



Integration & Impressions: Ultimate Adventure



**ULTIMATE
ADVENTURE**
2011 **PETERSEN'S
4WHEEL
& OFF-ROAD**

Overview



The Ultimate Adventure – what is it?

Created by the editorial staff of *Petersen's 4Wheel & Off Road Magazine*, 20 handpicked 4x4's travel to a different region of the country each year to conquer 4-5 extreme trail systems within one week. All travel performed with full respect to the environment and applicable laws/regulations.

Sponsorship: Turn-key, organic

By design, sponsors receive media impressions from magazines, websites, external websites, TV and DVD's. The tour also generates public attention at every stop.

In contrast to most sponsorships that are just logo exposure... the **true value** to the UA sponsor is **product use & integration** within an organic editorial setting.

If the product performs, it receives a **natural endorsement** – reaching viewers in a powerful, non-promotional fashion.



Sponsorship, category examples



Official Product – Official Vehicle

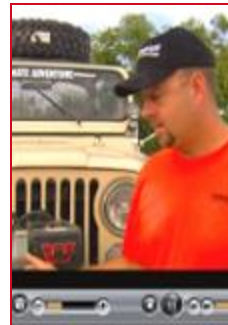
Each year the staff of 4W&OR builds an Official Vehicle to lead the group of 4x4's during UA. The build process is covered in print, web and DVD. Should a sponsor's product be applicable to the build and approved by the staff, it will be used on the Official Vehicle.

Official Product – On the trip

The Ultimate Adventure itself presents a host of opportunities for sponsor brand exposure and product involvement as well.



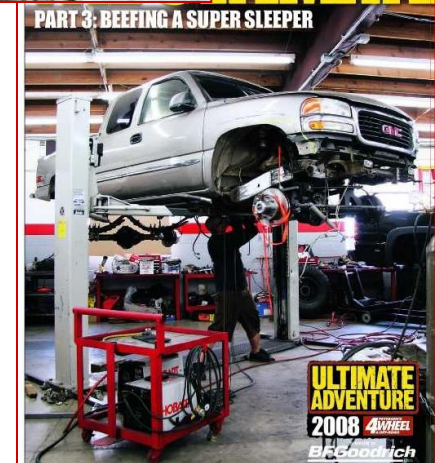
Flowmaster
Official
Exhaust



Warn
Official
Winch



Hobart
Official
Welder



Sponsorships



Official Product, Exclusive, Tier A \$18,000

- Title:** One year Official Product title/logo use (Placement within ads and other promotions)
- o Ex: "Warn, the Official Winch of the 2011 4W&OR Ultimate Adventure"
- Vehicle:** Official Vehicle buildup & coverage (Print, DVD, TV, online, event)
- o Product: Installed on vehicle, IF applicable & approved
 - o Logo: Larger version, placed on Official Vehicle
- Print:** 4W&OR Paid Circulation, 296,935
- o Editorial: Image & mention within sponsor section, fractional, runs 2x
 - o Title Ad: Sponsor product, logo with official title & UA logo in 1/6P4C ad, runs 1x
 - o Logo: Larger version, within DVD retail ad, 1/3P4C to FP4C versions, runs 12x+
 - o Vehicle: IF sponsor vehicle attends UA, guaranteed exposure within coverage
- DVD:** Total retail DVD sales, 13,000+
- o Logo: Larger version, upon DVD packaging
 - o DVD: Client provided 75 qty
 - o Commercial: Supplied by sponsor, placed within sponsor section, 30 secs
 - o Video: Sponsor company overview (or interview if sponsor attends UA) 60 secs
 - o Video: IF sponsor product used during UA, clip featuring testimonials from attendees using the product placed within sponsor section, 60 secs
- Web:** 4wor.com traffic approx 229,000 uniques/mo, approx sponsor impressions 55,000/mo
- o Images: Sponsor-related from trip and buildup within UA portion of website
 - o Logo/link: Placed within UA portion of website
 - o Video: Testimonial video clip to appear, run of site, www.4WOR.com
- Event:** One week tour, 4-5 states, approx 10,000 public impressions
- o Vehicle: IF space permits & approved, sponsor vehicle on trip. Space TBA
 - o Logo: Placed upon 4W&OR Official Vehicle and certain other vehicles
 - o Logo: Within UA decal, distributed to attendees & public, 1,000 qty
 - o Logo: Within UA t-shirt, client provided 50 UA t-shirts
 - o Product: Client allowed to offer product to attending readers and sponsors
 - o Exclusivity: No intentional visible competitive logos (via clothing, decals, banners, etc) permitted on UA vehicles, staff, invited readers or sponsors. This is in exception to logos on actual products such as tires, bystander clothing or visible in uncontrollable circumstances
- Misc:** Poster, Shirt, Decals
- o Logo: Larger version, placed on 24" x 36" poster, 3,000 qty distributed at events
 - o Logo: Larger version, placed on Official Decal, 1,000 qty distributed
 - o Logo: Larger version, placed on Official Shirt

