

ULTIMATE DIESEL BUILDER'S GUIDE



2016 Media Kit

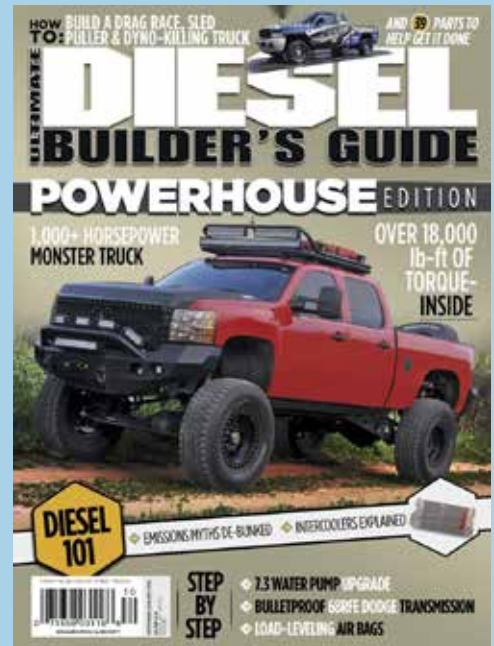
ULTIMATE DIESEL BUILDER'S GUIDE

ULTIMATEDIESELBUILDERSGUIDE.COM

The Ultimate Diesel Builder's Guide is a complete, one-stop-shopping guide for building your diesel truck the way you want or need it. Whether you own a Ford, Chevy or Dodge diesel, the Ultimate Diesel Builder's Guide shows you all the tips and tricks the pros use for more power, improved fuel economy and better towing performance. The guide also features the latest parts for improved diesel performance and towing.

WHAT THEY OWN

- How to build your truck the way you want/need it
- Tips and tricks for towing
- Simple performance upgrades
- Modification for better fuel economy
- Newest parts for towing, performance and MPG's
- 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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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, Albertsons, Vons, Wal-Mart, Krogers and 7-11. For 2016, we will add even more copies to our current distribution numbers. Engaged Media's circulation business model is designed to aggressively acquire the most influential and esteemed readership in all key niche markets.



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2016 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Dec/Jan '16	10/07/15	10/15/15	12/01/15
Feb/Mar '16	12/23/15	12/31/15	02/16/16
Apr/May '16	02/24/16	03/03/16	04/19/16
Jun/Jul '16	04/28/16	05/06/16	06/22/16
Aug/Sep '16	06/30/16	07/08/16	08/24/16
Oct/Nov '16	09/01/16	09/09/16	10/26/16
Dec/Jan '17	11/03/16	11/11/16	12/28/16

**Dates subject to change.*

2016 RATE CARD

	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	1,295	1,076
1/4 Page	1,076	968	807
2 Page 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

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AD SIZES AND SPECIFICATIONS

Mechanical Requirements

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

Material Requirements

- Digital Files—PDF 300 DPI
- 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. Engaged Media Inc. 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 the 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 area) *	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" 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")