

TEN

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.% 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.

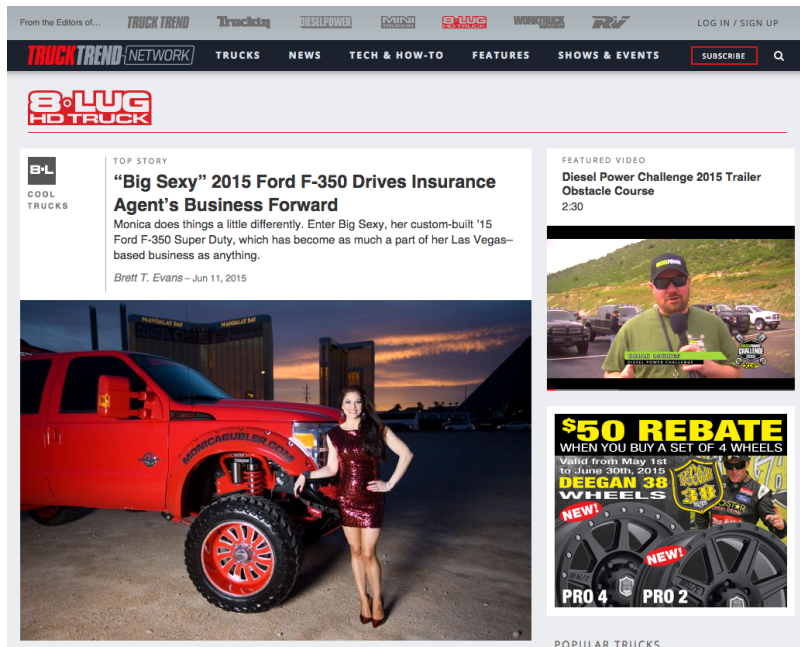
Our print audience is growing every day. Currently, we reach 129,145.





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.



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/)

DIGITAL



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/)



DIGITAL

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

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

TEN brand sites



THE
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MEDIA KIT

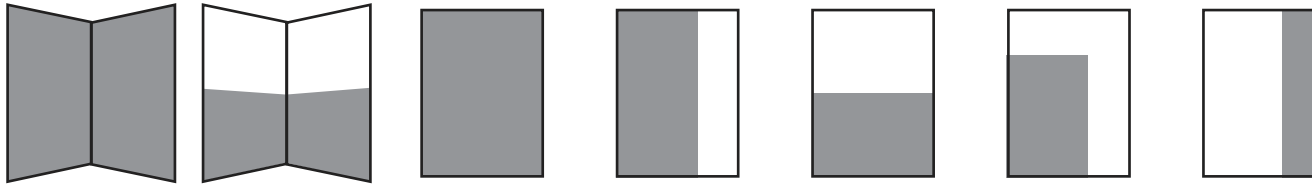
8 LUG MAGAZINE

PRINT

ONLINE

RICH MEDIA

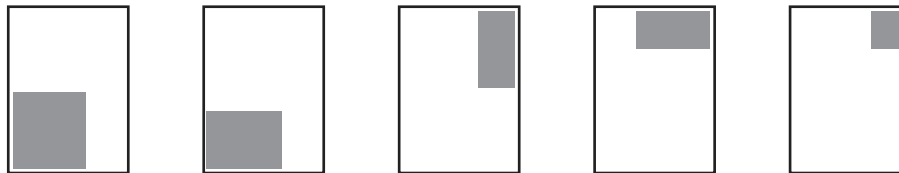
BLEED AD CONFIGURATIONS



	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.

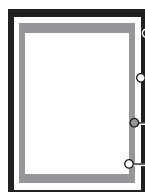
NO-BLEED AD CONFIGURATIONS



	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 ADVERTISING - STANDARD UNITS

AD SIZES:	300x175	
	300x250	
	300x600	
	728x90	
EXPANDABLE SIZE MAX (CLICK TO EXPAND):	INITIAL SIZE:	EXPANDED SIZE
	300x250	450x250
	728x90 (top)	728x180
	728x90 (bottom)	728x180
	300x175	450x175
	300x600	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.

AD OPERATIONS FTP:

HOST:	ftp://adopsguest@ftp2.automotive.com
USERNAME:	adopsguest
PASSWORD:	GuestAd0p5

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