Official Product, Exclusive, Tier B \$9,000

- Title:** One year Official Product title/logo use (Placement within ads and other promotions)
- o Ex: "Warn, the Official Winch of the 2011 4W&OR Ultimate Adventure"
- Vehicle:** Official Vehicle buildup & coverage (Print, DVD, TV, online, event)
- o Product: Installed on vehicle, IF applicable & approved
 - o Logo: Smaller version, placed on Official Vehicle
- Print:** 4W&OR Paid Circulation, 296,935
- o Logo: Smaller version, within DVD retail ad, 1/3P4C to FP4C versions, runs 12x+
 - o Vehicle: IF sponsor vehicle attends UA, guaranteed exposure within coverage
- DVD:** Total retail DVD sales, 13,000+
- o Logo: Smaller version, upon DVD packaging
 - o DVD: Client provided 20 qty
- Web:** 4wor.com traffic approx 229,000 uniques/mo, approx sponsor impressions 55,000/mo
- o Images: Sponsor-related from trip and buildup within UA portion of website
 - o Logo/link: Placed within UA portion of website
- Event:** One week tour, 4-5 states, approx 10,000 public impressions
- o Vehicle: IF space permits & approved, sponsor vehicle on trip. Space TBA
 - o Logo: Smaller version upon Official Vehicle, logo on certain other vehicles
 - o Logo: Smaller version in UA decal, distributed to attendees/public, 1,000 qty
 - o Logo: Smaller version upon UA t-shirt, client provided 25 UA t-shirts
 - o Product: Client allowed to offer product to attending readers and sponsors
 - o Exclusivity: No intentional visible competitive logos (via clothing, decals, banners, etc) permitted on UA vehicles, staff, invited readers or sponsors. This is in exception to logos found on actual products such as tires, bystander clothing or visible in uncontrollable circumstances
- Misc:** Poster, Shirt, Decals
- o Logo: Smaller version, placed on 24" x 36" poster, 3,000 qty distributed at events
 - o Logo: Smaller version, placed on Official Decal, 1,000 qty distributed
 - o Logo: Smaller version, placed on Official Shirt

UA, media impression summary



PRINT: Official Vehicle Buildup

Summary:

- 3-4 Issues pre-event covering buildup
- 1 issue post-event, vehicle closure

Impressions:

- Logo exposure, Tier A logos larger/prominent
- Product, IF used, installed/mentioned
- Based on Paid Circ, not total audience
- 4x min qty x 296,935 circ = 1,187,740 impressions



PRINT: Event coverage

Summary:

- 1 issue minimum, 6-8 pages
- FYI: Typically 2 issues @ 6 pages each

Impressions:

- Logo exposure, Tier A logos prominent
- Sponsor vehicle exposure IF on event
- Based on Paid Circ, not total audience
- 1 qty x 296,935 circ = 296,935 impressions



PUBLIC: Actual event

Summary:

Official Vehicle, trail rigs and support vehicles traveling through multiple cities

Impressions:

- Logo exposure
- Sponsor vehicle exposure IF on trip
- 10,000 valid public impressions



PRINT: Sponsor Page

Summary:

- Covers sponsor products used
- Tier A sponsors only

Impressions:

- Product & logo exposure
- Based on Paid Circ, not total audience
- 1 qty x 296,935 circ = 296,935 impressions



PRINT: House Ads

Summary:

DVD retail ad & sponsor "thank you" ad
Tier A receives "sponsor title" ad, 1/6thP4C

Impressions:

- Logo exposure, Tier A logos larger/prominent
- Based on Paid Circ, not total audience
- 12x 296,935 circulation = 3.6 Mil impressions



WEB:

Summary:

- Covers all aspects of Ultimate Adventure
- Only Tier A sponsors receive video clips

Impressions:

- Vehicle, product and logo exposure
- Imagery, video clips, logos
- 229,000 monthly impressions
- 660,000 approx actual impressions/year

UA, media impression summary



PUBLIC & TRADE SHOWS: Official Truck

Summary:

Displayed at SEMA, TDS, Off Road Expo, MOAB, OEM Dealerships, others, etc

Impressions:

- Logo exposure, Tier A logos larger/prominent
- Approx attendance: 300,000
- Approx actual impressions: 150,000



TELEVISION:

Summary:

Coverage of trip within episode of FOURWHEELER TV

FWTV Impressions:

- Sponsor vehicle exposure IF on event
- Logo exposure, Tier A logos larger/prominent
- FOURWHEELER TV: 100,000 HH
- At least one episode guaranteed, plus reruns
- 200,000 impressions



