



DIESEL WORLD MAGAZINE

Primarily a technical magazine in a rapidly growing field, Diesel World is uniquely positioned to address all diesel-powered vehicles, trucks and tow vehicles--including RV and marine applications. In addition, Diesel World covers all forms of diesel motorsports with an eye for technical innovations, and chronicles advancements in related equipment and fuels.

The editors of Diesel World are hands-on automotive photojournalists who specialize in diesel science, have an intimate knowledge of diesel hardware, and are tied into suppliers of diesel innovations yet to come. A crew of high-profile contributing editors scour the globe for the best examples of leading-edge vehicles and technical innovations.

Readers are largely male, blue collar with the bulk of the readership between 24 and 45 years of age. Almost all tow heavy trailers, including boats, horses, race cars or RVs. Many of these highly independent do-it-yourselfers hunt, camp, or fish.

KEY EDITORIAL TOPICS:

- Diesel Tuning for Street, Towing or Race applications
- Driveline (axle & transmission) Reliability
- High MPG modifications
- Fuels and Fuel Additives
- Biodiesel
- New Diesel Truck Tests
- Dyno-Tested Performance Products
- Navigation and Audio electronics
- Motorsports and Dynamometer Competitions
- Brake, Wheel and Suspension Upgrades
- Towing Equipment
- Cooling Upgrades

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