

Reader Engagement

Loyal

Over one-third (37%) have been subscribing for over 3 years – that's a long time considering Truck Trend was established only 8 years ago.

On average Truck Trend subscribers spend 1 hour and 17 minutes with each issue.

Over six in ten (62%) Truck Trend subscribers read the issue "As Soon as I Receive It" – that's higher than Motor Trend's subscribers (57%).

Attentive

Their favorite sections are: Road Test Review, Truck & SUV Gear, Performance Marketplace

They want to see more of: New Products, New Vehicle Tests and Future Vehicles

Active

86% Truck Trend subscribers took any action after reading an issue. That's more than Motor Trend (82%).

49% Discussed/Referred someone to product

29% Purchased a product

28% Recommended a product

39% Visited advertiser's website

27% Requested a Catalog

