

# 2017 LOWRIDER MEDIA KIT





## **RECOGNIZED LEADER**

Since 1977 Lowrider has been the largest supporter of the lowrider industry and its enthusiast by promoting lowriding as a positive automotive lifestyle. Today the Lowrider Network continues to be the driving force behind the industry's growth as well as the leading authority in the industry trends. The Lowrider Network's dedication to the lowrider industry has earned itself the dominant position it holds among its industry and non industry competitors.

MALE: 91.4%

4.2% 18-24 / 17.8% 25-34 / 39.3% 35-44 / 25.7% 45-54

AVG. AGE: 43.2

AVG. HHI: \$66,710

ANY COLLEGE: 48.2%

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

# PRINT

There is nowhere else you will find an audience as eager as ours to get their hands on the next issue.

- Print Audience- 55,000
- Total Audience- 400,000+



**LOWRIDER**  
PERFORMANCE • ARTISTRY • PRIDE • CULTURE

Newsletter [Search Bar] [Social Media Icons]

CARS GIRLS TECH EVENTS TOURS NEWS VIDEOS COMMUNITY STORE SUBSCRIBE

**Hydrastop Brake System Install - A Different Kind of Hydros**  
Installing CPP's Show Stopper bolt-in kit into our classic Impala. more

More Lowrider Videos

SPONSORED SHOWCASE  
**One Stop Shop**  
Specializing in Hydraulics and Air Bags Suspension Since 1994.

## DIGITAL

Our newly designed Lowrider Supersite is the premier destination for lowrider enthusiasts, combining printed and web-exclusive content from Lowrider, Arte, Revolucion, and Bicycle.

- 2.3 Million PV's
- 400K UV's

VISIT SITE [HTTP://WWW.LOWRIDERMAGAZINE.COM/](http://www.lowridermagazine.com/)

DIGITAL



## STUDIO SERVICES

Studio TEN is a leading creative-driven, multi-platform, full-service media company. We take pride in delivering unrivaled creative executions, services, and solutions for projects ranging from traditional live action to digital effects and animation. This includes broadcast, commercials, film, television, and the latest in web platforms, the mobile arena 3D augmented reality, near field communication, social, and other emerging media.

STUDIO TEN [HTTP://STUDIOTENPROD.COM/](http://studiotenprod.com/)



## SOCIAL MEDIA

Lowrider has amassed a shocking 6.2 million+ fans on social-media platforms. The success is driven by highly engaging and authentic content created by our own staff editors.

Lowrider's social media outlets have been dubbed the movement's "bible" by readers worldwide, making us the only source for the latest in everything Lowrider!

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

<https://plus.google.com/+lowridermagazine/posts>

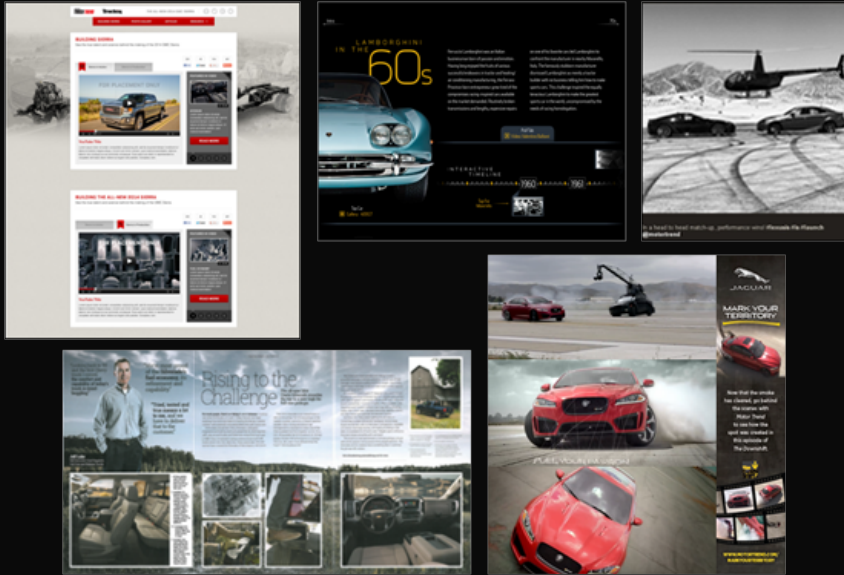
<https://twitter.com/lowridermag>

<https://www.youtube.com/user/lowridermagazine>

## EVENTS

Lowrider Magazine offers extensive coverage of various lowrider-based car shows, from smaller events to well-known yearly gatherings, including video clips and photo galleries. In addition, we also put on the Lowrider Tour, an annual event with stops in major cities that host the best cars in the country.





