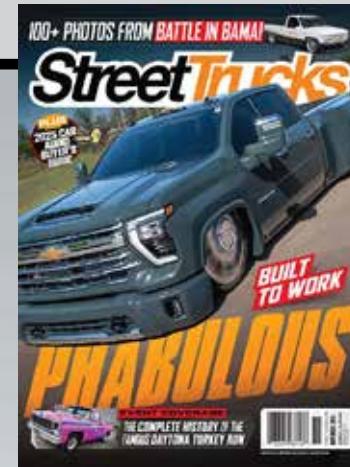


GROUP **MEDIA KIT** **2026**



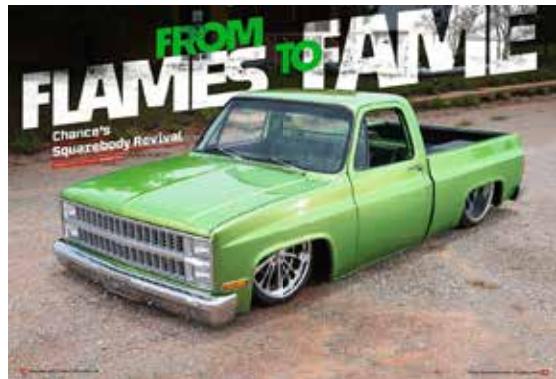
2026 - Celebrating our 28th Year!

**STREET TRUCKS IS THE LEADING AUTHORITY OF PERFORMANCE
AND STYLE FOR THE CUSTOM TRUCK ENTHUSIAST.**



The Brand

We serve truck enthusiasts who are looking to modify their vehicles aftermarket. Our in-depth technical articles, video demonstrations, and parts guides inspire and educate our audiences as they wrench. We celebrate what they create in our custom truck features, builder profiles, and event coverage. We create content especially tailored for the niches in our audience—C10, F-Series, OBS, EV, minitrucks, and more.



Our Mission

Since 1999, Street Trucks has been the number one source for custom truck enthusiasts. The mission is to help guide and motivate readers to start their own projects and turn their own wrenches. Documenting in-depth technical installs, recently completed truck builds and keeping up to date with the factory OEM trends are just a few of the highlights that appear in each issue. Topics range from high performance upgrades to suspension work, bolt-on accessories, budget minded mods, metal fabrication, custom paint techniques, interior tricks and restoration. From daily-driven customs to full-blown show trucks, Street Trucks closes in on the complete custom truck experience.



Our Purpose

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences. Our exclusive Street Truck Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major events nationwide like The Grand National Roadster Show and SEMA Show.



STREET TRUCKS 2026 PRINT SCHEDULE



| Street Trucks | Ad Close | Artwork Due | On Sale |
|---------------|----------|-------------|----------|
| Feb 2026 | 11/20/25 | 11/26/25 | 01/20/26 |
| March 2026 | 12/18/25 | 12/24/25 | 02/17/26 |
| April 2026 | 01/22/26 | 01/28/26 | 03/24/26 |
| May 2026 | 02/19/26 | 02/25/26 | 04/21/26 |
| June 2026 | 03/26/26 | 04/01/26 | 05/26/26 |
| July 2026 | 04/23/26 | 04/29/26 | 06/23/26 |
| Aug 2026 | 05/21/26 | 05/27/26 | 07/21/26 |
| Sep 2026 | 06/25/26 | 07/01/26 | 08/25/26 |
| Oct 2026 | 07/23/26 | 07/29/26 | 09/22/26 |
| Nov 2026 | 08/20/26 | 08/26/26 | 10/20/26 |
| Dec 2026 | 09/24/26 | 09/30/26 | 11/24/26 |
| Jan 2027 | 10/22/26 | 10/28/26 | 12/22/26 |

Dates are subject to change.

