

MAXIMUM DRIVE



2016
Media Kit

MAXIMUM DRIVE

American automobile enthusiasts are passionate about their cars and about American car culture. Whether they follow muscle cars, hot rods, or classic performance models, these enthusiasts have broad and deep technical knowledge, a keen sensibility for quality, and a deep commitment to the history and integrity of their preferred brand.

Performance and style are the keystones of the American love affair with the automobile. Because those values are primary, first class customization with top quality aftermarket and OEM parts is a leading matter of interest. Maximum Drive magazine has been created to bring together the best in customized and restored American performance automobiles.

Maximum Drive magazine is an American automotive enthusiast publication featuring the top tier of classic and modern domestic performance cars. In each issue, we cover the latest in Detroit muscle, plus both restored and modified classic muscle, hot rods of all disciplines, and true American classics.

But **Maximum Drive** is not just a book of pretty pictures. We delve deeply into Tech, to help you build and maintain your own collection with the best parts and techniques available in the industry. Our editors are hands-on enthusiasts who understand the challenges of restoration and modification. Whether your dream is built for the show floor, the street or the track, you'll find what you need in **Maximum Drive**.



WHAT THE READERS OWN

- Early Muscle Cars
- Late Model Muscle Cars
- Hot Rods
- Street Rods
- Customs
- Classics
- Rat Rods

READERSHIP PROFILE

- Average Age - 40
- Average Income - \$78,000
- 96% are male
- 4% are female
- 95% are domestic car and truck owners
- 75% will purchase custom, performance products in the next three months



MAXIMUM DRIVE

Maximum Drive is the newest high-value American performance magazine from Engaged Enthusiast Media. **Maximum Drive** brings you the best of modern and classic muscle cars, hot rods of all disciplines, and classic American performance cars.

Maximum Drive is a luxurious large-format magazine printed on archival quality heavy paper, with each interior page finished in gloss white. Extraordinary oversized photography and in-depth features bring unparalleled value to the reader. Our vision is to introduce the top vehicles in America for street use, the show circuit, or on-track competition.

Maximum Drive is also a one-stop-shop for the latest in automotive performance products from the aftermarket, and the deep technical expertise to show how these products are used to improve your vehicle's overall performance and appearance. **Maximum Drive** delivers in-depth technical articles that not only showcase a product, but also offer detailed step-by-step installation procedures. Each technical article features high quality images and informative text to give the consumer strong confidence in any project.

The editors and contributors of **Maximum Drive** are lifelong automotive enthusiasts who have decades of hands-on experience in modification, restoration, and competition. Our contributors include additional published authors, professional builders, and top automotive photographers. **Maximum Drive** is a publication for the American performance enthusiast, created by American performance enthusiasts.



Engaged Media Retail Partners



MAXIMUM DRIVE

2016 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Mar/Apr '16	11/25/15	12/03/15	01/19/16
May/June '16	01/20/16	01/28/16	03/15/16
Jul/Aug '16	03/23/16	03/31/16	05/17/16
Sep/Oct '16	05/25/16	06/02/16	07/19/16
Nov/Dec '16	07/27/16	08/04/16	09/20/16
Jan/Feb '17	09/28/16	10/06/16	11/22/16
Mar/Apr '17	11/23/16	12/01/16	01/17/17

**Dates subject to change.*

2016 RATE CARD

	1x (\$)	3x (\$)	6x (\$)
Full Page	3,373	3,004	2,704
1/2 Page	2,412	2,174	1,957
1/3 Page	2,174	1,958	1,762
1/4 Page	1,969	1,738	1,564
Cover 2	3,982	3,614	3,253
Cover 3	3,744	3,414	3,073
Cover 4	4,210	3,828	3,445

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AD SIZES AND SPECIFICATIONS

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 9.125" x 10.875"

Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Beckett Media LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 9.125" x 10.875"

Standard Units	Width & Depth
Full page (live area)*	8.375" x 10.125" deep
1/2 page (horizontal)	9.375" x 5.2" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	4.125" x 5" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:

9.125" x 10.875" deep

Full-Page Bleed (all 4 sides):

9.375" x 11.125" deep