

A COMMUNITY MEMBER OF
MOTORTOPIA

TREAD

www.treadmagazine.com

ENGAGED[®]
MEDIA LLC

GROUP **MEDIA KIT** **2026**

2026 - Celebrating our 12th Year!



**TREAD IS THE DEFINITIVE GUIDE TO AUTOMOTIVE
ADVENTURE FOR THE OUTDOOR LIFESTYLE.**



The Brand

TREAD is the definitive guide to automotive adventure for the outdoor lifestyle. We equip our audience to be prepared and safe in the untouched landscapes their vehicles are taking them, with reviews of aftermarket and camping products, offroad event coverage and the technical know-how their overlanding needs.

The screenshot shows the TREAD website with a navigation bar including 'VEHICLES', 'OUTDOOR ADVENTURE', 'CAMP GEAR', 'VEHICLE PARTS', 'VIDEOS', 'EVENTS', and 'SHOP'. A prominent banner reads 'SUBSCRIBE NOW! Print or Digital!'. Below are three featured articles: 'From YJ to TJ: The Evolution of the Jeep Wrangler', '2018 Toyota Tundra SR5: The Ultimate Desert-Ready Adventure Rig', and 'Cutting Edge Adventure: Top Knives for Your Next Journey'.

This block displays three magazine spreads. 'GEAR BOX' features 'Supplies For Life Off the Beaten Path' with items like a tent, stove, and shoes. 'OUTFITTED' is a 'Roundup of the Latest Automotive Accessories' including tires, tools, and a cooler. 'GEARED UP' is a 'Selection of the Latest Equipment for Life in the Outdoors' featuring a cooler, a hammock, and a power station.



Monthly Event Broadcasts

Our Photographers, videographers, and auto journalists bring the nation's premier offroad events straight to our audience.

Once a month, our team produces a new TREAD specific event broadcast of a major overlanding, offroad or lifestyle event to our digital audience.

Events never again worry about missing an event when they can count on TREAD magazine to bring the action to them!

The screenshot shows the 'EVENTS' section of the TREAD website. It features four event broadcast cards: 'Overland Expo West 2025: Adventure, Community, and New Gear', 'Jeep Beach 2025 Vendor Row: Builds, Gear, and Community', 'Overland Expo So-Cal 2025! The Ultimate Off-Road Gathering in Costa Mesa', and 'Jeep Beach 2025 Highlights: Best of Vendor Row'. Each card includes a photo of the event, a title, a brief description, and the date.

TREAD 2026 PRINT SCHEDULE



TREAD	Ad Close	Artwork Due	On Sale
Tread Mar/Apr 2026	12/25/25	12/31/25	02/24/26
Tread May/Jun 2026	02/19/26	02/25/26	04/21/26
Tread-YOTA 2026	03/05/26	03/11/26	05/05/26
Tread Jul/Aug 2026	04/16/26	04/22/26	06/16/26
Tread Sep/Oct 2026	06/11/26	06/17/26	08/11/26
Tread BRONCO 2026	07/16/26	07/22/26	09/15/26
Tread Nov/Dec 2026	08/13/26	08/19/26	10/13/26
Tread Jan/Feb 2027	10/22/26	10/28/26	12/22/26

Dates are subject to change.

TREAD 2026 ADVERTISING PRINT RATES

Size	1x (\$)	4x (\$)	8x (\$)
Full Page	\$5,473	\$4,104	\$3,556
1/2 Horizontal	\$3,009	\$2,256	\$1,956
1/3 Vertical	\$2,327	\$1,745	\$1,513
1/4 Vertical	\$1,641	\$1,231	\$1,066



SPREAD PAGE SPEC

BLEED (all sides):	18.25"x11.125"
TRIM SIZE:	18"x10.875"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

FULL PAGE SPEC

BLEED (all sides):	9.25"x11.125"
TRIM SIZE:	9" X 10.875"
LIVE AREA:	8.25"x10.125"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

HALF PAGE SPEC:

1/2 Page (Horizontal) w/bleed:	9.25"x5.5"
1/2 Page (Horizontal) Trim Size:	9"x5.25"

All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim.

