

# 2016 MUSCLE MUSTANGS & FAST FORDS MEDIA KIT





## RECOGNIZED LEADER

MUSCLE MUSTANGS & FAST FORDS offers enthusiasts a practical guide to making their vehicles perform at peak levels.

MALE: 95.3%

2.3% 18-24 / 15.1% 25-34 / 33.7% 35-44 / 15.1% 45-54

AVG. AGE: 47.7

AVG. HHI: \$89,444

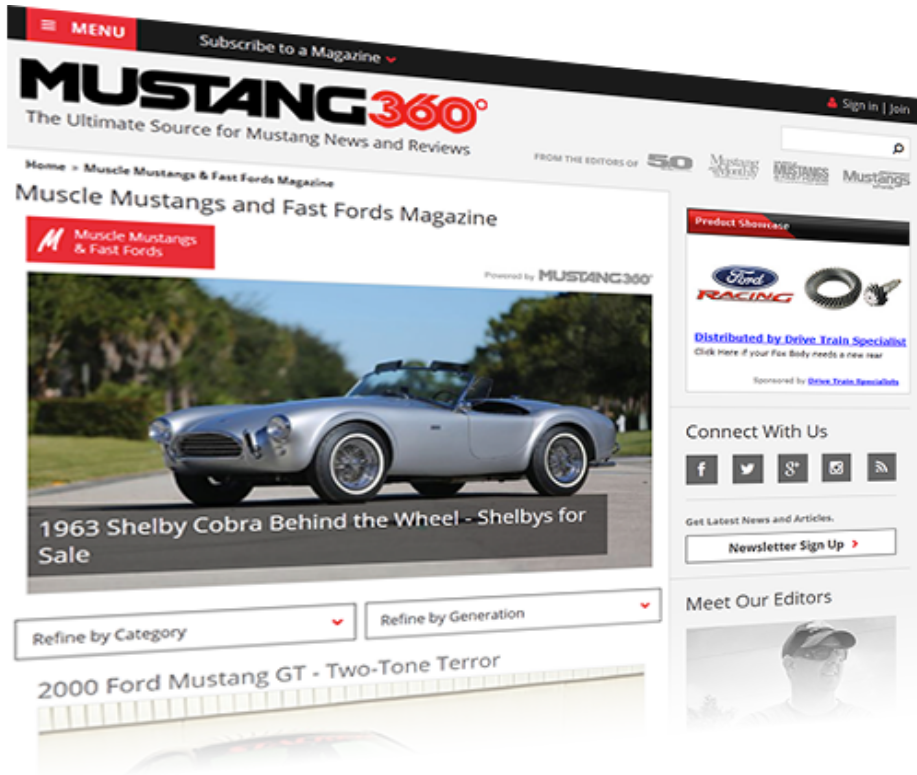
ANY COLLEGE: 63.9%

SOURCE: 2014 Reader Survey, USPS Statement, Omniture, Facebook, Twitter, Instagram, Pinterest, Google+, YouTube



# PRINT

Muscle Mustangs & Fast Fords puts Mustangs to the test and reports on it through our magazine, on our website, video how-to and testing, and through all our social outlets.



## DIGITAL

Our digital touch points aim to entertain by providing technical and restoration advice, new product reviews, news, historical perspectives, and car feature entertainment.

[HTTP://WWW.MUSTANGANDFORDS.COM/MUSCLE-MUSTANGS-FAST-FORDS-M](http://www.mustangandfords.com/muscle-mustangs-fast-fords-m)

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.entusiastnetwork.com/moe/)

DIGITAL

## SOCIAL MEDIA

The gritty, wrench-turning user base that makes up our community is constantly up to date and sharing the best mods, fastest times, and latest trends on each of our social channels. You won't find a more passionate, knowledgeable group of Ford fans anywhere.

