

Street Trucks

2013

MEDIA KIT



Street Trucks

Street Trucks magazine is the leading authority of performance and style for the custom truck enthusiast.

Street Trucks is the only custom truck publication to showcase the entire spectrum of classic, late model, mini and lifted trucks in one package. With a "something for everyone" philosophy, **Street Trucks** features the hottest aftermarket parts, worldwide show coverage, popular styling trends and industry profiles.

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. Topics range from high performance upgrades to suspension work, bolt-on accessories, budget-minded mods, metal fabrication, custom paint techniques, interior tricks and restoration. From daily-driven customs to full-blown show trucks, **Street Trucks** closes in on the complete custom truck experience.

Street Trucks Magazine is the premier source of information for the custom truck enthusiast, everything from classic trucks to late model, both on and off-road.



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



Street Trucks

READERSHIP PROFILE

Average Age - **34**

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

99% are male

1% are female

93% are truck owners

72% are repeat truck owners

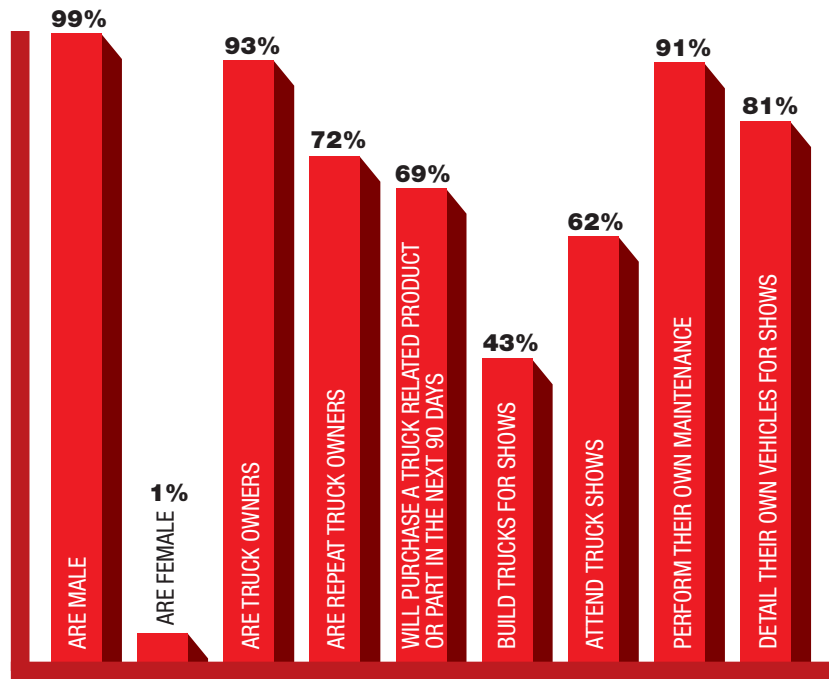
69% will purchase a truck related product or part in the next 90 days

43% Build trucks for shows

62% Attend truck shows

91% Perform their own maintenance

81% Detail their own vehicles for shows



DISTRIBUTION

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 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 as a result our readership consists of the most dedicated individuals who have the highest propensity to purchase our advertisers' products.



StreetTrucks



ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
Feb	11/14/12	11/21/12	01/08/13
Mar	12/19/12	12/27/12	02/12/13
Apr	01/16/13	01/24/13	03/12/13
May	02/13/13	02/21/13	04/09/13
Jun	03/20/13	03/28/13	05/14/13
July	04/17/13	04/25/13	06/11/13
Aug	05/15/13	05/23/13	07/09/13
Sept	06/19/13	06/27/13	08/13/13
Oct	07/17/13	07/25/13	09/10/13
Nov	08/14/13	08/22/13	10/08/13
Dec	09/18/13	09/26/13	11/12/13
Jan	10/16/13	10/24/13	12/10/13
Feb	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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