

DIESEL TECH

MAGAZINE

2016 MEDIA KIT



we're DIFFERENT!

WHAT MAKES US SO DIFFERENT? THE PEOPLE / OUR DISTRIBUTION

DIESELTECH

MAGAZINE

• 90,000 Digital Issue Readers Per Month

facebook

• 276K Followers



Instagram

• 3,700+ Followers



EVOLVE

DIESELTECH


MAGAZINE



Meet Our Followers!

- **Male: 95.33%**
 - 5.33% 18-24 yrs. old
 - 17.33% 25-34 yrs. old
 - 22.00% 35-44 yrs. old
 - 24.67% 45-54 yrs. old
 - 30.67% 54+ yrs. old
- **Average Income: \$86K**
- **Attended College: 80.67%**
- **Truck Is Daily Driver/Work: 90.51%**

Diesel's #1 Source For Daily Drivers

- 
- Buy Aftermarket Parts Online: **80.67%**
 - Have 5+ Friends With Diesel Trucks: **46.67%**
 - Readers That Currently Have Over \$5,000 In Mods: **70%**

DIESEL **TECH**
MAGAZINE

Distribution

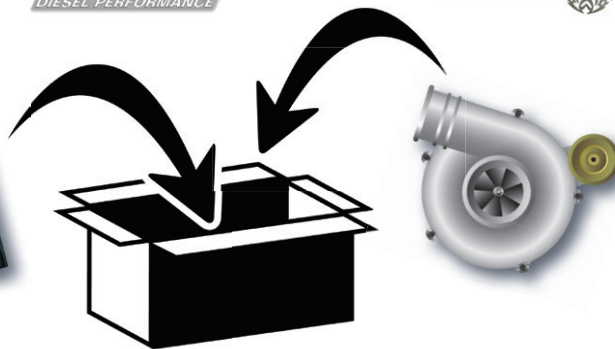
DIESEL **TECH** MAGAZINE uniquely
distributes **38.76%** of its printed
magazines in boxes with products
shipped to the customer by:

PREMIER
Performance Products

ATS
DIESEL PERFORMANCE

**AMERICAN
FORCE**

**SINISTER
DIESEL**



Who Sees Your Ads?

Your advertising dollar goes directly into
the hands of diesel truck owners who are
buying aftermarket parts for their trucks.

NEED A LIFT? **SUSPENSIONS** & **LIFTS ROUNDUP!**

DIESEL **TECH** MAGAZINE

ENGINE EXHAUST INTAKE POWERTRAIN CHASSIS MODS
VOLUME 10 — ISSUE 6

BUILT NOT BOUGHT

VINTAGE CHEVY
INCLUDES a
CUMMINS

THE DURAMAX DIRTY SECRET

AND HOW TO FIX IT!

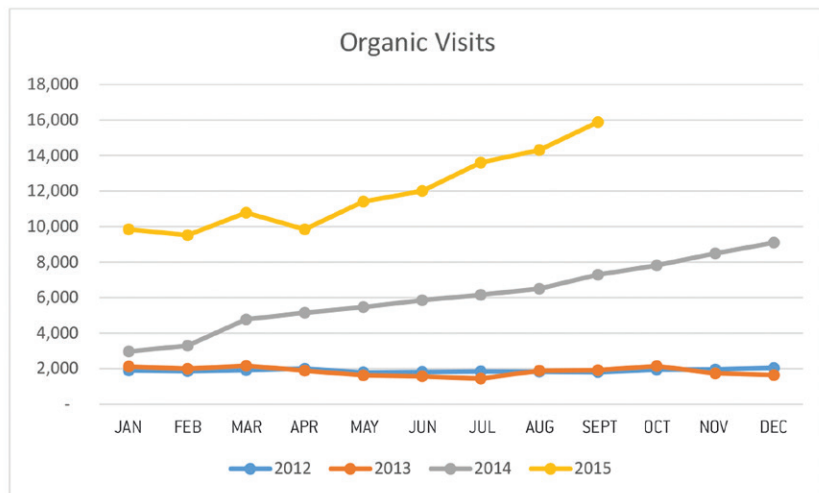
**Family Tradition:
DRIVE IT LIKE YOU STOLE IT!**

6 THINGS

EVERY DYNO
EVENT NEEDS

US ON
\$4.99 U.S. \$5.99 Canadian
MORE TECH. MORE TRUCKS
AND NEW FEATURES
DIESELTECHMAG.COM

DIESELTECHMAG.COM



Our website's organic visits **are up 226%** over the past year from 9/14 through 9/15.

