

OFF-ROAD 2012 MEDIA KIT

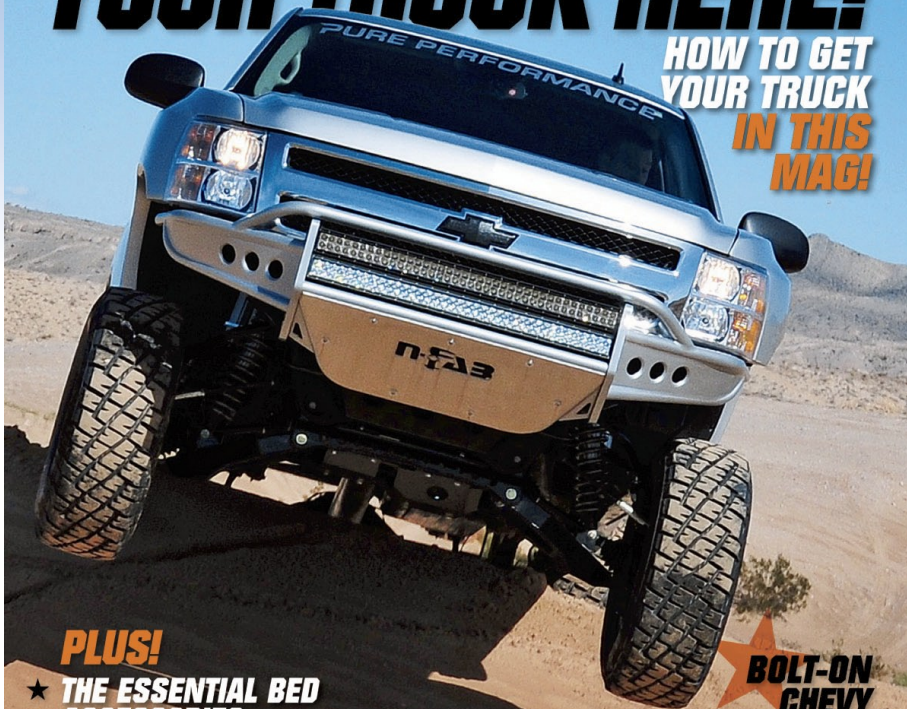
25 NEW PARTS FOR YOUR TRUCK

DIRT. SPE

Off-Road

YOUR TRUCK HERE!

HOW TO GET
YOUR TRUCK
IN THIS
MAG!



PLUS!

- ★ THE ESSENTIAL BED ACCESSORIES
- ★ THE PERFECT HEIGHT FOR YOUR TRUCK: SAME TRUCK, FOUR DIFFERENT KITS
- ★ SWAPPING DISC BRAKES ONTO A 14-BOLT

**BOLT-ON
CHEVY
4X4 LONG-TRAVEL
SUSPENSION**

off-roadweb.com

A SOURCE INTERLINK MEDIA PUBLICATION



- ★ SWAPPING DISC BRAKES ONTO A 14-BOLT
- ★ THE PERFECT HEIGHT FOR YOUR TRUCK: SAME TRUCK, FOUR DIFFERENT KITS
- ★ ACCESSORIES

off-roadweb.com



Off-Road's emphasis is on modifications of light-truck and four-wheel-drive vehicles for off-highway action. Additionally, *Off-Road's* editorial package provides exclusive coverage of the burgeoning pre-runner and lifted two-wheel drive markets. *Off-Road* provides technical information and details on how to create a high-performance truck, engine and suspension buildups, and step-by-step component bolt-ons, plus off-road event coverage of jamborees, races and travel adventures.



CIRCULATION DEMOGRAPHICS

Established: 1966
Published: Monthly
Total Audience: 510,000*
Circulation: 43,911
Subscribers: 33,624
Newsstand: 7,836
Other: 2,451
Readers Per Copy: 11.60*
(USPS Statement of Ownership, Management, and Circulation 2011 / *Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 91%
Single: 31%
Married: 54%
Attended College: 37%
Working Full Time: 62%
Mean Household Income: \$70,787
Median Household Income: \$58,882
Mean Age: 40.8
Median Age: 39.3

AGE

18 to 24 Years: 16%
25 to 34 Years: 26%
35 to 44 Years: 19%
45 to 54 Years: 19%
55 to 64 Years: 11%
65+ Years: 9%

HOUSEHOLD INCOME

Under \$40,000: 33%
\$40,000-\$49,999: 9%
\$50,000-\$74,999: 25%
\$75,000 & Over: 34%