STREET TRUCKS 2026 ADVERTISING PRINT RATES

| Size | 1x (\$) | 6x (\$) | 12x (\$) |
|---------------|---------|---------|----------|
| Full Page | \$4,651 | \$3,720 | \$3,163 |
| 2/3 Page | \$3,489 | \$2,792 | \$2,372 |
| Half Page | \$2,616 | \$2,092 | \$1,779 |
| 1/3 Page | \$1,962 | \$1,570 | \$1,334 |
| 1/4 Page | \$1,471 | \$1,176 | \$1,000 |
| 2 Page Spread | \$8,208 | \$6,567 | \$5,581 |
| Cover 2 | \$5,679 | \$5,193 | \$4,465 |
| Cover 3 | \$5,000 | \$4,554 | \$3,886 |
| Cover 4 | \$6,358 | \$5,831 | \$5,042 |



DIGITAL ADVERTISING RATES



Brand Awareness Package - \$1,760

Build brand awareness across Street Trucks active and engaged digital platforms

- Newsletter Story Placement
- Facebook Post
- Instagram Story

Print Amplification package - \$1,650

Supplement your print campaign with the Amplification Package, designed to reach Street Trucks subscribers wherever they are online

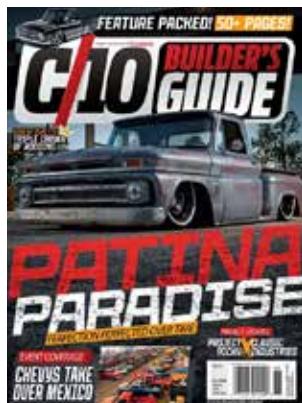
- Newsletter Display Ad

Brand Spotlight Package - \$2,970

Take center stage with custom digital content featuring your company across all Street Trucks digital platforms.

- Custom Web Article
- Newsletter Story Placement
- Facebook Post
- Instagram Story

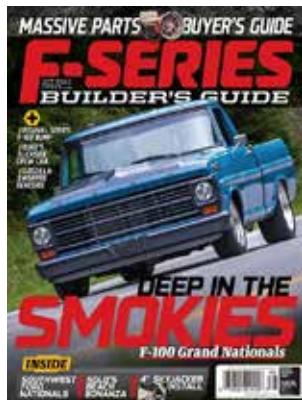
C10 BUILDERS GUIDE 2026 PRINT SCHEDULE



| C10 Builders Guide | Ad Close | Artwork Due | On Sale |
|--------------------|----------|-------------|----------|
| Summer 2026 | 01/08/26 | 01/14/26 | 03/10/26 |
| Fall 2026 | 04/09/26 | 04/15/26 | 06/09/26 |
| Winter 2026 | 07/09/26 | 07/15/26 | 09/08/26 |
| Spring 2027 | 10/08/26 | 10/14/26 | 12/08/26 |

Dates are subject to change.

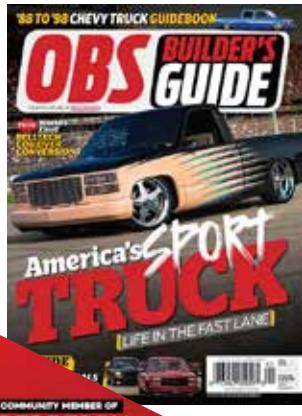
F-SERIES BUILDERS GUIDE 2026 PRINT SCHEDULE



| F-Series Builders Guide | Ad Close | Artwork Due | On Sale |
|-------------------------|----------|-------------|----------|
| Summer 2026 | 12/18/25 | 12/24/25 | 02/17/26 |
| Fall 2026 | 03/19/26 | 03/25/26 | 05/19/26 |
| Winter 2026 | 06/18/26 | 06/24/26 | 08/18/26 |
| Spring 2027 | 09/17/26 | 09/23/26 | 11/17/26 |

Dates are subject to change.

OBS BUILDERS GUIDE 2026 PRINT SCHEDULE



| OBS Builders Guide | Ad Close | Artwork Due | On Sale |
|--------------------|----------|-------------|----------|
| Fall 2026 | 05/28/26 | 06/03/26 | 07/28/26 |

Dates are subject to change.