Advertising Online

DIESELTECHMAG.COM

Ad Prices and Sizes

\$1,500 / year

- 20 pixels x 600 pixels
- 60 pixels x 600 pixels
- 300 pixels x 125 pixels
- 300 pixels x 250 pixels
- 968 pixels x 60 pixels

\$2,000 / year

- 970 pixels x 66 pixels

*All banners should be built at 72 dpi.
We build and accept animated gif ads.
We accept flash and HTML banners.
All rates are net rates.*



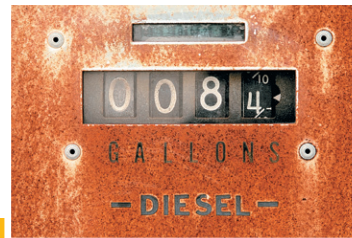
Beauty comes in **many** forms.

The Network

1 Full Year of Advertising with

DIESELTECH MAGAZINE allows you
the opportunity to participate in...

- Social Media Blasts
- Sticker Program
- Web Updates
- Project Trucks
- Ad On DIESELTECHMAG.com



Ask About
“The Network”

The Numbers

- Total Audience: **656K+**
- Print: **80K+**
- Web Reach: **296K+**
- Social Media Reach: **279K+**



Cayd Freeman
Western States Sales

(208) 542-2208

Cayd@dieselttechmag.com

Austin Carlisle
Eastern States Sales

(208) 542-2224

Austin@dieselttechmag.com

Send All Ads To:
dtads@dieselttechmag.com

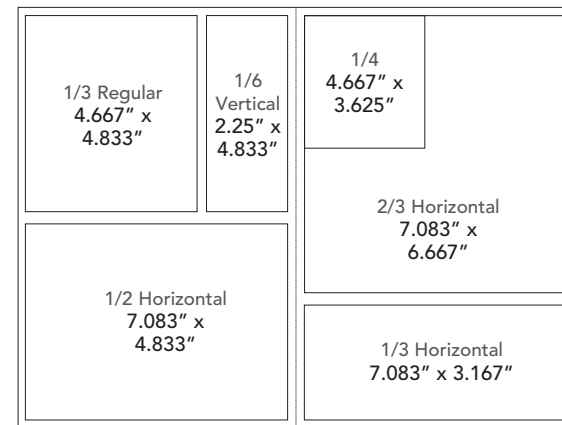
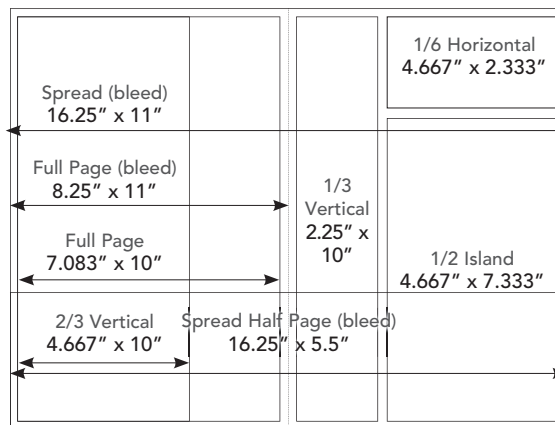
2016 Advertising Rates

Rates - Print Advertising

FOUR COLOR	1X	5X	10X
Spread 2-Page	3453	3108	2589
Back Cover	2976	2591	2205
Full Page	1816	1635	1362
Half-Page Spread	1730	1558	1298
Two-Third Page	1487	1320	1129
Half Page	1145	987	880
Third Page	890	802	661
Quarter Page	623	560	468
Sixth Page	436	393	327

Advertising Deadlines

Issue	Ad Space	Ad Material	Mail
March	1/7/2016	1/14/2016	2/12/2016
April	2/4/2016	2/11/2016	3/11/2016
May	3/3/2016	3/10/2016	4/8/2016
June	3/31/2016	4/7/2016	5/6/2016
July	5/5/2016	5/12/2016	6/13/2016
August	6/2/2016	6/9/2016	7/11/2016
September	6/30/2016	7/7/2016	8/9/2016
October	7/28/2016	8/4/2016	9/2/2016
November	9/1/2016	9/8/2016	10/11/2016
Winter 2017	11/17/2016	11/23/2016	12/29/2016



MECHANICAL REQUIREMENTS

Materials **MUST** be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

FOLLOWING ARE GUIDELINES IN SUPPLYING YOUR MATERIALS:

PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

ARTWORK: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines. All files must be CMYK. No RGB.

ADS: Indesign; **NO PageMaker**. Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. **No RGB**. High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency-supplied ads.

NOTE: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. **Inserts/Polybag/Direct Mail/List Rental:** Visit with your account executive for details and pricing. Advertiser Index provided for all advertisers.

TERMS AND CONDITIONS

Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All advertisements are subject to acceptance by publisher and the advertising contract is

therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees. Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.