



## STREET TRUCKS MAGAZINE

Street Trucks Magazine is the only **all-encompassing** custom truck publication targeted at the seven billion dollar annual light truck industry. Street Trucks' fresh new look is designed to enlighten, entertain and educate truck enthusiasts about the latest trends in styling, performance and lifestyle.

Street Trucks spotlights the latest advancements in new trucks, the hottest new aftermarket parts and pieces and popularizes styling trends. Long known for lavish feature photography and a generous editorial well, Street Trucks Magazine also includes detailed technical articles that show truck enthusiasts what parts are available to transform their own project vehicle, and how to install them.

As the leading arbiter of style for a generation of truck owners, Street Trucks Magazine is always to be found at places where enthusiasts gather. Our enthusiast editors are well known within the custom truck world, experienced and distinguished by their commitment to readers and like-minded enthusiasts. Enhanced by an extensive freelance network, they travel widely to gather the newest innovations, transmitting the street truck experience to a national audience.

Street Trucks Magazine: Committed to provide superior value to the advertisers, and deliver your message to the heart of the market.

## DEMOGRAPHICS

Average Age: 34

Average Income: \$56,855

Chevrolet Owners: 36%

Ford Owners: 17%

Full-size Pickup/SUV Owners: 36%

Mini-truck Owners: 40%

Classic Truck Owners: 12%

43% Build trucks for shows

62% Attend truck shows

91% Perform their own maintenance

81% Detail their own vehicles for shows

89% Do their own brake and suspension modifications

62% Plan to buy wheels or tires in the next 12 months

35% Plan to spend more than \$2000 on their truck in the next 12 months

# WWW.STREETTRUCKSMAG.COM



## 2009 PRODUCTION SCHEDULE:

	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC	JAN
AD CLOSE	11/11/08	12/9/08	1/14/09	2/6/09	3/9/09	4/8/09	5/1/09	6/1/09	6/26/09	7/27/09	8/28/09	9/28/09
MATERIALS DUE	11/18/08	12/16/08	1/22/09	2/13/09	3/16/09	4/15/09	5/8/09	6/8/09	7/6/09	8/3/09	9/4/09	10/5/09
ON SALE	1/13/09	2/10/09	3/10/09	4/7/09	5/5/09	6/2/09	6/30/09	7/28/09	8/25/09	9/22/09	10/27/09	11/24/09

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## Rates

### 4 COLOR RATES

	1X	6X	12X
Full Page	\$3,400	\$3,060	\$2,550
2/3 Page	\$2,550	\$2,295	\$1,913
1/2 Page	\$2,040	\$1,836	\$1,530
1/3 Page	\$1,700	\$1,530	\$1,275
1/4 Page	\$1,360	\$1,224	\$1,020
1/6 Page	\$850	\$765	\$638
1/12 Page	\$510	\$459	\$383
2 Pg Spread	\$6,460	\$5,814	\$4,845
Cover 2	\$4,080	\$3,672	\$3,060
Cover 3	\$3,740	\$3,366	\$2,805
Cover 4	\$4,420	\$3,978	\$3,315

### BLACK & WHITE RATES

	1X	6X	12X
Full Page	\$1,500	\$1,350	\$1,125
2/3 Page	\$1,125	\$1,013	\$844
1/2 Page	\$900	\$810	\$675
1/3 Page	\$750	\$675	\$563
1/4 Page	\$600	\$540	\$450
1/6 Page	\$375	\$338	\$281
1/12 Page	\$225	\$203	\$169
2 Pg Spread	\$2,850	\$2,565	\$2,138

### SPECIAL SECTION RATES

Performance Directory: \$150

## 2009 EDITORIAL FOCUS

CUSTOM FABRICATION

SUSPENSION AND CHASSIS WORK

BODY MODIFICATIONS

DRIVETRAIN PERFORMANCE

CUSTOM PAINT AND GRAPHICS

WHEELS, TIRES AND BRAKES

INTERIOR STYLING

AUDIO UPGRADES

PROJECT TRUCK GUIDES

NEW PRODUCT HIGHLIGHTS