BUILDERS GUIDE 2026 ADVERTISING PRINT RATES

| Size | 1x (\$) | 4x (\$) |
|-----------|------------|------------|
| Full Page | \$3,705.90 | \$2,964.50 |
| 1/2 Page | \$2,150.50 | \$1,720.50 |
| 1/4 Page | \$1,207.80 | \$965.80 |

AD SIZE: C10 BUILDERS; F-SERIES BUILDERS; OBS BUILDERS GUIDE

SPREAD PAGE SPEC

Bleed Area: 16.25" x 11.125"

Trim Area: 16" x 10.875"

Live Area: 15.5" x 10.375"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

FULL PAGE SPEC

With Bleed: 8.25" x 11.125"

Trim Size: 8" x 10.875"

Live Area: 7.5" x 10.375"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

2/3 page (vertical) 4.625" x 10"

1/2 page (horizontal) 7.125" x 4.875"

1/2 page (vertical) 4.625" x 7.5"

1/3 page (horizontal) 4.625" x 4.875"

1/3 page (vertical) 2.25" x 10"

1/4 page (vertical) 3.375" x 4.875"



STREET TRUCKS AUDIENCE

STREET TRUCKS
DIGITAL

1Mn+

unique users per year

STREET TRUCKS
SOCIAL

3M+

AVG HHI
\$125K

AVERAGE AGE
40 years

 Instagram Followers: **228K+**
Engagement Rate (28 days): **6.27%**

 Facebook Follower: **955K+**
Engagement Rate: **1.48%**

 Pinterest Impression: **16K+**
Engagement Rate (30 days): **4.5%**

 YouTube Views: **64K+**
Engagement Rate (28 days): **4.8%**



75%+
are actively
modifying their truck

38%
attend truck events
3+ times annually

26%
participate in
automotive clubs

17%
Ford owners

40%
mini-truck owners

36%
Chevrolet owners



1.5% Street Trucks
Facebook engagement
rate vs. industry rate
of **0.064%**

4.8% Street Trucks
You Tube engagement rate vs.
industry rate of **0.33%**

4.1% Street Trucks
Pinterest engagement
rate vs. industry rate
of **1.25%**

5.6% Street Trucks
Instagram engagement
rate vs. industry rate
of **1.55%**

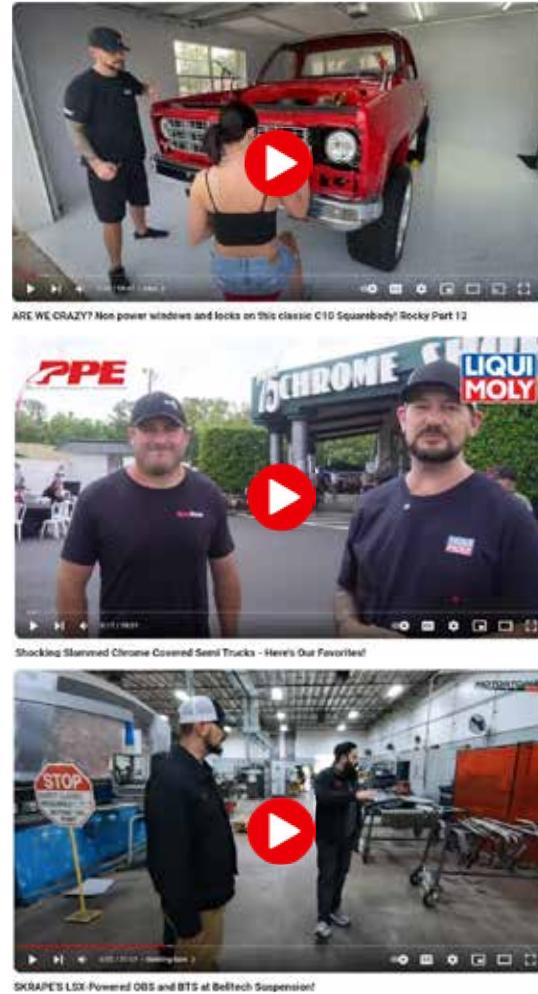
10.45% Street Trucks
Tik Tok engagement rate vs.
industry rate of **4.63%**



STREET TRUCKS TECHNICAL VIDEOS

Motortopia is the most complete online destination for those who share the same passion for custom cars, lifted and classic trucks, Offroad and overlanding vehicles, and street rods. We document one-off custom builds and massive industry events from all auto genres.