(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$9,510	\$9,235	\$9,035	\$8,845	\$8,655
Cover 3	\$9,105	\$8,830	\$8,640	\$8,470	\$8,285
Cover 4	\$10,335	\$10,040	\$9,825	\$9,620	\$9,415

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$8,275	\$8,025	\$7,860	\$7,690	\$7,530
2/3 Page	\$6,210	\$6,020	\$5,900	\$5,770	\$5,650
1/2 Page	\$5,525	\$5,365	\$5,250	\$5,145	\$5,030
1/3 Page	\$4,150	\$4,025	\$3,940	\$3,860	\$3,775
1/4 Page	\$2,080	\$2,015	\$1,980	\$1,935	\$1,895

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$7,205	\$6,985	\$6,840	\$6,700	\$6,550
2/3 Page	\$5,410	\$5,250	\$5,145	\$5,035	\$4,925
1/2 Page	\$4,815	\$4,665	\$4,570	\$4,475	\$4,385
1/3 Page	\$3,605	\$3,495	\$3,430	\$3,355	\$3,280

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$5,855	\$5,680	\$5,555	\$5,440	\$5,325
2/3 Page	\$4,400	\$4,270	\$4,180	\$4,090	\$4,000
1/2 Page	\$3,905	\$3,790	\$3,715	\$3,635	\$3,560
1/3 Page	\$2,930	\$2,845	\$2,785	\$2,730	\$2,660
1/4 Page	\$2,105	\$2,130	\$2,000	\$1,960	\$1,915
1/6 Page	\$1,580	\$1,535	\$1,505	\$1,470	\$1,445
1/12 Page	\$1,005	\$975	\$960	\$945	\$920

Rates subject to change upon notice from the publisher.



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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 2012	09/16/11	11/08/11
Feb 2012	10/19/11	12/13/11
Mar 2012	11/14/11	01/10/12
Apr	12/08/11	02/07/12
May	01/17/12	03/13/12
Jun	02/15/12	04/10/12
Jul	03/14/12	05/08/12
Aug	04/17/12	06/12/12
Sept	05/14/12	07/10/12
Oct	06/12/12	08/07/12
Nov	07/17/12	09/11/12
Dec	08/14/12	10/09/12
Jan 2013	09/12/12	11/06/12
Feb 2013	10/15/12	12/11/12
Mar 2013	11/06/12	01/08/13

**Specials**

Issue	Ad Close/ Materials Due	On Sale
Dirt Kings (Fall)	06/19/12	08/14/12
Dirt Kings (Winter)	09/21/12	11/13/12

Truck Group Publisher

Steve von Seggern

Tel: (949) 705-3179

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Steve.Vonseggern@sorc.com

For current ad specifications, please see:

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

COMPUTER USAGE

Own a Home Computer: 82.4%
Access the Internet in
Past 12 Months: 83%
Made Purchases Over the
Internet: 56.5%
"Often" or "Sometimes" visit www.
Off-RoadWeb.com: 63.4%

READERSHIP INFORMATION

Have Read Magazine For 4 or More
Years: 49.1%
Read All of the Last 4 Issues: 78.7%
Spend an Hour or More Reading an
Issue: 68.4%
Read ALL of each Issue: 75.9%
Save Entire Issue After Reading:
81.6%

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

Purchased the Product or Service:
57.6%
Recommended the
Purchase to Another: 47.7%
Requested Additional
Information: 45.7%
Filed the Ad for Future Reference: 32.4%

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

Modifications: 72.7%
Repairs: 70.3%
Purchase of a Product: 64.1%
Purchase of a Vehicle: 52.1%
Purchase of a Service: 31.9%

Average Number of Times
Others Sought Reader's Expert
Advice in the Past Year: 60

VEHICLE OWNERSHIP**Number of Non-enthusiast
Vehicles Owned.**

Average Number of
CARS Owned: 0.9
Average Number of
TRUCKS Owned: 1.2
Average Number of
SUVs Owned: 0.6
Average Number of
VEHICLES Owned: 2.8

AUTOMOTIVE ELECTRONICS**Purchased in the Past 12 Months.**

Speaker Upgrade: 62.3%
AM/FM/CD: 59.9%
CB Radio: 40.4%
Amplifier/Crossover: 35%
Radar Detector: 19.5%
Anti-theft Device: 17.1%
GPS / Mapping Unit: 13.2%
AM/FM/Tape: 10.8%
Satellite Radio: 6.6%

