



Motor Trend's *Truck Trend* prides itself in providing our advertisers with the information and research needed to make informed decisions and effectively plan future advertising. With that in mind we recently conducted the 2010 *Truck Trend* Reader Survey. Over 700 *Truck Trend* readers responded to our ad in the magazine, participated in the survey and provided us with fantastic insight in to who they are, their interests and what they're buying.

Savvy advertisers know that there are two key elements in any successful advertising campaign — **GREAT CREATIVE** and **ENGAGEMENT**. We'll leave the creative up to you but after reviewing the results of our Survey there can be no doubt that our readers are engaged! If your marketing objective includes selling new vehicles, aftermarket parts or products that appeal to men, there can be no doubt that *Truck Trend* is for you!

DEMOS

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

Age:

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

HHI:

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 and 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

INFLUENCERS

- Advertiser's message, products and brand reaches our readers & their entire social network (friends, families and coworkers)
- All of *Truck Trend*'s readers give purchase advice on vehicles
 - 70% gave purchase advice on aftermarket products
 - 68% have influenced on automotive repairs or services

"The *Truck Trend* readership is the most loyal group of readers we have ever encountered. It is obvious to us that they are keeping and re-reading each issue. Our ads have generated 1224 responses* in the nine months AFTER our campaign had ended. Now that's bang for your advertising buck!"

Len Emanuelson
 Automeia 2000

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%

"I liked your September/October 2010 review of the new Grand Cherokee so much I went to the dealer to see it in person."

George Hozier
 Durango, Colorado

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 PARTS & ACCESSORIES

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%
Fender flares	4%
Luggage/ski/bike rack	4%

For a complete Truck Trend media kit, go to ads.simautomotive.com