<https://www.facebook.com/mmffmag>

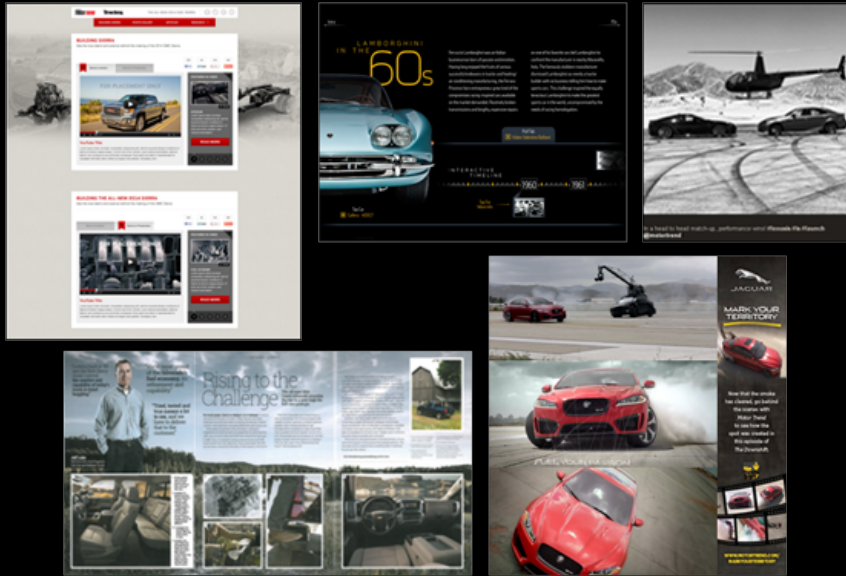
<https://twitter.com/MMFFmagazine>

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## EVENTS

From the Hooters party at Fun Ford Weekend 2007 to the NMRA Ford Motorsport Nationals, we cover it all and provide the high quality photos to prove it. Join the Mustang 360 Group as we cover and host the best events in the Ford and Mustang world.



## 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

**3.5M+**  
*Total Audience*

**79K+**  
*Print*

**429K+**  
*Web*

**3.0M+**  
*Social*

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### DIGITAL

**Ad Specs** <http://stwww.enthusiastnetwork.com/wp-content/uploads/2015/04/TEN-M360-MMUST-FFORDS-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/muscle-mustangs-fast-fords-production-schedule/>

[MAILTO:AFTERMARKETADS@ENTHUSIASTNETWORK.COM](mailto:AFTERMARKETADS@ENTHUSIASTNETWORK.COM)

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TEN brand sites



THE  
ENTHUSIAST  
NETWORK™

## MEDIA KIT

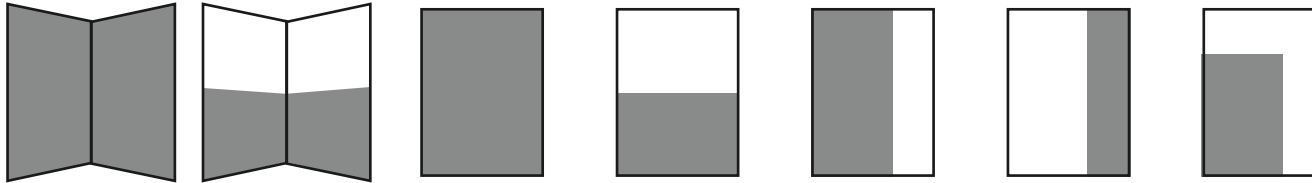
MUSCLE MUSTANGS & FAST FORDS

PRINT

ONLINE

RICH MEDIA

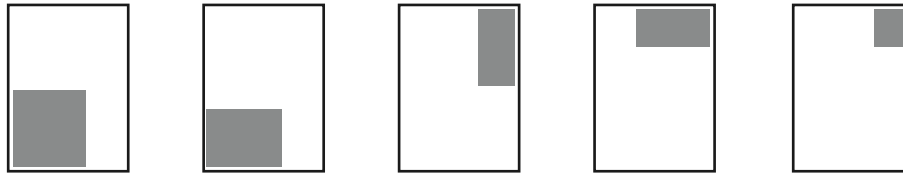
### BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZ	2/3 PAGE	1/3 VERT	1/2 ISLAND
<b>BLEED</b>	15.5" x 11.125"	15.5" x 5.5625"	7.875" x 11.125"	7.875" x 5.5625"	5.0625" x 11.125"	2.8125" x 11.125"	5.0625" x 8.0625"
<b>TRIM</b>	15.25" x 10.875"	15.25" x 5.3125"	7.625" x 10.875"	7.625" x 5.3125"	4.8125" x 10.875"	2.5625" x 10.875"	4.8125" x 7.8125"
<b>NO-BLEED</b>	14.25" x 9.875"	14.25" x 4.8125"	6.625" x 9.875"	6.625" x 4.8125"	4.3125" x 9.875"	2.0625" x 9.875"	4.3125" x 7.3125"
<b>SAFETY</b>	14.75" x 10.375"	14.75" x 4.8125"	7.125" x 10.375"	7.125" x 4.8125"	4.3125" x 10.375"	2.0625" x 10.375"	4.3125" x 7.3125"

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

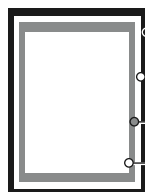
### NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/6 VERT	1/6 HORIZ	1/12 PAGE
<b>SIZE</b>	4.3125" x 4.8125"	4.3125" x 3.5625"	2.0625" x 4.8125"	4.3125" x 2.375"	2.0625" x 2.375"