VEHICLE MAINTENANCE**Maintenance Items****Personally Performed by Readers.**

Filter Change (Oil, Air, Fuel): 91.7%
Oil Change: 89.7%
Wash/Wax: 88.3%
Brakes: 81.2%
Tune-up: 79.8%
Coolant Change: 79.8%
Perserve Vinyl/Rubber: 70.9%

Spend \$250 or more a Year on
Maintenance Products: 54.0%

OFF-ROAD INFORMATION**Number of Off-Road Vehicles Owned.**

None: 4.5%
One: 42.8%
Two: 32.9%
Three: 11.9%
Four: 3.8%
Five or more: 4.1%

Average Number of OFF-ROAD
VEHICLES Owned: 1.8

**Amount Spent on OFF-ROAD VEHICLES
in the Past Year (excluding the Purchase Price).**

Mean: \$5,090
Median: \$2,500

OFF-ROAD LIFESTYLE**What Readers Do With Their Off-Road
Vehicles.**

Trial Ride: 79.1%
Commute: 63.3%
Snow: 59.6%
Deep Mud: 57.1%
Hunt / Fish: 55.5%
Sand Dunes: 26.7%
Rock Crawl: 23.9%
Compete / Race: 13.2%

(Source: 2003 Reader Survey)

AFTERMARKET PURCHASES**Aftermarket Purchases Made in Past Year.**

- Oversized Tires: 67.8%
- Heavy-duty Shocks: 47.2%
- New Wheels: 49.2%
- Body Lift Kit: 31.8%
- 1-3 inch Suspension Lift Kit: 16.1%
- 4-6 inch Suspension Lift Kit: 28.0%
- 7-12 inch Suspension Lift Kit: 15.2%
- Gauges / Instruments: 28.7%
- Special Carburetor: 20.8%
- Special Camshaft: 15.7%
- Clutch / Flywheel: 16.1%
- Engine Swap: 24.5%
- Front or Rear Gears: 23.6%
- Upgrade Front Rear Bumper: 26.5%
- Driving Lights: 37.1%
- Interior Carpet / Floor Mats: 29.8%
- Towing Accessories: 33.3%
- Bedliner: 17.4%
- Grille Guard, Pushbar: 22.3%
- Flares/Louvers/Vents/Spoilers: 15%
- Rollbar: 17%
- Valvetrain: 12.1%
- Exhaust Headers: 43.5%
- Upgraded Ignition: 23%
- Transmission Oil Cooler: 18.3%
- Locking Hubs: 18.5%
- Skid Plate: 21.4%
- Locking Differential: 17.2%
- Air Conditioning: 6.6%
- Low Range Transfer Case, Crawler Box: 7.1%
- Axle, Driveshaft, Joints: 32.5%
- Computer Upgrades, Chips: 12.4%
- Overdrive: 3.1%
- Running Boards: 13.2%
- Camper Shell: 3.3%
- Billet Grille: 9.7%
- Special Seats: 16.1%
- Electric Winch: 13.9%
- Bikini /Convertible/Jeep Top: 9.5%
- Tire Carrier: 10.2%
- Auxillary Fuel Tank: 8.4%
- Replacement Body Parts: 29.1%

SELF MAINTENANCE

Perform Most of the Maintenance on Your Vehicles: 89.7%

Automotive Maintenance Items Personally Performed in the Past 12 Months.

- Tires: 75.1%
- Battery: 71.2%
- Headlights: 55.4%
- Suspension: 54%
- Shock Absorbers: 54%
- Muffler: 47.5%
- Transmission: 31.2%
- Generator / Alternator: 36.2%

TIRE PURCHASES**Type of Tires Purchased in Past Year.**

- All Terrain: 60.1%
- Mud Terrain: 46.1%
- Mud Bogger, Swamper: 32.5%
- Street / Milage: 29%
- Soft Compound Rock Crawler: 5.9%

TOWING**Readers Use the Following to Get Their Off-Road Vehicles to the Trail.**

- Drive It: 90.9%
- Sometimes Trailer: 17.2%
- Always Trailer: 7.7%
- Sometimes Flat Tow: 4.7%
- Always Flat Tow: 0.9%

TOW VEHICLES**The Following Applies to Reader's Tow Vehicle.**

- 4WD: 86.5%
- Custom Wheels / Tires: 71.3%
- Power Enhancements: 62.1%
- Body/Appearance Accessories: 56%
- Suspension Lift: 53.5%

(Source: 2003 Reader Survey)