

TRUCKIN' 2012 MEDIA KIT

WORLD'S LEADING TRUCK PUBLICATION

Truckin'

Locking Pliers Torture Test
Which Brand Is Best?

More of What You Want
New Content, New Look

6.2L Battle: Ford vs. GM

550HP
Supercharger
Installs



NATION'S BEST LSEVENT
TRUCKS RACING
SIDE BY SIDE
AGAINST MUSCLE CARS

SIMPLE HORSEPOWER
DODGE RAM BOLT-ONS
YOU CAN DO

DRIVE IT!

NO COMPROMISES!
BUILD A 4X4
YOU CAN DRIVE
DAILY & OFF-ROAD
PG. 64

0 70989 30273 0 05 TRUCKINWEB.COM
VOLUME 38-NO. 5, 2012
\$5.99
DISPLAY UNTIL 04/03/2012

A SOURCE INTERLINK MEDIA PUBLICATION

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A SOURCE INTERLINK MEDIA PUBLICATION

Truckin' was launched in 1974 and quickly became the most powerful and largest truck publication in existence. Known for jaw-dropping truck features, expert-derived tech, world-class photography, and the best advice for readers, *Truckin'* was completely redesigned and relaunched in 2012. Now, with more pages, more copies on newsstands, and cutting-edge content and design, the focus is split between all trucks...including those that are lifted, performance-oriented, budget-built, brand new, vintage and updated classics, HD and diesel trucks, lowered customs, and just about everything else. *Truckin'* is once again the 'everything' truck title—no matter what kind of truck a reader is building or wants to read about, there will be something in *Truckin'* that satisfies.



CIRCULATION DEMOGRAPHICS

Established: 1974
Published: Monthly
Total Audience: 929,000*
Circulation: 80,052
Subscribers: 49,967
Newsstand: 30,085
Readers Per Copy: 11.60*
(ABC Statement 12/31/2011 /
*Source Interlink Media Esitmate)

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

DEMOGRAPHIC PROFILE

Male: 99%
Single: 58%
Married: 37%
Attended College: 42%
Working Full Time: 71%
Mean Household Income: \$63,532
Median Household Income: \$51,000
Mean Age: 29
Median Age: 24

AGE

Under 18 Years: N/A
18 to 24 Years: 39%
25 to 34 Years: 23%
35 to 44 Years: 7%
45 to 54 Years: 10%
55 to 64 Years: 6%
65+ Years: 2%

HOUSEHOLD INCOME

Under \$40,000: 36%
\$40,000-\$49,999: 10%
\$50,000-\$74,999: 27%
\$75,000 & Over: 29%
(Source: 2003 Reader Survey)

GENERAL COVERS

SIZE	1x	3x	6x	9x	13x
Cover 4	\$25,350	\$24,585	\$24,075	\$23,575	\$23,060
Cover 2	\$23,320	\$22,615	\$22,155	\$21,690	\$21,215
Cover 3	\$22,305	\$21,635	\$21,190	\$20,745	\$20,300

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	13x
1 Page	\$20,280	\$19,670	\$19,270	\$18,860	\$18,455
2/3 Page	\$15,220	\$14,765	\$14,460	\$14,150	\$13,850
1/2 Page	\$13,530	\$13,115	\$12,850	\$12,580	\$12,315
1/3 Page	\$10,140	\$9,835	\$9,630	\$9,435	\$9,235

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	13x
1 Page	\$18,400	\$17,845	\$17,475	\$17,110	\$16,740
2/3 Page	\$13,815	\$13,405	\$13,115	\$12,845	\$12,570
1/2 Page	\$12,275	\$11,905	\$11,665	\$11,420	\$11,170
1/3 Page	\$9,220	\$8,935	\$8,755	\$8,575	\$8,385

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	13x
1 Page	\$15,370	\$14,920	\$14,615	\$14,305	\$14,000
2/3 Page	\$11,540	\$11,195	\$10,955	\$10,725	\$10,495
1/2 Page	\$10,265	\$9,955	\$9,750	\$9,550	\$9,340
1/3 Page	\$7,690	\$7,465	\$7,310	\$7,155	\$6,995
1/4 Page	\$5,605	\$5,460	\$5,340	\$5,225	\$5,115
1/6 Page	\$4,205	\$4,095	\$4,000	\$3,920	\$3,825
1/12 Page	\$2,630	\$2,550	\$2,505	\$2,445	\$2,405

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
# 1	09/22/11	11/15/11
# 2	10/18/11	12/13/11
# 3	11/11/11	01/10/12
# 4	12/01/11	02/07/12
# 5	01/09/12	03/06/12
# 6	02/06/12	04/03/12
# 7	03/06/12	05/01/12
# 8	04/02/12	05/29/12
# 9	04/30/12	06/26/12
# 10	05/28/12	07/24/12
# 11	06/25/12	08/21/12
# 12	07/24/12	09/18/12
# 13	08/20/12	10/16/12
# 1	09/18/12	11/13/12
# 2	10/16/12	12/11/13



TRUCKIN' Specials

Issue	Ad Close/ Materials Due	On Sale
Lifted	03/21/12	05/15/12
Wheel & Tire Guide	05/14/12	07/10/12
Wrenchin'	09/05/12	10/30/12

Publisher

Jeff Dahlin

Tel: (310) 531-9881

Fax: (310) 531-9373

Jeff.Dahlin@sorc.com

For current ad specifications, please see:

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

COMPUTER USAGE

Own a Home Computer: 82.8%
Access the Internet in
Past 12 Months: 85.9%
Made Purchases Over
the Internet: 61.5%
"Often" or "Sometimes"
visit www.TruckinWeb.com: 75.5%