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

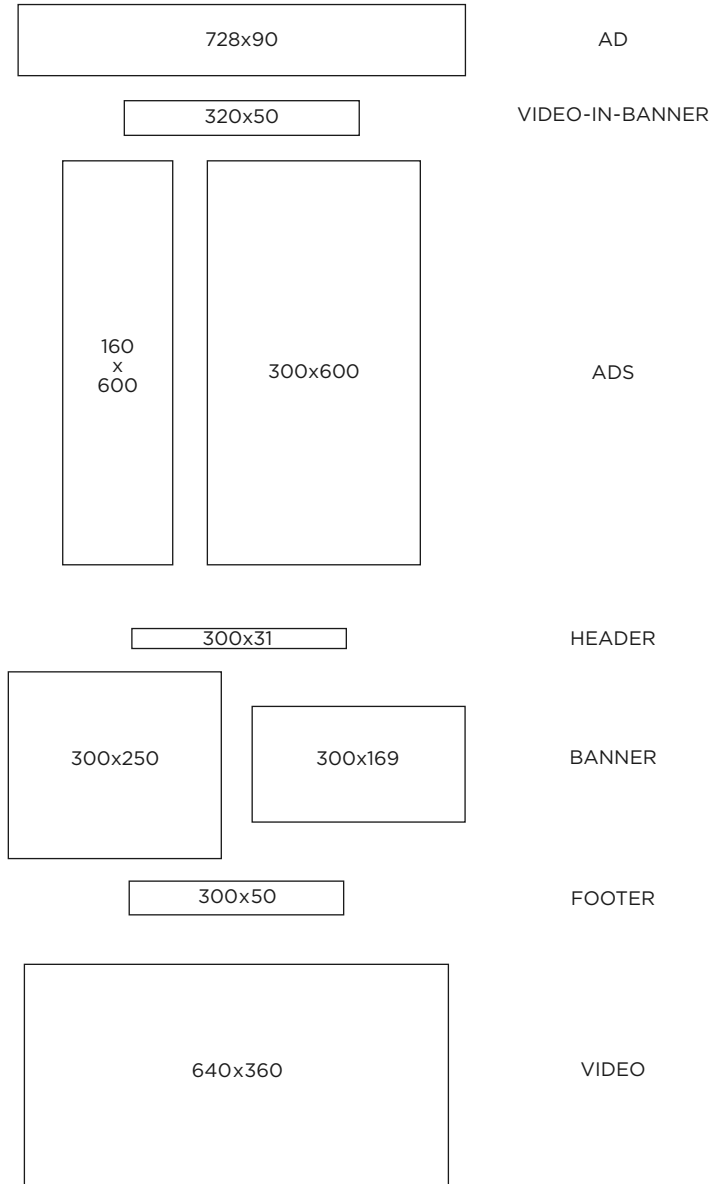
### UNDERTANDING MEASUREMENTS (Largest to smallest)



- 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

## MUSCLE MUSTANGS & FAST FORDS MAGAZINE



### **ROS/STANDARD AD UNITS: 728x90 / 300x250 / 160x600 / 300x600:**

Format: JPG, GIF, or SWF format.

Max file size: 50kb or less.

SWF format: SWF files require a back-up JPG file.

### **ROS 300x250 VIDEO-IN-BANNER:**

300x31 Header/300x50 Footer:

Format: JPG or GIF format.

Max file size: 50kb or less.

300x169:

Format: YouTube or Vimeo Format.

Control: Can be click-to-play with audio or auto-start on mute.

### **MOBILE ADHESION UNIT(S):**

320x50/728x90 (tablet):

Format: JPG format.

Size: 50kb or less or in ad tag format.

Instructions: Please provide click-thru URL if not sending in ad tag format.

### **PRE-ROLL ADVERTISING:**

:15 second Pre-Roll Video:

Format: mp4.

Size: 10MB or less.

Aspect Ratio: Ideal 640x360.

:30 second Pre-Roll Video:

Format: mp4.

Size: 10MB or less.

Aspect Ratio: Ideal 640x360.

Control: Skip button after 5 seconds must be included (TEN will add).

11.21.2014

## Muscle Mustangs & Fast Fords Production Schedule

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

Issue	Ad Close / Materials Due	On Sale
Jan 2015	9/24/14	11/15/14
Feb 2015	10/27/14	12/19/14
Mar 2015	11/20/14	1/16/15
Apr	12/16/14	2/13/15
May	1/20/15	3/13/15
Jun	2/25/15	4/17/15
Jul	3/25/15	5/15/15
Aug	4/22/15	6/12/15
Sept	5/27/15	7/17/15
Oct	6/23/15	8/14/15
Nov	7/22/15	9/11/15
Dec	8/25/15	10/16/15
Jan 2016	9/23/15	11/13/15
Feb 2016	10/27/15	12/18/15
Mar 2016	11/20/15	1/15/16

