



THE  
ENTHUSIAST  
NETWORK™

# 2016 8-LUG HD TRUCK AND WORK TRUCK REVIEW MEDIA KIT





## RECOGNIZED LEADER

8-LUG is the brand for 3/4- and 1-ton pickup owners who like to do their hard work in style.

MALE: 100%

7.7% 18-24 / 15.4% 25-34 / 23.1% 35-44 / 38.3% 45-54

AVG. AGE: 43.9

AVG. HHI: \$85,833

ANY COLLEGE: 61.6%

URCE: 2014 Reader Survey, USPS Statement, Omniture, Facebook, Twitter

## PRINT

In our pages you will find examples of the coolest work trucks in the country, lifted rigs with big wheels and tires, and some flashy show trucks. Our tech articles show what's involved in a lift kit install, how to mount a snowplow, the ins and outs of billet grilles and much more.

Our print audience is growing every day. Currently, we reach 129,145.





## WORK TRUCK REVIEW

On even months, 8-Lug goes to work giving you the business side of HD pickups. 8-Lug presents Work Truck Review every other month and is published 6 times a year.

From the Editors of...

TRUCK TREND | Trucking | DIESEL POWER | MINI TRUCKS | 8-LUG | WORKTRUCK | RV

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**TRUCKTREND.NETWORK**

TRUCKS | NEWS | TECH & HOW-TO | FEATURES | SHOWS & EVENTS | SUBSCRIBE | Q

**8-LUG**  
HD TRUCK

**B-L COOL TRUCKS**

**TOP STORY**  
**"Big Sexy" 2015 Ford F-350 Drives Insurance Agent's Business Forward**  
Monica does things a little differently. Enter Big Sexy, her custom-built '15 Ford F-350 Super Duty, which has become as much a part of her Las Vegas-based business as anything.  
Brett T. Evans - Jun 11, 2015



**FEATURED VIDEO**  
Diesel Power Challenge 2015 Trailer Obstacle Course 2:30



**\$50 REBATE**  
WHEN YOU BUY A SET OF 4 WHEELS  
Valid from May 1st to June 30th, 2015  
**DEEGAN 38 WHEELS**  
NEW! PRO 4 NEW! PRO 2

**POPULAR TRUCKS**

## DIGITAL

As content consumptions shifts onto web-based solutions, our brand has adapted and developed the single most relevant resource for any truck enthusiast and in-market shopper.

[HTTP://WWW.TRUCKTREND.COM/8-LUG-MAGAZINE/](http://www.trucktrend.com/8-lug-magazine/)



MINDOVEREYE

## STUDIO SERVICES

Mind Over Eye is the innovative full-service production studio owned by The Enthusiast Network. Our unique combination of creative capabilities and an efficient production pipeline can deliver outstanding and effective custom content for your brand.

[HTTP://WWW.ENTHUSIASTNETWORK.COM/MOE/](http://www.enthusiastnetwork.com/moe/)

## SOCIAL MEDIA

The vibrant truck community turns to our social channels to trade photos, discuss the latest trends, and receive the most reliable information regarding the events and brands they care about most.

Our current social audience is 468,973

<https://www.facebook.com/8lugmagazine>

<https://plus.google.com/113937293320175062133/posts>

<https://twitter.com/8LugMag>



## CUSTOM SOLUTIONS

Our custom solutions feature media created in a device-agnostic environment. Each piece is carefully crafted to beautifully appear on any platform, in any format.

