


MINI TRUCKIN' 2012 MEDIA KIT

»» THIS TOYOTA TACOMA GOES WILD WITH WOOD PG.18

MINITRUCKINWEB.COM


MINI TRUCKIN'

M A G A Z I N E



DOUBLE TROUBLE

TWO BAD BLAZERS, ONE MIDWEST CITY




»» SHOP STOP
»» NFAMUS AIR SUSPENSION PG.56

»» LOCK & ROLL
»» DIY POWER WINDOWS AND LOCKS INSTALL PG.62

THE SHOW SCENE

»» SHOWFEST • RELAXIN' ON THE BAYOU • TEX MEX
»» RELAXIN' IN SOCAL • THE GATHERING

VOLUME 25, NO. 10 OCTOBER 2011 \$5.99



0 72440 30266 2 10

A SOURCE INTERLINK MEDIA PUBLICATION

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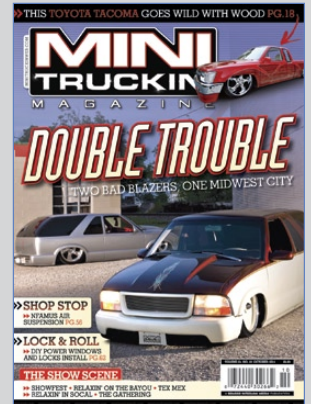
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Mini Truckin' addresses the expanding market for customized mini-trucks, both domestic and import. It's written for enthusiasts heavily involved in customizing, modifying and showing their trucks, and features monthly tech articles that address exterior and interior modifications, wheels and tires, and shows and events. Regular columns deal with state-of-the-art sound systems, new aftermarket product innovations, plus fashion and lifestyle features. *Mini Truckin'*...it's not your father's truck magazine.



CIRCULATION DEMOGRAPHICS

Established: 1986
 Published: Monthly
 Total Audience: 244,000*
 Circulation: 20,707**
 Subscribers: 13,397
 Newsstand: 6,588
 Other: 722
 Readers Per Copy: 11.60*
 (** USPS Statement of Ownership, Management, and Circulation 2011 / *Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 91%
 Single: 42%
 Married: 41%
 Attended College: 37%
 Working Full Time: 62%
 Mean Household Income: \$69,516
 Median Household Income: \$53,225
 Mean Age: 40.7
 Median Age: 40.5

AGE

18 to 24 Years: 15%
 25 to 34 Years: 21%
 35 to 44 Years: 26%
 45 to 54 Years: 19%
 55 to 64 Years: 12%
 65+ Years: 6%

HOUSEHOLD INCOME

Under \$40,000: 31%
 \$40,000-\$49,999: 9%
 \$50,000-\$74,999: 24%
 \$75,000 & Over: 36%

(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 4	\$7,195	\$6,975	\$6,835	\$6,695	\$6,545
Cover 2	\$6,620	\$6,420	\$6,295	\$6,160	\$6,025
Cover 3	\$6,330	\$6,145	\$6,015	\$5,885	\$5,760

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$5,755	\$5,585	\$5,475	\$5,360	\$5,240
2/3 Page	\$4,315	\$4,190	\$4,100	\$4,015	\$3,930
1/2 Page	\$3,845	\$3,730	\$3,645	\$3,570	\$3,490
1/3 Page	\$2,880	\$2,790	\$2,740	\$2,670	\$2,620

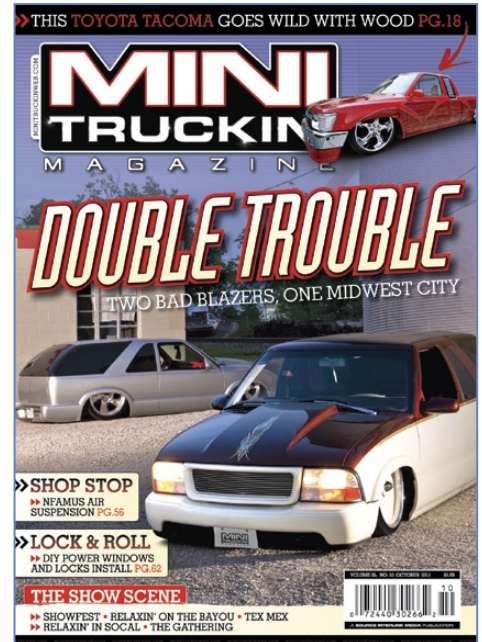
GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$5,585	\$5,415	\$5,305	\$5,190	\$5,075
2/3 Page	\$4,190	\$4,065	\$3,975	\$3,895	\$3,810
1/2 Page	\$3,720	\$3,605	\$3,540	\$3,460	\$3,385
1/3 Page	\$2,790	\$2,715	\$2,650	\$2,605	\$2,540

