

DIESEL WORLD

2013

MEDIA KIT



DIESEL WORLD

Diesel World Magazine is the only tech-oriented publication on the market today that covers the complete diesel-powered market, right down to the latest diesel-powered cars. It's a one-stop-shopping resource for discovering what's new in the market place, learning about the hottest new products, and seeing how these products can improve your diesel ownership experience by improving power, mileage and longevity. The magazine offers in-depth road tests and evaluations on both diesel-powered cars and trucks, along with all of the latest news about which new diesel vehicles are coming to the U.S. market and what to expect in terms of fuel economy.

The editors of **Diesel World** are seasoned automotive journalists, who, each month, bring readers in-depth tech articles, spectacular feature layouts and awesome event coverage of the world of diesel motorsports, which includes drag racing, sled pulling and dyno competitions. They are hands-on enthusiasts who can make even the most difficult technical subject into a story from which the average diesel owner can learn and benefit. With a philosophy of informing and entertaining, the editors also dig deep to find the unusual and interesting, such as diesel-powered muscle cars and weird diesel engine transplants.



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

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DIESEL WORLD

READERSHIP PROFILE

Average Age - **35**

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

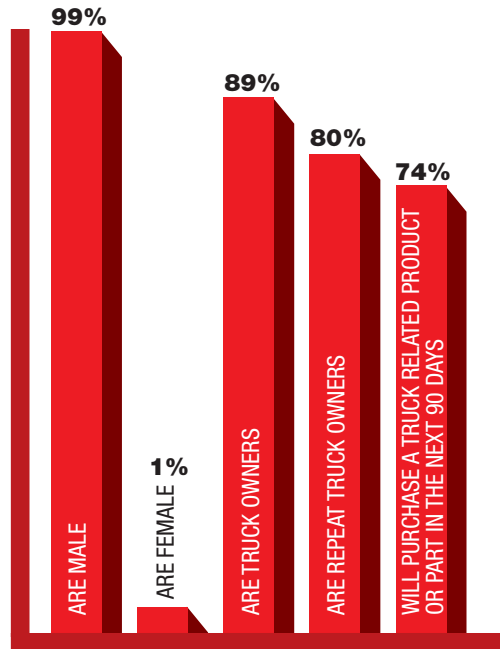
99% are male

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 2013, 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	11/21/12	11/29/12	01/15/13
Apr	12/26/12	01/03/13	02/19/13
May	01/23/13	01/31/13	03/19/13
Jun	02/20/13	02/28/13	04/16/13
July	03/20/13	03/28/13	05/14/13
Aug	04/24/13	05/02/13	06/18/13
Sept	05/22/13	05/30/13	07/16/13
Oct	06/26/13	07/03/13	08/20/13
Nov	07/31/13	08/08/13	09/24/13
Dec	08/28/13	09/05/13	10/22/13
Jan	09/25/13	10/03/13	11/19/13
Feb	10/23/13	10/31/13	12/17/13
Mar	11/20/13	11/27/13	01/14/14

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")

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