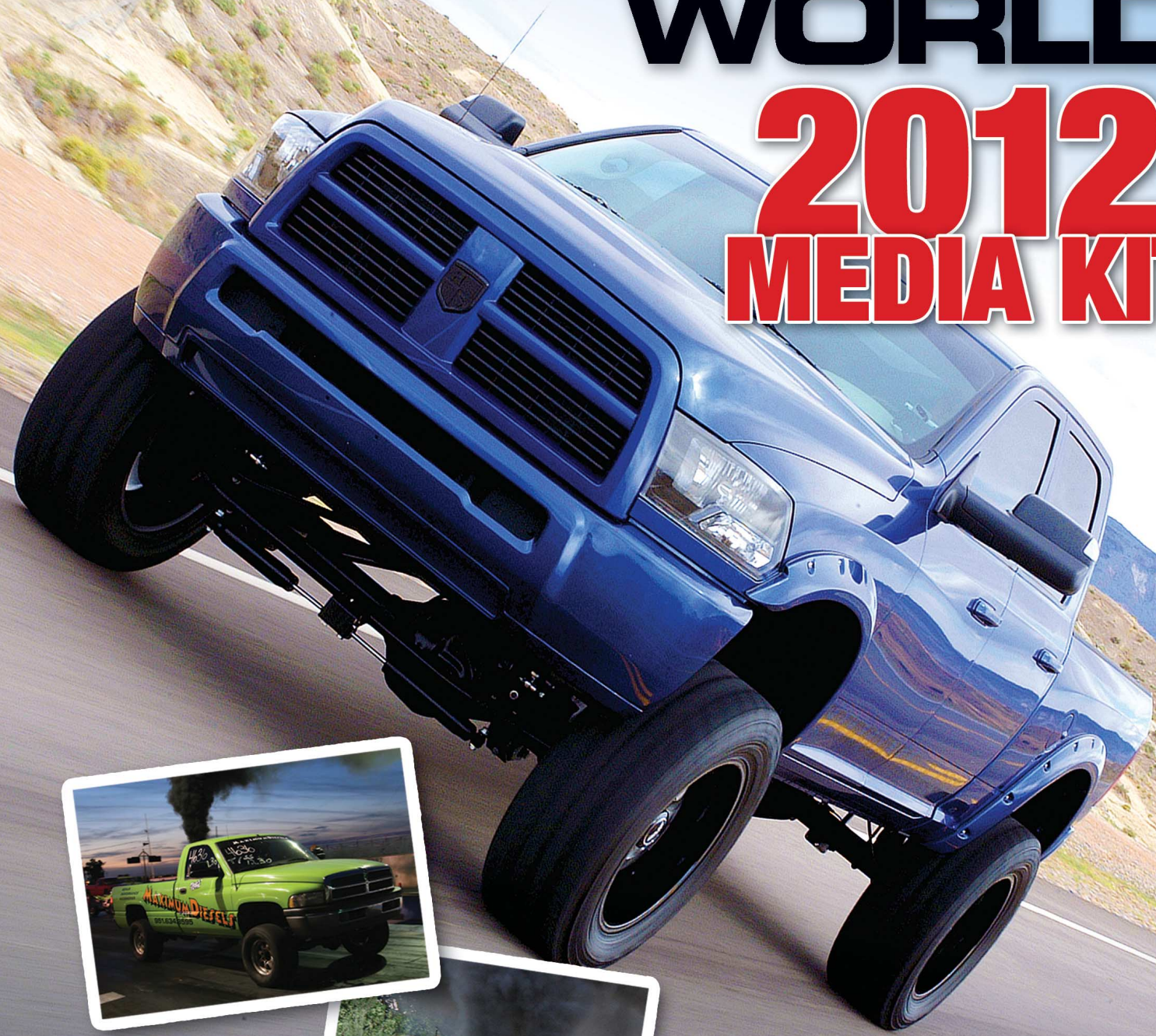




# DIESEL WORLD

## 2012 MEDIA KIT



### MARKET DEMOGRAPHICS

- ADVERTISING RATES
- ADVERTISING CLOSING DATES

# DIESEL WORLD

Primarily a technical magazine in a rapidly growing field, **Diesel World** is uniquely positioned to address all diesel-powered vehicles, trucks and tow vehicles, including RV and marine applications. In addition, **Diesel World** covers all forms of diesel motorsports with an eye for technical innovations, and chronicles advancements in related equipment and fuels.

The editors of **Diesel World** are hands-on automotive photo-journalists who specialize in diesel science, have an intimate knowledge of diesel hardware, and are tied into suppliers of diesel innovations yet to come. A crew of high-profile contributing editors scours the globe for the best examples of leading-edge vehicles and technical innovations.



