

TRUCK TREND 2012 MEDIA KIT

MOTOR TREND'S
TRUCK TREND
FIRST DRIVE:
2012 Ranger

www.trucktrend.com



**A terrific truck –
but there's just
one problem...**



SPORT/UTILITY OF THE YEAR
LOOKS UPSCALE, BUT DRIVES TOUGH

READERS' RIDES
A GALLERY OF YOUR
BEST TRUCKS

TOW TEST
SPORT/UTES HAUL
SPORTS CARS

JAN/FEB 2012 DISPLAY UNTIL 01/24/12

\$4.99



0 179025 34876 3 02

A SOURCE INTERLINK MEDIA PUBLICATION



BEST TRUCKS
A GALLERY OF YOUR
BEST TRUCKS

SPORTS CARS
SPORT/UTES HAUL
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Truck Trend is the authority on light trucks - the automotive industry's hottest market segment. The magazine tests and reports on pickups, sport-utility vehicles, and crossovers, providing vital information for new-model shoppers and avid truck enthusiasts alike. From performance and capability, to what to buy and how to use it, *Truck Trend* delivers a wealth of truck information for its opinion-leading readers.



CIRCULATION DEMOGRAPHICS

Established: 1998
Published: Bi-Monthly
Total Audience: 563,000*
Circulation: 75,246
Subscribers: 58,927
Newsstand: 16,319
Readers Per Copy: 7.50*
(ABC Statement 12/31/2011 / *Source Interlink Media Estimate)

ABC Statement 12/31/2011:
[Click Here for PDF](#)

DEMOGRAPHIC PROFILE

Male: 77%
Single: 21%
Married: 64%
Attended College: 63%
Working Full Time: 58%
Mean Household Income: \$84,246
Median Household Income: \$70,877
Mean Age: 48.3
Median Age: 49.2

AGE

18 to 24 Years: 7%
25 to 34 Years: 15%
35 to 44 Years: 18%
45 to 54 Years: 24%
55 to 64 Years: 18%
65+ Years: 18%

HOUSEHOLD INCOME

Under \$40,000: 25%
\$40,000-\$49,999: 8%
\$50,000-\$74,999: 20%
\$75,000 & Over: 47%
(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x
COVER 2	\$25,360	\$24,105	\$23,090
COVER 3	\$23,375	\$22,195	\$21,280
COVER 4	\$27,840	\$26,455	\$25,340

GENERAL FOUR COLOR

SIZE	1x	3x	6x
FULL PAGE	\$23,375	\$22,195	\$21,270
2/3 PAGE	\$18,700	\$17,750	\$17,015
1/2 PAGE	\$15,190	\$14,435	\$13,840
1/3 PAGE	\$12,855	\$12,210	\$11,695

GENERAL TWO COLOR

SIZE	1x	3x	6x
FULL PAGE	\$16,700	\$15,850	\$15,190
2/3 PAGE	\$13,015	\$12,365	\$11,845
1/2 PAGE	\$10,360	\$9,830	\$9,405
1/3 PAGE	\$8,005	\$7,615	\$7,290

GENERAL BLACK & WHITE

SIZE	1x	3x	6x
FULL PAGE	\$13,350	\$12,695	\$12,155
2/3 PAGE	\$10,155	\$9,645	\$9,230
1/2 PAGE	\$8,005	\$7,615	\$7,290
1/3 PAGE	\$6,010	\$5,705	\$5,475

Rates subject to change upon notice from the publisher.



For current Source Interlink Magazines/Source Interlink Media standard advertising terms and conditions, please see:

http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/conditions_bottom.html

For current Source Interlink Media automotive group general policies, please see:

http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/General_Policies.html

Issue	Ad Close/ Materials Due	On Sale
Jan/Feb 2012	10/04/11	11/29/11
Mar/Apr 2012	11/29/11	01/24/12
May/June	02/01/12	03/27/12
Jul/Aug	04/04/12	05/29/12
Sept/Oct	06/06/12	07/31/12
Nov/Dec	08/01/12	09/25/12
Jan/Feb 2013	10/02/12	11/27/12
Mar/Apr 2013	11/21/12	01/22/13



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For current ad specifications, please see:
<http://ads.sourceinterlinkmedia.com/images/magspecs/autp.html>

DEMOGRAPHICS

Men: 99%
Married: 78%
Single: 12% (never married)

Age:
18-25: 3%
18-34: 13%
35+: 87%
25-54: 53%
35-64: 70%

HOUSEHOLD INCOME

\$50,000+: 86%
\$75,000+: 66%
\$100,000+: 48%
Median: \$96,004
Mean: \$105,935

OCCUPATION

Job Title or Position
Management, Business, Finance: 17%
Professional and related: 12%
Construction and Maintenance: 11%
Sales and related: 10%
Transportation / material moving: 7%

Of those who work in the
Automotive Industry...
Mechanic or repair: 42%
Manufacturer: 29%
Auto Dealership: 12%
Dealer/Customizer: 8%
Auto part/ Counter sales: 8%

PSYCHOGRAPHICS

99% completely/somewhat agree
that a OEM's reputation is important
in regard to purchasing a new vehicle

95% completely/somewhat agree
that my family and friends think of
me as someone who knows a great
deal about trucks and/or cars

89% completely/somewhat agree
that regardless of the economy, they
will always drive a SUV
or Pick-up truck

FAVORITE TRUCK TREND SECTIONS

First Drive/road tests/
comparisons: 89%
Feature Stories: 68%
Truck & SUV gear: 63%
Truck Trend Garage: 58%
Letters: 39%
Performance Marketplace: 40%
Max Payload: 32%
Pre-owned: 21%