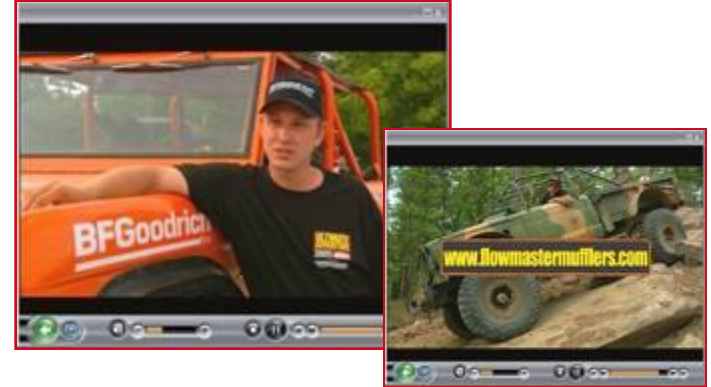
MISC:

Logo Exposure:

- Logo on official t-shirt, poster, decals, etc

Impressions:

- Tier A sponsor logos more prominent
- Logo exposure
- 10,000 Impressions



DVD:

Summary:

Complete event coverage, sponsor section, Official Truck buildup section, Chase Truck walkaround

- 13,000 sales plus multiple viewings

TOTAL EVENT IMPRESSIONS:

Using Paid Circulation for print portion: **6 Million**

Using Total Audience, MRI Spring 2010: **40 Million**

What is *Petersen's 4W&OR*?



Icon of light truck media, world's largest truck magazine

Entertain, educate, motivate – *4W&OR* pulls an audience like no other form of light truck media and is the market share leader by a 30% margin.

Editorial

DIY tech from basic to advanced. Coast to coast coverage of events, wheeling, outdoor activities and vehicles. Revered, frank, compelling.

Multiple vehicle ownership

Many readers own 2+ vehicles, maintaining trucks for both off-road and daily driver needs. Range: Classic metal, late model lifted, tow rigs, buggies. ATV's, Side By Sides and dirt bikes also an enormous category within *4W&OR*.



Influential

4W&OR readers are well educated on trucks and aftermarket components, frequently projecting advice to those seeking opinions. They are well versed & vocal, even on brands/products they do not own themselves.

B2B Reach

4W&OR reaches many auto/truck aftermarket related businesses ranging from "over the counter" retail stores to manufacturing operations and large distribution centers.

Proven purchase activity

25+ pages of Mail Order advertising each month, supported by the readership. Validation of readership focus and advertising response.

Audience size & reach...



Own/Lease Truck (2 or 4 door)

Source: 2007 Fall MRI weighted to Population (000) - Base: All

	Audience(000)	%Comp	%Coverage	Index
	65371	29.60	100.00	100
4 Wheel & Off Road	1636	48.83	2.50	165
American Hunter	2003	48.70	3.06	165
Outdoor Life	2686	48.63	4.11	164
Field & Stream	4602	48.18	7.04	163
Four Wheeler	1493	46.86	2.28	158

**Leading reach
in the right places...**

**Substantial
audience**

Well read

Own/Lease Full Size Pickup

Source: 2007 Fall MRI weighted to Population (000) - Base: All

	Audience(000)	%Comp	%Coverage	Index
	23310	10.55	100.00	100
4 Wheel & Off Road	652	19.46	2.80	184
Game & Fish	649	19.27	2.79	183
Outdoor Life	1065	19.28	4.57	183
Sport Truck	427	18.32	1.83	174
Four Wheeler	572	17.97	2.45	170

Shoes - Amount spent in total: Work boots:

Source: 2007 Spring MRI weighted to Population (000) - Base: All

* Projections relatively unstable, use with caution

	Audience(000)	%Comp	%Coverage	Index
	23084	10.51	100.00	100
4 Wheel & Off Road	775	24.85	3.36	236
Popular Hot Rodding	845	24.15	3.66	230
American Rifleman	923	24.08	4.00	229
Hot Rod	1640	23.63	7.11	225
Ducks Unlimited	619	23.02	2.68	219
Motorcyclist	626	22.99	2.71	219
Game & Fish	756	22.42	3.27	213
Guns & Ammo	1407	22.33	6.09	212
Road & Track	1230	22.11	5.33	210
Truckin'	672	21.68	2.91	206
Four Wheeler	685	21.53	2.97	205
American Hunter	906	21.50	3.25	204
Street Rodder	519	21.46	2.92	204
Hunting*	595	21.06	2.58	200
In-Fisherman	764	20.50	3.31	195
Popular Science	559	20.22	2.42	192
Cycle World	881	20.07	3.82	191
Family Handyman	585	19.92	2.54	189
Car Craft	1063	19.77	4.60	188
Basasmaster	661	19.58	2.86	186
Popular Mechanics	1647	19.16	7.13	182
Outdoor Life	1087	18.58	4.71	177
North Am. Fisherman	593	18.52	2.57	176
Field & Stream	1739	18.45	7.53	175
Motor Trend	1151	17.88	4.98	170
Car And Driver	1789	17.47	7.75	166
Sporting News	609	16.30	2.64	155
Stuff	827	16.29	3.58	155
Popular Science -(v)	1084	15.99	4.70	152
Muscle & Fitness	1036	15.88	4.49	151
Maxim	1938	15.63	8.40	149
Outside*	291	14.43	1.26	137
ESPN The Magazine	1760	14.08	7.62	134
Automobile	545	13.91	2.36	132