## WHAT THEY OWN

- Chevrolet Owners - 34%
- Dodge Owners - 36%
- Ford Owners - 30%
- 72% were upgraded or modified
- 71% may attend an event this year
- 41% of readers spent time at events more than 3x each year



# DIESEL WORLD

## READERSHIP PROFILE

Average Age - **35**

Average Income - **\$81,200**

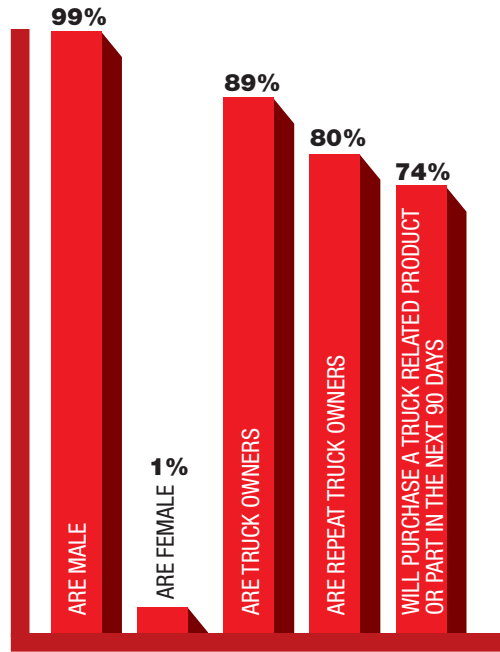
**99%** are male

**1%** are female

**89%** are truck owners

**80%** are repeat truck owners

**74%** will purchase a truck-related product or part in the next 90 days



## DISTRIBUTION

We have increased distribution in major retailers such as Safeway/Vons, Wal-Mart, 7-11 and Albertson's. As we move into 2012, we expect to add even more copies to our current distribution numbers. Beckett Media's circulation business model is designed to aggressively acquire the most influential and esteemed readership in key niche markets. Our premium pricing strategy goes hand in hand with product improvements and therefore our readership consists of the most dedicated individuals who have the highest propensity to purchase advertisers' products.



# DIESEL WORLD



## ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
Mar	11/16/11	11/23/11	01/10/12
Apr	12/21/11	12/29/11	02/14/12
May	01/18/12	01/26/12	03/13/12
Jun	02/22/12	03/01/12	04/17/12
July	03/21/12	03/29/12	05/15/12
Aug	04/18/12	04/26/12	06/12/12
Sept	05/16/12	05/24/12	07/10/12
Oct	06/20/12	06/28/12	08/14/12
Nov	07/25/12	08/02/12	09/18/12
Dec	08/22/12	08/30/12	10/16/12
<b>Ultimate Diesel Guide</b>			
	09/03/12	09/10/12	10/30/12
Jan	09/26/12	10/04/12	11/20/12
Feb	10/24/12	11/01/12	12/18/12
Mar	11/21/12	11/29/12	01/15/13

## RATES

### 4 COLOR RATES

	1X	6X	12X
Full Page	\$3,400	\$3,060	\$2,550
2/3 Page	\$2,550	\$2,295	\$1,913
1/2 Page	\$1,913	\$1,722	\$1,435
1/3 Page	\$1,435	\$1,292	\$1,076
1/4 Page	\$1,076	\$968	\$807
1/6 Page	\$750	\$675	\$563
1/12 Page	\$500	\$450	\$375
2 Pg Spread	\$6,000	\$5,400	\$4,500
Cover 2	\$4,080	\$3,672	\$3,060
Cover 3	\$3,740	\$3,366	\$2,805
Cover 4	\$4,420	\$3,978	\$3,315

## Short Cut-Off Ad Sizes and Specifications

### Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

### Material Requirements

- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett Media LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

### Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live)	7" x 9.75" deep*
2/3 page (2 columns)	4.5" x 9.625" deep
1/2 page (3 columns)	6.75" x 4.75" deep
1/2 page (2 columns)	4.5" x 7.25" deep
1/3 page (2 columns)	4.5" x 4.75" deep
1/3 page (1 column)	2.125" x 9.625" deep
1/4 page (2 columns)	3.25" x 4.75"
1/6 page (1 column)	2.125" x 4.75" deep
1/6 page (2 columns)	4.5" x 2.25" deep
1/12 page (1 column)	2.125" x 2.25" deep

\*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

Magazine Trim Size:  
7.75" x 10.5" deep

Full Page Bleed (all 4 sides):  
8" x 10.75" deep

Non-bleed Spread:  
14.75" x 9.75" deep

Full Bleed Spread  
(all 4 sides):  
15.75" x 10.75" deep  
(keep live matter centered  
to 14.75" x 9.75")

**Gabe Frimmel**  
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