

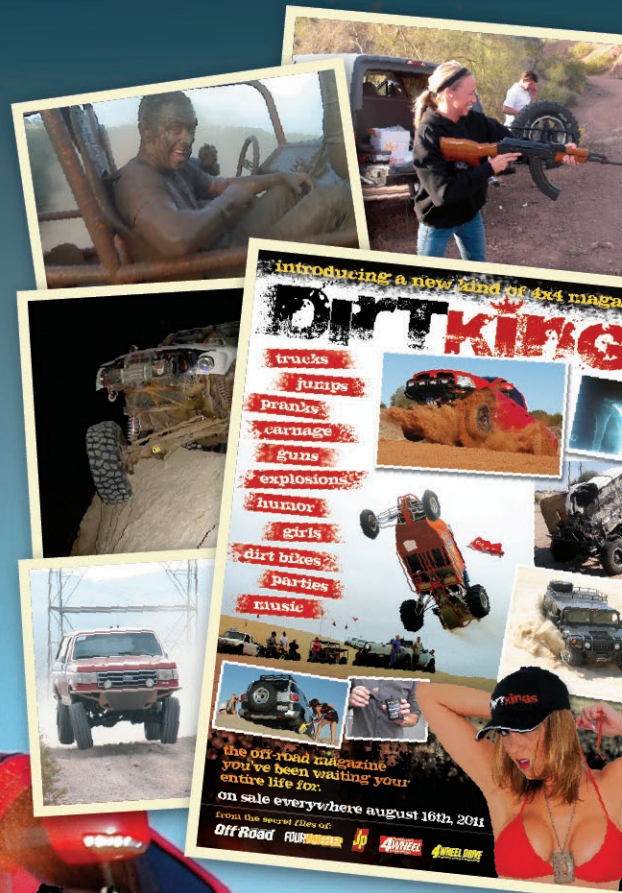
Dirt Kings

OUR READERS HAVE WANTED THIS FOR YEARS... AND IT'S FINALLY HERE!

Dirt Kings embraces the new generation of off-roaders (as well as the young at heart). Chock full of the craziest 4x4 action caught on camera by the staffs of the world's top 5 4x4 publications, readers are going to see content in this special issue that they won't see anywhere else.

In addition to incredible 4x4s, spectacular crashes, and amazing feats, *Dirt Kings* will include lifestyle-related content that includes apparel, dirt bikes, and other popular aspects of the contemporary 4x4 world. Designed to be a bit more risqué than any of our other off-road titles, *Dirt Kings* will include beautiful models, big explosions, hilarious pranks, and multiple giveaways.

Thanks to our media partners, there's already a *Dirt Kings* buzz started in the off-road community—it's going to be the most fun that can be possibly squeezed into the pages of a magazine!



ADVERTISE TODAY!

Giant distribution:
100,000 COPIES NATIONWIDE,
in bookstores, grocery and drug stores, airports, 4x4 shops,
and everywhere else magazines are sold.

ON NEWSSTANDS FOR 90 DAYS
— that's 3 times the sale period of most magazines!

AD SIZE	4C	2C	BW
Full Page	\$2,300	\$1,725	\$1,500
2/3 Page	\$1,900	\$1,400	\$1,200
1/2 Page	\$1,500	\$1,200	\$ 900
1/3 Page	\$1,100	\$ 900	\$ 700

AD CLOSE: 6/22/11 ON SALE: 8/16/11



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