

street trucks



2012
MEDIA KIT



**MARKET
DEMOGRAPHICS**

- Advertising Rates
- Advertising closing Dates

street trucks

LOWERED · LIFTED · CUSTOM & CLASSIC

Street Trucks Magazine is the largest custom truck publication targeted at the seven billion dollar annual light truck industry.

Street Trucks spotlights the envelope-pushing customization of late model trucks, classic trucks, lifted trucks and mini-trucks. Also featured are the hottest aftermarket parts, worldwide show coverage as well as popular styling trends.

Long known for lavish feature photography and a generous editorial well, **Street Trucks** Magazine also includes detailed technical articles that show truck enthusiasts what parts are available to transform their own project vehicle, the benefits of using those parts, and how to install them using all of the tricks of the trade. These tech articles include everything from body and paint modifications, interior and audio work, performance and bolt-on accessories to cutting edge metal fabrication and innovative suspension work.

As the leading arbiter of style and innovation for several generations of truck owners, **Street Trucks** Magazine is always to be found at car shows, cruise nights and shops around the country. Our editors are well known within the custom truck world, experienced and distinguished by their commitment to readers and like-minded enthusiasts. Since 1999 **Street Trucks** has been the number one source for custom trucks, guiding readers to build their own projects and turn their own wrenches through in-depth tech coverage. From daily driven customs to full blown show trucks, **Street Trucks** closes in on the complete custom truck experience.

Street Trucks Magazine: Committed to providing superior value to advertisers and to delivering your message to the heart of the market.



WHAT THEY OWN

- Chevrolet Owners - **36%**
 - Ford Owners - **17%**
 - Full-Size Pickup/SUV Owners - **36%**
 - Mini-Truck Owners - **40%**
 - Classic Truck Owners - **12%**
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- **68%** were upgraded or modified
 - **62%** may attend an event this year
 - **26%** are involved with organized clubs
 - **38%** of readers spent time at events more than 3x each year



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READERSHIP PROFILE

Average Age - **34**

Average income - **\$76,855**

99% are male

1% are female

93% are truck owners

72% are repeat truck owners

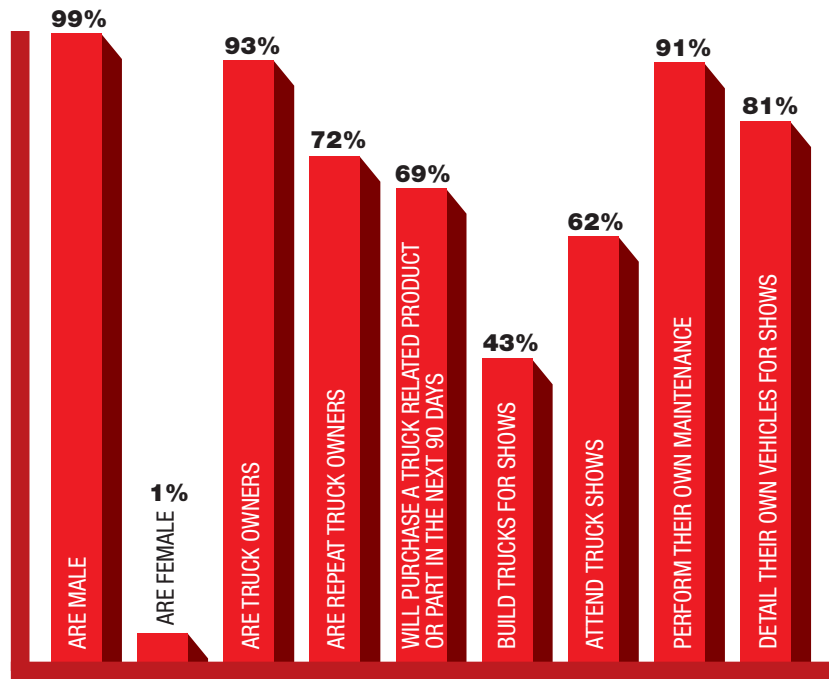
69% will purchase a truck related product or part in the next 90 days

43% Build trucks for shows

62% Attend truck shows

91% Perform their own maintenance

81% Detail their own vehicles for shows



DISTRIBUTION

After undergoing a major redesign, *Street Trucks* is experiencing a 21% increase in newsstand sales over the previous year. We have increased distribution in major retailers such as Safeway/Vons, Wal-Mart, 7-11 and Albertson's making Street Trucks the second largest title on newsstands for the category. 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.





ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
Feb	11/16/11	11/23/11	01/10/12
Mar	12/14/11	12/22/11	02/07/12
Apr	01/11/12	01/19/12	03/06/12
May	02/15/12	02/23/12	04/10/12
Jun	03/14/12	03/22/12	05/08/12
July	04/11/12	04/19/12	06/05/12
Aug	05/09/12	05/17/12	07/03/12
Sept	06/13/12	06/21/12	08/07/12
Oct	07/11/12	07/19/12	09/04/12
Nov	08/15/12	08/23/12	10/09/12
Dec	09/19/12	09/27/12	11/13/12
Jan	10/17/12	10/25/12	12/11/12
Feb	11/14/12	11/21/12	01/08/13

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")

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