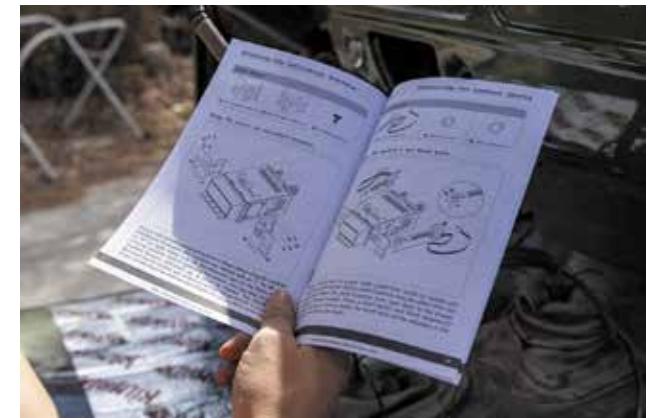
Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car enthusiasts who crave unique experiences.



TECHNICAL VIDEOS FOR CUSTOMERS



INSTRUCTION MANUALS



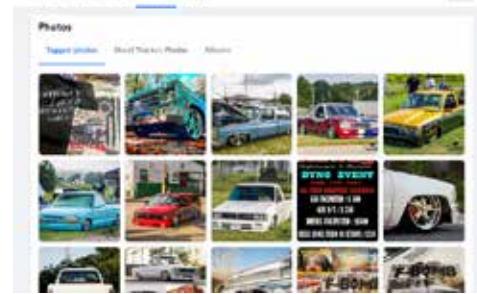
Provide your customers with a seamless installation experience through our turnkey owner's manuals and instruction guides. Each guide includes detailed photography, clear instructions, and QR-coded videos to ensure effortless product setup.



WHAT IS NEW IN 2026

Product: PHOTOGRAPHY

Showcase your products, facilities, and custom vehicles with our high-quality automotive photography services—captured in a pristine white studio or on-site for powerful marketing visuals.



Social Media: MANAGEMENT

Elevate your online presence with our comprehensive social media management services—delivering data-driven strategies that drive engagement and grow your brand.

The Street Trucks Facebook page features a cover photo of a classic truck and several posts with images of trucks and captions related to the magazine's content.



Product: VIDEOGRAPHY

Bring your brand to life with our expert automotive video services, from sleek product videos in a white studio to dynamic footage of your manufacturing and retail operations, plus custom vehicle features for standout marketing content.

Technical: WRITING

Leverage our expertise with custom writing services that craft compelling press releases, website content, product descriptions, ads, blogs, newsletters, and promotions—designed to engage, intrigue, and drive action.



Content: DIGITAL

Enhance your brand's digital footprint with our custom content creation services—tailored for websites, blogs, PR, and all your marketing needs.

Product: EDITING

Transform your raw footage into captivating content with our digital media editing services—tailored for marketing, YouTube, websites, and social media to amplify your brand's online presence.



Printing: MAGAZINES

From concept to distribution, we craft custom magazines and publications—delivering engaging content, stunning design, and seamless distribution to amplify your brand's message.



The website features a prominent 'SUBSCRIBE NOW!' button in the top right corner. The main content area displays a news article about a truck, with a sidebar showing thumbnails of other trucks. Below the sidebar, there's a section titled 'Hot This Week' with more truck images and links. The bottom of the page shows a 'Latest News' section with several news items and their respective thumbnails.

Please contact:

Gabe Frimmel - Ad Sales Director
Ph: **800-332-3330 Ext. 1930**
Email: gfrimmel@engaged.media
www.streettrucksmag.com/advertise/