## 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

**4.0M+**

*Total Audience*

**50K+**

*Print*

**521K+**

*Web Unique Visitors*

**3.4M+**

*Social*

### DIGITAL

**Ad Specs** <http://3wcxa34aqoe1j6p3g23gcv11.wpengine.netdna-cdn.com/wp-content/uploads/2015/04/TEN-LOWRIDER-MK20154.pdf>

### PRINT

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

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

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

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TEN brand sites



**THE**  
**ENTHUSIAST**  
**NETWORK™**

## **MEDIA KIT**

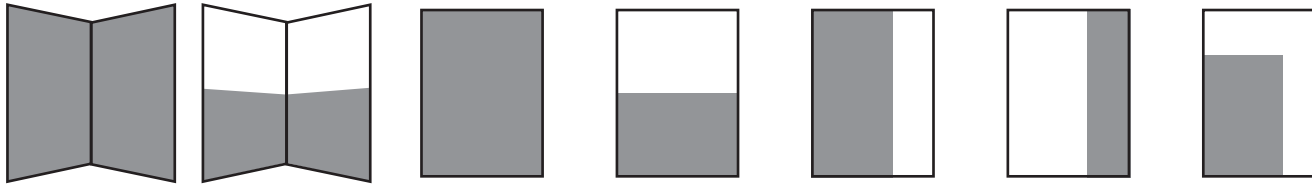
LOWRIDER MAGAZINE

PRINT

ONLINE

RICH MEDIA

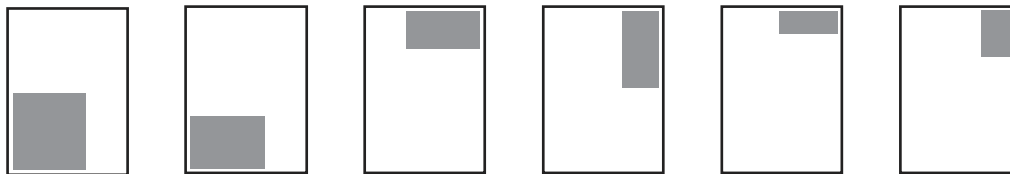
### BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZ	2/3 VERT	1/3 VERT	1/2 ISLAND
<b>BLEED</b>	15.25" x 10.75"	15.25" x 5.375"	7.75" x 10.75"	7.75" x 5.375"	5" x 10.75"	2.8125" x 10.75"	5" x 7.75"
<b>TRIM</b>	15" x 10.5"	15" x 5.125"	7.5" x 10.5"	7.5" x 5.125"	4.75" x 10.5"	2.5625" x 10.5"	4.75" x 7.5"
<b>NO-BLEED</b>	14" x 9.5"	14" x 4.625"	6.5" x 9.5"	6.5" x 4.625"	4.25" x 9.5"	2.0625" x 9.5"	4.25" x 7"
<b>SAFETY</b>	14.5" x 10"	14.5" x 4.625"	7" x 10"	7" x 4.625"	4.25" x 10"	2.0625" x 10"	4.25" x 7"

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

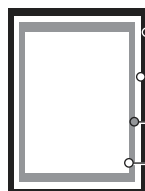
### NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/6 HORIZ	1/6 VERT	1/8 HORIZ	1/12 HORIZ
<b>SIZE</b>	4.25" x 4.625"	4.25" x 3.4375"	4.25" x 2.25"	2.0625" x 4.625"	3.125" x 2.25"	2.0625" x 2.25"

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 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):	<pre>on (release) {   getURL(_level0.clickTag,"_blank"); }</pre>	

### 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:	GuestAd0p5

09 . 30 . 2016

Lowrider Production Schedule

2017 ISSUE AD CLOSE & ON-SALE DATES

Issue	Ad Close / Materials Due	On Sale
March	10/31/16	12/23/16
April	11/29/16	1/20/17
May	01/03/2017	02/24/2017
June	01/31/2017	03/24/2017
July	03/01/2017	04/21/2017
August	04/05/2017	05/26/2017
September	05/02/2017	06/23/2017
October	06/06/2017	07/28/2017
November	07/05/2017	08/25/2017
December	08/02/2017	09/22/2017
January	09/06/2017	10/27/2017
February	10/04/2017	11/24/2017
March	10/30/2017	12/22/2017
April	11/28/2017	01/19/2018