1/4 Vertical Spec: Trim size:	4"x5"
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DIGITAL ADVERTISING RATES



Brand Awareness Package — \$1,375

Build brand awareness across TREAD active and engaged digital platforms:

- Newsletter Story Placement
- Facebook Post
- Instagram Story

Print Amplification package — \$1,650

Supplement your print campaign with the Amplification Package, designed to reach TREAD subscribers wherever they are online:

- Newsletter Display Ad

Brand Spotlight Package — \$2,530

Take center stage with custom digital content featuring your company across all TREAD digital platforms:

- Custom Web Article
- Newsletter Story Placement
- Facebook Post
- Instagram Story

TREAD AUDIENCE

TREAD DIGITAL

50K+

unique users per year

TREAD SOCIAL

220K+

AVERAGE AGE
35-55 years

65% EARN
AT LEAST **\$100K** PER YEAR

57% TYPICALLY
MAKE BUY DECISIONS
FROM ONLINE CONTENT

Instagram Followers: **41K+**
Engagement Rate (28 days): **6.0%**

Facebook Follower: **29K+**
Engagement Rate: **1.50%**

Pinterest Impression: **22K+**
Engagement Rate (30 days): **4.0%**

YouTube Views: **65K+**
Engagement Rate (28 days): **4.2%**



TREAD MAGAZINE NOTABLES

60% OF READERS VISIT NATIONAL PARKS REGULARLY.

56% CAMP THROUGHOUT THE YEAR.

57% MAKE BUYING DECISIONS BASED OFF PRINT MAGAZINES ADVERTISING.

46% BUY HIGH-END OUTDOORS LIFESTYLE APPAREL.

25K+ MONTHLY UNIQUE DIGITAL USERS ARE SPECIFICALLY TARGETING OVERLANDING CONTENT.

46K+ MONTHLY UNIQUE PAGE VIEWS RELATED TO OVERLANDING EVENTS, GEAR, TIPS AND TRAINING.

2.26% AVERAGE ENGAGEMENT RATE ACROSS ALL PLATFORMS VS. THE 1.6% AVERAGE INDUSTRY RATE* PER SOCIAL INSIDER

125K+ MONTHLY IMPRESSION ON THE TREAD MAGAZINE WEBSITE

3K+ MONTHLY VIDEO VIEWS ON ACROSS ALL MOTORTOPIA VIDEO PLATFORMS

EMAIL MARKETING IS RANKED #2 FRO BUILDING BRAND AWARENESS, ACCORDING TO BUSINESS OWNERS.



TREAD TECHNICAL VIDEOS

Motortopia is the most complete online destination for those who share the same passion for custom cars, lifted and classic trucks, Offroad and overlanding vehicles, and street rods. We document one-off custom builds and massive industry events from all auto genres.

Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car enthusiasts who crave unique experiences.



ARE WE CRAZY? Men power windows and locks on this classic C10 Squarebody! Rocky Part 12



Shocking Shimmied Chrome Covered Semi Trucks - Here's Our Favorite!

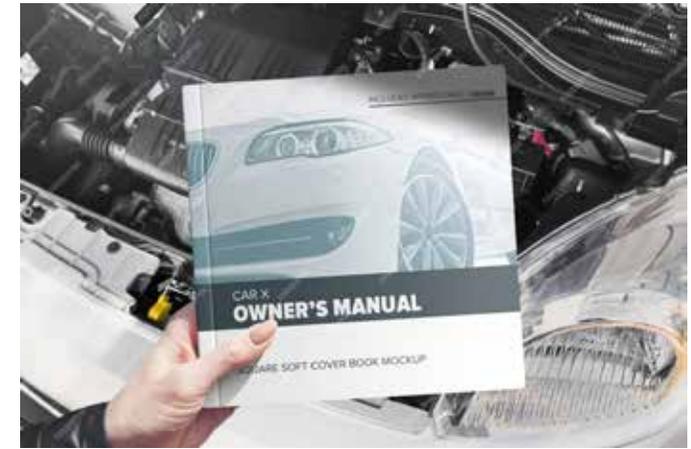


SKRAIP'S L5X-Powered OBS and BTS at Beltech Suspension!