MRI Spring 2008 Men

4 Wheel & Off Road	3,233
Basasmaster	3,155
Truckin'	3,146
North American Fisherman	3,120

MRI Spring 2008 Adults

4 Wheel & Off Road	3,671
American Woodworker	3,659
USA Today	3,616
Basasmaster	3,613
Game & Fish	3,511
Men's Journal	3,368
Cycle World	3,275
Wall Street Journal	3,127
Conde Nast Traveler	3,114
Penthouse	3,088
Four Wheeler	3,001
Motorcyclist	2,920
AutoWeek	2,920
PC Gamer	2,905
USA Today	2,901
AutoWeek	2,888
Esquire	2,820
Ducks Unlimited	2,820
PC Gamer	2,814
Handy	2,809
Wall Street Jou	2,710
Esquire	2,678
Hunting	2,587
Los Angeles Times (Sunday)	2,587
Wired	2,497
Chicago Tribune (Sunday)	2,425
National Geographic Adventure	2,354
Boating	1,955
Workbench	1,940
Dirt Rider	1,918
Salt Water Sport	1,918
Outside	1,760
Cigar Aficionado	1,590
Salt Water Sportsman	1,590
Macworld	1,548
Yachting	1,503
Ski	1,318
Yachting	1,202
Motor Boating	1,202

Avg Days Reading Time Audience Avg Mins Audience

4 Wheel & Off Road	2.6	53.7
Family Handyman	2.4	53.0
Playboy	2.7	51.6
Car Craft	2.3	50.3
Truckin'	2.6	50.1
Hot Rod	2.4	49.4
Four Wheeler	2.6	48.9
Muscle & Fitness	2.5	46.3
Men's Health	2.5	45.9
Wired	2.4	45.7
Cycle World	2.4	44.7
Popular Science [h]	2.1	44.1
Workbench	2.4	42.7
Popular Mechanics	2.1	40.6
Field & Stream	2.1	40.1
Car And Driver	2.1	40.0
Maxim	2.3	39.8
ESPN The Magazine	2.2	39.8
Sports Illustrated	1.9	39.4
Outdoor Life	2.1	39.1
Men's Fitness	2.4	38.9
Motor Trend	2.1	38.3
GQ (Gent's Qtrly)	2.1	37.9
Esquire	2.0	37.7
Outside	2.0	36.2
Men's Journal	2.2	35.5
Automobile	2.4	35.3
Road & Track	2.0	32.9
AutoWeek	1.8	30.6

**Circulation
dominance**

- Truck magazine market leader by 30%
- 296,935 Paid Circ Average, June 2010 ABC
- 3.67 Million Audience, MRI Spring 2010

Demographic points of strength



Heartland...

80% More likely...

...than the typical American to live in a D sized county

90% More likely...

...than the typical American to live on a lot size larger than 3 acres

60% More likely...

...than the typical American to have attended a rodeo/bull riding event in the last 12 months

136% More likely...

...than the typical American to watch NASCAR Busch Series one or more times a month

Source: MRI Spring 2008

Outdoor...

344% More likely...

...than the typical American to watch The Outdoor Channel

215% More likely...

...than the typical American to have hunted in the last 12 months

194% More likely...

...than the typical American to have fished in the last 12 months

123% More likely...

...than the typical American to own a hand gun

118% More likely...

...than the typical American to own a rifle

69% More likely...

...than the typical American to have camped overnight in the last 12 months

Source: MRI Spring 2008

Truck...

84% More likely...

...than the typical American to own/lease a fullsize truck

117% More likely...

...than the typical American to own/lease a 4-door truck

95% More likely...

...than the typical American to own 4+ vehicles

16,000+...

...one of the highest "average miles per year driven" of any magazine audience

83% More likely...

...than the typical American to have purchased 21+ quarts of oil in the last 12 months

136% More likely...

...than the typical American to have changed their own oil in the last 12 months

Source: MRI Spring 2008

Readership Vehicles





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SOURCE
INTERLINK
MEDIA