ENGAGEMENT

Why Advertising in Truck
Trend works...
95% of readers notice/read
advertisements in Truck Trend
In fact...
92% Confirm that they do not
consider the advertisements
a distraction or a bother and
80% actually ENJOY viewing and
reading the ads

96% of Truck Trend readers have
read 4 out of 4 issues

81% of Truck Trend readers have
been subscribers for over a year

Over 57% of our readers spend at
least 1 hour+ reading

After reading Truck Trend 34% of
our readers purchased a product
mentioned in the issue

OCCUPATION

Types of Trucks owned by the Truck
Trend reader:
Half-ton: 50%
Crew Cab: 41%
Heavy Duty: 24%
Diesel: 18%
Other: 9%
Mid-size: 8%
Compact: 7%

VEHICLES

92% of readers own 2+ vehicles
48% of our readers spent \$30,000
or more on a vehicle purchase

Our readers own:
Ford: 42%
Chevy: 35%
Dodge: 25%
Toyota: 19%
GMC: 13%
Honda: 13%

(Source: 2010 SIM reader survey)

READER RESEARCH SOURCES

When seeking vehicle information our readers go to the following places for research:

- Automotive/Truck magazines: 94%
- Internet: 80%
- Automotive Buyer's Guides: 47%
- Newspapers: 16%
- Television: 16%
- Business Magazines: 5%
- Men's Magazines: 4%

Where our readers seek information in the Internet:

- Manufacturer's website: 86%
- Independent vehicle information website: 73%
- Automotive publication's website: 71%
- Dealer website: 47%
- Online buying website: 18%

VEHICLE PURCHASE/LEASE PLANS

- 51% plan to purchase a pick-up truck
- 40% of Truck Trend readers are planning on purchasing a vehicle in the next 12 months
- 41% plan to purchase a SUV/crossover
- 21% plan to purchase a car
- 4% plan to purchase a van/minivan

Our readers are very likely to buy their vehicle from:

- Ford: 57%
- Chevy: 38%
- GMC: 33%
- Dodge: 28%
- Toyota: 21%

SUV/PICK-UP TRUCK USE

- 67% of our readers used their SUV/ Pick-up truck for 3 or more personal vacations
- 59% of readers use their SUV/Pick-up truck for towing
- 43% tow their motorcycle/ATV
- 39% tow their boat
- 35% tow their camper

MOTORCYCLES/ATV/UTV

- 46% of those readers own 2+ ATV/ UTV in their household
- 43% of those readers own 2+ motorcycles in their household
- 21% of Truck Trend readers currently own a motorcycle.
- 21% of Truck Trend readers currently own an ATV/UTV.
- 10% plan on purchasing a motorcycle in the next 12 months
- 11% plan on purchasing a ATV/UTV in the next 12 months

TIRES

- 64% of Truck Trend readers purchased tires in the past 12 months
- 86% purchased 3+ tires

AFTERMARKET PURCHASES

Following items purchased in the past 12 months:

- Windshield Wipers: 82%
- Oil Filters: 78%
- Air Filters: 75%
- Gasoline additives: 48%
- Vehicle batteries: 48%
- Anti-freeze/Coolant: 42%
- Navigation device: 35%
- Custom floor mats: 33%

- Spark plugs: 27%
- Engine modifications: 26%
- Tiedowns: 26%
- Motor Oil additives: 25%
- Window guards/wind deflectors/ big shield: 25%
- Audio/entertainment/ connectivity products: 24%
- Performance exhaust products: 24%
- Trailer hitch: 23%
- Shock absorbers/struts: 18%
- Toneau cover (hard or soft): 19%
- Seat cover: 16%
- Suspension modifications: 16%
- Driving lights/fog lamps: 15%
- Spray in bed liner: 15%
- Running board/power step: 11%
- Pick-up bed tool box: 9%
- Luggage/ski/bike rack: 6%
- Grille/brush guards/push bar: 8%
- Security/anti-theft device: 5%

Plan to purchase in the next 12 months:

- Performance exhaust products: 26%
- Engine modifications: 25%
- Audio/entertainment/ connectivity products: 23%
- Suspension modifications: 20%
- Navigation device: 16%
- Window guards/wind deflectors/ big shield: 15%
- Custom floor mats: 13%
- Driving lights/fog lamps: 12%
- Seat cover: 12%
- Toneau cover (hard or soft): 12%
- Spray in bed liner: 11%
- Trailer hitch: 11%
- Grille/brush guards/push bar: 10%
- Security/anti-theft device: 7%
- Tiedowns: 7%
- Bed Cap: 5%
- Pick-up bed tool box: 5%
- Running board/power step: 5%

(Source: 2010 SIM reader survey)

ENTHUSIAST PROFILE

Audience: 58,997

Men: 94.2%

Women: 4.1%

Married: 73.8%

Own Home: 86.8%

Rent Home: 13.2%

Parent: 51.3%

(Source: 2008 Source Interlink Media Database)

AGE

18-25: 3.6%

26-35: 10.8%

35+: 72.6%

26-55: 46.4%

36-65: 55.9%

Median Age: 48

(Source: 2008 Source Interlink Media Database)

HOUSEHOLD INCOME

HHI \$50,000+: 69.9%

HHI \$75,000+: 47.8%

HHI \$100,000+: 29.5%

Median HHI: \$71,000

(Source: 2008 Source Interlink Media Database)

NET WORTH

Net 100,000+: 69.9%

Net 250,000+: 47.8%

Net 500,000+: 26.7%

Net 1,000,000+: 13.1%

(Source: 2008 Source Interlink Media Database)

TOP INTERESTS

Computer Electronics

Home Improvement

Consumer Electronics

Auto Work

Cooking

Home Furnishing/Decorating

Online Services

Gardening

(Source: 2008 Source Interlink Media Database)