## APPENDIX

**612K+**  
Total Audience

**129K+**  
Print

**14K+**  
Web

**469K+**  
Social

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### DIGITAL

**Ad Specs** <http://stwww.enthusiastnetwork.com/wp-content/uploads/2015/04/TEN-TT-8LUG-MK20151.pdf>

### PRINT

**Submit Ad** <http://www.enthusiastnetwork.com/ad-guideline-spec/ten-print-ad-guidelines-specs/>

**Production Schedule** <http://www.enthusiastnetwork.com/production-schedule/8-lug-production-schedule/>

MAILTO:AFTERMARKETADS@ENTHUSIASTNETWORK.COM

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TEN brand sites



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# MEDIA KIT

## 8 LUG MAGAZINE

PRINT  
ONLINE  
RICH MEDIA

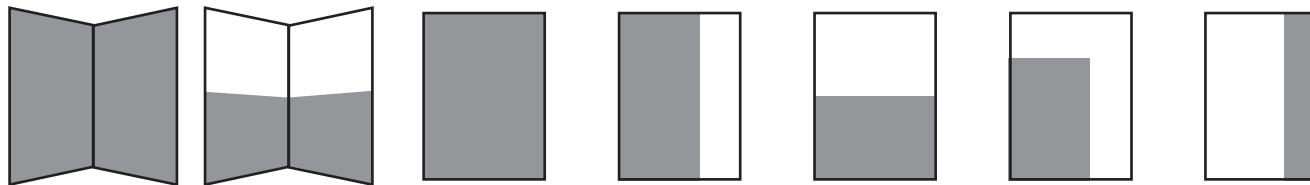


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# PRINT SPECIFICATIONS

## 8 LUG MAGAZINE - PROFILE A

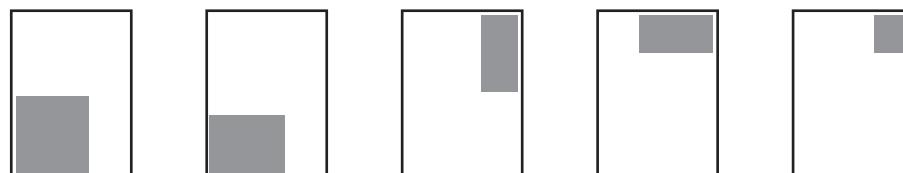
### BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	2/3 PAGE	1/2 HORIZ	1/2 ISLAND	1/3 VERT
BLEED	15.5" x 10.75"	15.5" x 5.375"	7.875" x 10.75"	5.1875" x 10.75"	7.875" x 5.375"	5.1875" x 7.8125"	2.75" x 10.75"
TRIM	15.25" x 10.5"	15.25" x 5.125"	7.625" x 10.5"	4.9375" x 10.5"	7.625" x 5.125"	4.9375" x 7.5625"	2.5" x 10.5"
NO-BLEED	14.75" x 9.75"	14.75" x 4.75"	7.125" x 9.75"	4.6875" x 9.75"	7.125" x 4.75"	4.6875" x 7.1875"	2.25" x 9.75"
SAFETY	14.75" x 10"	14.75" x 4.625"	7.125" x 10"	4.4375" x 10"	7.125" x 4.625"	4.4375" x 7.0625"	2" x 10"

Bleed margin adds .125" to all outside edges, and should not contain critical elements.

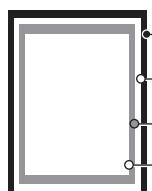
### NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/6 VERT	1/6 HORIZ	1/12 PAGE
SIZE	4.6875" x 4.75"	4.6875" x 3.5625"	2.25" x 4.75"	4.6875" x 2.3125"	2.25" x 2.3125"

Non-Bleed ads float within full-page safety area, .25" from trim.

### UNDERSTANDING MEASUREMENTS (Largest to smallest)



BLEED	An additional .125" amount on artwork to make the image extend all the way to the outside edges of the page.
TRIM	The size of the page; useful for gauging size and placement of live elements.
NO-BLEED	A term indicating that the ad fits in an inset box, fully contained on the page and surrounded by space.
SAFETY	The .25" guideline inside trim measurement to used to position live elements.



# ONLINE AD SPECIFICATIONS

## 8 LUG MAGAZINE

### ONLINE ADVERTISING - STANDARD UNITS

AD SIZES:	300x175 300x250 300x600 728x90	
EXPANDABLE SIZE MAX (CLICK TO EXPAND):	INITIAL SIZE: 300x250 728x90 (top) 728x90 (bottom) 300x175 300x600	EXPANDED SIZE 450x250 728x180 728x180 450x175 500x600
CLOSE METHOD	Click or roll off.	
INITIAL FILE SIZE	50kb max on initial.	
MAX FILE SIZE	100kb (expanded)	
CLOSE BUTTON	Required	
INITIAL ANIMATION	15 seconds	
MAX LOOPS	3 loops (15 seconds/loop).	
VIDEO	Non-user initiated	
IN-BANNER VIDEO	750kb max.	
AUDIO	User-initiated	
VIDEO/AUDIO LENGTH	15 seconds max.	
BUTTONS REQUIRED	Play, Stop, Pause, Mute, Restart	
FLASH VERSIONS	8 or below. AS2 and AS3 accepted.	
HOSTING NOTE:	For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF sent to us. Back up GIFs should be supplied with SWF files and under 40kb in size.	
CLICK TAG FOR FLASH (CASE SENSITIVE):	on (release) { getURL(_level0.clickTag,"_blank"); }	

### ONLINE ADVERTISING SPECS - RICH MEDIA UNITS

We accept all DART-supported forms of rich media including the following: Sizmek, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.	
VIDEO AD LENGTH:	15 seconds maximum.
FORMATS FOR VIDEO:	MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-M2T).
QUANTITY ALLOWED:	3 videos max (will be randomly played/no guarantees on selection).
Client to provide a finalized ready-to-view video ad.	Client to supply 1x1 impression trackers and click trackers (redirect URL).

Send all assets to [traffic@enthusiastnetwork.com](mailto:traffic@enthusiastnetwork.com).

### AD OPERATIONS FTP:

HOST: <ftp://adopsguest@ftp2.automotive.com>  
USERNAME: adopsguest  
PASSWORD: GuestAdOp5



11.21.2014

## 8-LUG Production Schedule

### 2015 ISSUE AD CLOSE & ON-SALE DATES

Issue	Ad Close / Materials Due	On Sale
Jan 2015	10/15/14	12/12/14
Feb 2015	11/10/14	1/9/15
Mar	12/4/14	2/6/15
Apr	1/13/15	3/13/15
May	2/11/15	4/10/15
Jun	3/12/15	5/8/15
Jul	4/16/15	6/12/15
Aug	5/13/15	7/10/15
Sept	6/10/15	8/7/15
Oct	7/16/15	9/11/15
Nov	8/12/15	10/9/15
Dec	9/10/15	11/6/15
Jan 2016	10/15/15	12/11/15
Feb 2016	11/10/15	1/8/16