TECHNICAL VIDEOS FOR CUSTOMERS



INSTRUCTION MANUALS



Provide your customers with a seamless installation experience through our turnkey owner's manuals and instruction guides. Each guide includes detailed photography, clear instructions, and QR-coded videos to ensure effortless product setup.



WHAT IS NEW IN 2026

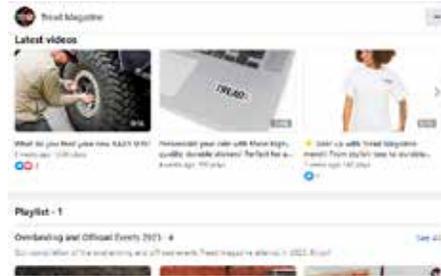
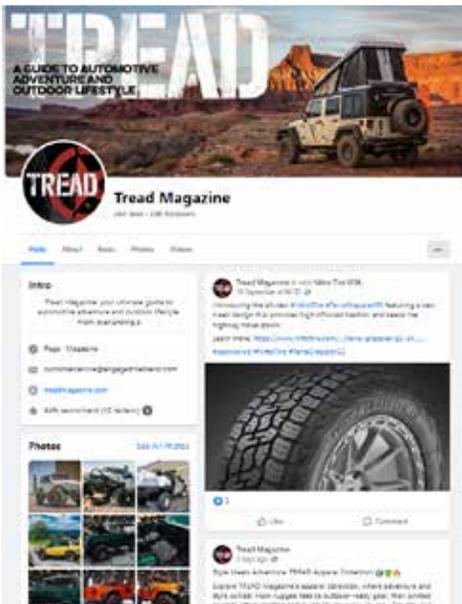
Product: PHOTOGRAPHY

Showcase your products, facilities, and custom vehicles with our high-quality automotive photography services—captured in a pristine white studio or on-site for powerful marketing visuals.



Social Media: MANAGEMENT

Elevate your online presence with our comprehensive social media management services—delivering data-driven strategies that drive engagement and grow your brand.



Product: VIDEOGRAPHY

Bring your brand to life with our expert automotive video services, from sleek product videos in a white studio to dynamic footage of your manufacturing and retail operations, plus custom vehicle features for standout marketing content.

Product: EDITING

Transform your raw footage into captivating content with our digital media editing services—tailored for marketing, YouTube, websites, and social media to amplify your brand's online presence.



Technical: WRITING

Leverage our expertise with custom writing services that craft compelling press releases, website content, product descriptions, ads, blogs, newsletters, and promotions—designed to engage, intrigue, and drive action.

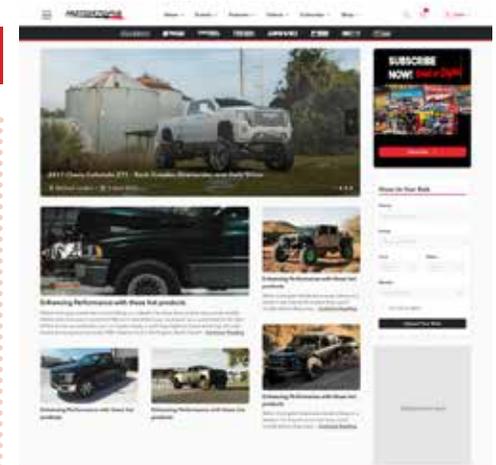
Printing: MAGAZINES

From concept to distribution, we craft custom magazines and publications—delivering engaging content, stunning design, and seamless distribution to amplify your brand's message.



Content: DIGITAL

Enhance your brand's digital footprint with our custom content creation services—tailored for websites, blogs, PR, and all your marketing needs.



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