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$4,805	\$4,660	\$4,555	\$4,455	\$4,380
2/3 Page	\$3,600	\$3,490	\$3,425	\$3,350	\$3,275
1/2 Page	\$3,205	\$3,105	\$3,040	\$2,975	\$2,910
1/3 Page	\$2,410	\$2,335	\$2,290	\$2,240	\$2,190
1/4 Page	\$1,755	\$1,695	\$1,670	\$1,635	\$1,590
1/6 Page	\$1,315	\$1,285	\$1,245	\$1,220	\$1,200
1/12 Page	\$830	\$805	\$790	\$765	\$750

Rates subject to change upon notice from the publisher.



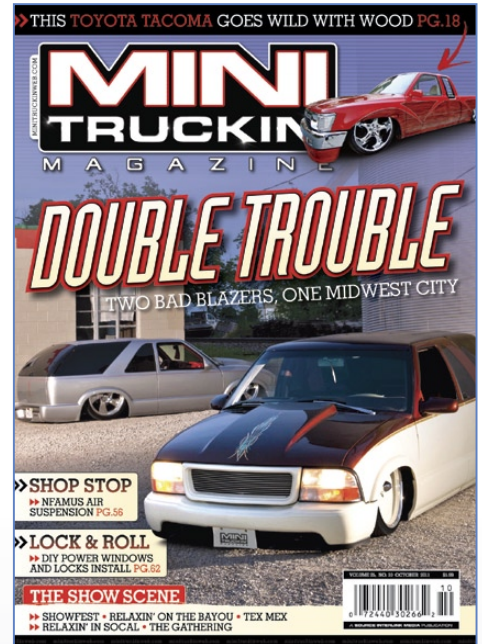
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For current Source Interlink Media automotive group general policies, please see:

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

Issue	Ad Close/ Materials Due	On Sale
Jan 2012	09/08/11	11/01/11
Feb 2012	10/11/11	12/06/11
Mar 2012	11/04/11	01/03/12
Apr	12/09/11	02/07/12
May	01/09/12	03/06/12
Jun	02/14/12	04/10/12
Jul	03/14/12	05/08/12
Aug	04/10/12	06/05/12
Sept	05/08/12	07/03/12
Oct	06/12/12	08/07/12
Nov	07/10/12	09/04/12
Dec	08/07/12	10/02/12
Jan 2013	09/05/12	10/30/12
Feb 2013	10/08/12	12/04/12
Mar 2013	10/31/12	01/01/13



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For current ad specifications, please see:

<http://ads.sourceinterlinkmedia.com/images/magspecs/mitp.html>

COMPUTER USAGE

Own a Home Computer: 80.5%
Access the Internet Daily: 46.6%
 Access the Internet
 From Home: 73.9%
Access the Internet From Work: 19.5%
 Made Purchases Over
 the Internet: 57.4%
 "Often" or "Sometimes" visit
www.MinitruckinWeb.com: 86.6%

READERSHIP INFORMATION

Have Read Magazine For
Over 4 Years: 54.2%
Read All of the Last 4 Issues: 81.8%
 Spend an Hour or More
 Reading an Issue: 90.2%
Read ALL of each Issue: 82%
Save Entire Issue After Reading: 93%

**Readers Have Done the Following as a
Result of Reading Advertisements in the
Magazine.**

Visited an Advertiser's Website: 70%
Purchased the Product or Service:
66.2%
Recommended the Purchase to
Another: 51.4%
Requested Additional Information:
35.1%
Filed the Ad for Future Reference: 27.4%

**Others Have Sought Readers Advice in
the Following Areas.**

Modifications: 80.1%
Purchase of a Product: 65.2%
 Repairs: 60.9%
Purchase of a Vehicle: 43.7%
Purchase of a Service: 36.2%

Average Number of Times
Others Sought Reader's
Expert Advice in the Past Year: 102

VEHICLE OWNERSHIP

**Number of Non-enthusiast
Vehicles Owned.**
Average Number of CARS Owned: 1.4
Average Number of
TRUCKS Owned: 1.8
Average Number of
SUVs Owned: 0.5
Average Number of
VEHICLES Owned: 3.6

VEHICLE MINI TRUCKIN'

**Maintenance Items Personally
Performed by Readers.**
Wash/Wax: 94.7%
Filter Change (Oil, Air, Fuel): 89.2%
Oil Change: 88.8%
Brakes: 76.8%
Tune-up: 74.9%
Coolant Change: 71.9%
Perserve Vinyl/Rubber: 67%