READERSHIP INFORMATION

Have Read Magazine for
3 or more years: 58.6%
Read All of the Last 4 Issues: 76.7%
Spend an hour or more
reading an Issue: 81.6%
Read ALL of each Issue: 84.8%
Save entire issue
after reading: 85.3%
Readers have done the following as a
result of reading advertisements
in the magazine.
Purchased the product
or service: 68.6%
Recommended the purchase
to another: 47.6%
Requested additional
information: 36.2%
Filed the ad for
future reference: 25.2%

**Others have sought readers
advice in the following areas.**
Modifications: 73.5%
Purchase of a Product: 71.1%
Repairs: 54%
Purchase of a Vehicle: 46%
Purchase of a Service: 28.9%
Average number of times
others sought reader's expert
advice in the past year: 74

VEHICLE OWNERSHIP

**Number of Non-enthusiast
Vehicles Owned.**
Average number of CARS owned: 0.9
Average number of TRUCKS owned: 1.4
Average number of SUVs owned: 0.5
Average Number of VEHICLES
Owned: 2.7

AUTOMOTIVE ELECTRONICS

Purchased in the Past 12 Months.
Speaker Upgrade: 74.2%
AM/FM/CD: 61.6%
Amplifier/Crossover: 53.2%
Anti-theft Device: 30%
DVD Player: 25.8%
Radar Detector: 23.2%
CB Radio: 12.1%
AM/FM/Tape: 10%
Satellite Radio: 8.4%
GPS / Navigation: 3.2%

VEHICLE MAINTENANCE

**Maintenance Items Personally
Performed by Readers.**
Wash/Wax: 95.7%
Filter Change (Oil, Air, Fuel): 81.6%
Oil Change: 79.2%
Perserve Vinyl/Rubber: 69.6%
Coolant Change: 61.4%
Tune-up: 59.4%
Brakes: 56.5%
Spend \$200 or more a year on
maintenance products: 60%

SELF MAINTENANCE

**Readers Who Perform Repairs,
Modifications, or Building.**
Do Everything Yourself: 27.1%
Do Most Yourself: 37.2%
Do Some Yourself: 27.1%
Do Only Maintenance: 7.7%

TRUCK INFORMATION

Size of Pickups Owned.
Full-sized Pickup: 73.2%
Compact Pickup: 26.8%
Purchased NEW.
Full-sized Pickup: 63.8%
Compact Pickup: 22%
SUV: 32.3%
Purchased USED.
Full-sized Pickup: 59.5%
Compact Pickup: 37.2%
SUV: 22.3%

Plan to Purchase in the Next 12 Months.
Full-sized Pickup: 53.8%
Compact Pickup: 27.5%
SUV: 31.3%

Types of PICKUP TRUCKS Owned.
2-Wheel Drive: 78.8%
4- Wheel Drive: 32.1%
Regular Cab: 48.7%
Extended Cab: 44.6%
Domestic/Import Trucks Owned.
Domestic: 91.4%
Import: 7.6%
Both: 4.3%

**Amount Spent on TRUCKS in the Past
Year (excluding the Purchase Price)**
Mean: \$6,508
Median: \$3,000

(Source: 2003 Reader Survey)

WHEEL PURCHASES

Type of Wheels Owned.

- Factory Alloy: 39.9%
- Aftermarket 1-Piece Alloy: 29.6%
- Factory Steel: 20.7%
- Aftermarket 2-Piece Alloy: 19.2%
- Billet: 16.3%
- Aftermarket 3-Piece Alloy: 4.9%

TIRE PURCHASES

Type of Tires Purchased in Past 12 Months.

- Performance: 53.1%
 - All-Season: 36.7%
 - Mud/Snow: 23.0%
 - Oversized: 19.9%
 - Stock: 13.8%
 - Other: 5.1%
- Average Number of Tires Purchased a Year: 3.1

TOWING

Readers Who Use Their Truck/SUV to Tow are Towing the Following.

- Other: 52.1%
- ATV: 34.7%
- Boat: 24.0%
- Dirt Bike: 19.8%
- Personal Watercraft: 16.5%
- Off-Road Vehicle: 10.7%

AFTERMARKET PURCHASES

Aftermarket Purchases Made in Past 12 Months.

- Auxiliary Lighting: 33.6%
- Air Cleaner: 51.2%
- Air Intake: 35.1%
- Bed Liner: 22.7%
- Billet Grille: 24.6%
- Camper Shell: 2.8%
- Carburetor: 11.8%
- Camshaft: 9.5%
- Carpet / Floor Mat: 39.3%
- Clutch / Flywheel: 6.2%
- Dash Trim: 14.2%
- Driving Lights: 35.1%
- Electric Winch: 4.3%
- Engine Rebuild: 14.2%
- Engine Swap: 9.5%

- Exhaust Systems: 55.9%
- Face Gauge: 14.7%
- Front or Rear Gears: 8.5%
- Gauges: 17.5%
- Ground Effects: 11.8%
- Grille Guard, Pushbar: 7.6%
- Headers: 25.6%
- Headlights: 37.4%
- Ignition System: 17.5%
- Lifting Kit: 8.1%
- Locking Differential: 3.8%
- Lowering Kit: 32.7%
- Paint or Graphics: 30.8%
- Roll Pan: 24.6%
- Roll Bar/Cage: 3.3%

- Roof Rack: 2.4%
- Ring & Pinion Gears: 4.7%
- Running Boards: 10.4%
- Shocks: 37.0%
- Steering Wheel: 17.5%
- Suspension Kit: 23.2%
- Taillights: 37.0%
- Tire Carrier: 2.4%
- Tonneau Cover: 27.5%
- Towing Accessories: 16.1%
- Trailer: 5.7%
- Transmission: 15.6%
- Valvetrain: 4.7%

(Source: 2003 Reader Survey)