Spend \$200 or more a Year on
Maintenance Products: 60.9%

SELF MAINTENANCE

**Readers Who Perform Repairs,
Modifications, or Building.**
Do Everything Yourself: 37.4%
Do Most Yourself: 39.8%
Do Some Yourself: 18.3%
Do Only Maintenance: 2.9%
Don't Work on Vehicle: 1.6%

AUTOMOTIVE ELECTRONICS

Purchased in the Past 12 Months.
Speaker Upgrade: 85.5%
 AM/FM/CD: 69.5%
Amplifier/Crossover: 66.4%
Anti-theft Device: 32.2%
 DVD Player: 27.5%
Radar Detector: 17.7%
Satellite Radio: 7.6%
 CB Radio: 5.2%
GPS / Navigation: 2.9%

MINI-TRUCK INFORMATION**Mini Truckin' Number of
MINI-TRUCKS Owned.**

None: 6.1%
One: 66.4%
Two: 18.7%
Three: 4.9%
Four: 1.5%
Five: 0.6%
Six or more: 1.7%

Average Number of
MINI-TRUCKS Owned: 1.4

Domestic or Import MINI-TRUCKS.

Domestic: 56.3%
Import: 32.9%
Both: 10.8%

**Amount Spent on MINI-TRUCKS in the
Past Year (excluding the Purchase Price).**

Mean: \$5,180
Median: \$3,000

(Source: 2003 Reader Survey)

AFTERMARKET PURCHASES

Aftermarket Purchases Made in Past Year.

Auxiliary Lighting: 32.1%
 Air Cleaner: 45.4%
 Air Intake: 39.0%
 Bed Liner: 17.3%
 Billet Grille: 35.3%
 Camper Shell: 5.1%
 Carburetor: 12.2%
 Camshaft: 10.4%
 Carpet / Floor Mat: 38.0%
 Clutch / Flywheel: 18.3%
 Dash Trim: 19.4%
 Driving Lights: 25.7%
 Electric Winch: 1.2%
 Engine Rebuild: 15.5%
 Engine Swap: 15.5%
 Exhaust System: 54.9%
 Face Gauge: 21.0%
 Front or Rear Gears: 6.7%
 Gauges: 24.4%
 Ground Effects: 14.0%
 Grille Guard, Pushbar: 3.0%
 Headers: 20.0%
 Headlights: 43.3%
 Ignition System: 13.1%
 Lifting Kit: 4.5%
 Locking Differential: 3.9%
 Lowering Kit: 54.7%
 Paint or Graphics: 40.4%
 Roll Pan: 41.5%
 Roll Bar / Cage: 2.5%
 Roof Rack: 1.3%
 Ring & Pinion Gears: 4.0%
 Running Boards: 2.2%
 Shocks: 41.5%
 Steering Wheel: 25.5%
 Suspension Kit: 39.4%
 Taillights: 47.4%
 Tire Carrier: 1.5%
 Tonneau Cover: 24.4%
 Towing Accessories: 5.9%
 Trailer: 2.7%
 Transmission: 15.5%
 Valvetrain: 5.2%

WHEEL PURCHASES

Type of Wheels Owned.

Aftermarket 1-Piece Alloy: 31.7%
 Factory Alloy: 31.0%
 Billet: 25.5%
 Aftermarket 2-Piece Alloy: 23.5%
 Factory Steel: 18.8%
 Aftermarket 3-Piece Alloy: 6.2%

TIRE PURCHASES

Type of Tires Purchased in Past 12 Months.

Performance: 71.3%
 All-Season: 31.4%
 Stock: 17.5%
 Mud/Snow: 12.7%
 Other: 12.1%
 Oversized: 9.9%

Readers Who Purchase 4 or More Tires a Year: 68.2%

TRUCKIN'

Electronics Owned.

Cell Phone: 86.5%
 CD Player: 73.6%
 Camcorder: 45.7%
 Digital Camera: 42.2%
 Boombox: 42.0%
 Other: 22.1%
 MP3 Players: 15.8%

VIDEO GAME SYSTEMS

Game Systems Owned.

Playstation 2: 86.5%
 Playstation: 73.6%
 Other: 22.1%
 X-Box: 15.8%
 Game Cube: 7.2%
 None: 16.5%

MUSIC

Types of Music Readers Most Listen To.

Hip-Hop / Rap: 76.6%
 Country: 29.7%
 Rock: 60.6%
 Other: 26.5%
 Alternate Rock: 58.6%
 Top 40: 18.3%
 Classic Rock: 38.3%
 Electronic: 15.8%

(Source: 2003 Reader Survey)