

*Advertising Rate Card*

# **RODDINGUSA™**

*America's Foremost Hot Rod Magazine is  
published By Hot Rodders for Hot Rodders  
Established 2013*



*Traditional Hot Rods & Street Rods  
Incredible Wrap-Around Covers  
Event Coverage From Across America  
Shop Tours, Tech, Rodding Products & Car Features  
Our Bi-Monthly Magazine is Printed on High Quality, Gloss Art Paper*

*Project  
Roadster  
Pickup*

# Overview

**RODDING USA** was introduced in March, 2013 and attracts a strong following of loyal readers. **RODDING USA** is a bi-monthly magazine which is proudly "Made in the USA". Each issue features wrap-around covers in a full size format (8.5"x11") and is printed on heavy weight, glossy paper to enhance the reading experience. We deliver results with outstanding photography, editorial content and useful tech content. These tangible benefits have been embraced by industry-leading advertisers who have partnered with us to maximize their marketing reach to their target audience through a high quality product.

## DEMOGRAPHICS

Our readers consist of long-time hot rodders who after many years are still hooked on rods, as well as younger readers looking to capture the essence of the greatest period of time in rodding history, the '50s and the '60s.

## FREQUENCY

Rodding USA is published bi-monthly (6 issues per year)

## MEDIUM

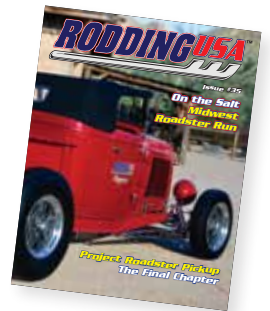
We offer both print and digital versions of the magazine.

## DISTRIBUTION

The printed version is available nationwide in the continental USA via a chain of selected dealers. It is also available internationally in Canada, England, Australia and New Zealand. Backing the dealers are sales direct from the publishers secure online store, by telephone or at major events across America. The digital version is available globally on Apple and Zinio newsstands and is formatted for iPhone, iPad and Android devices.

## ADVERTISING

We are pleased to offer you some of the most attractive and affordable advertising rates in the industry. Our customers are established suppliers and builders in the hot rod industry looking to maximize their advertising efforts and budget with our wide distribution and extremely competitive rates. We also provide an opportunity for manufacturers and builders who, in the past, may have advertised infrequently because it was viewed as too expensive. Our rates will allow you to present your products and services to the customers which your business needs.



## TRANSPORT

All materials to be emailed to [advertising@roddingusa.com](mailto:advertising@roddingusa.com)

## PDF FORMAT HI RES (HIGH QUALITY)

PDFs, 300dpi minimum, CMYK

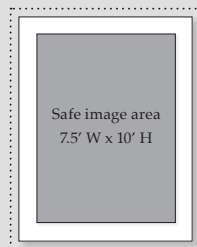
## TEXT FILES

Supply all text in Microsoft Word documents

## IMAGES

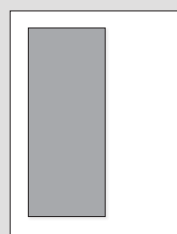
Image files supplied as TIFFs, EPS and JPEG all in CMYK – 300dpi

### PRINT ADVERTISING SIZES



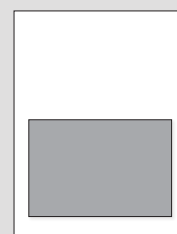
**FULL PAGE**

8.5" W x 11" H + .25' bleed



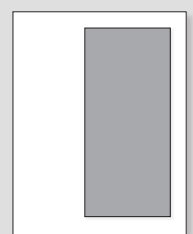
**HALF PAGE (V)**

3.625" W x 10" H



**HALF PAGE (H)**

7.5" W x 4.9" H



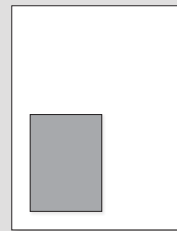
**TWO THIRDS PAGE (V)**

5.05" W x 10" H



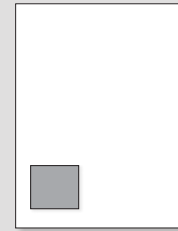
**THIRD PAGE (V)**

2.35" W x 10" H



**QUARTER PAGE**

3.625" W x 4.9" H



**TWELTH PAGE**

2.35" W x 2.35" H

# Content

## CAR FEATURES

Exciting, vibrant and stunning photography is key to the look of **RODDING USA**. We focus on both the overall look of a car plus the details which make it flow. The stories focus on the owner and their involvement in the hobby. Features range from 4-6 pages and we occasionally include a Masterpiece Feature which will be 8-12 pages with large dramatic photographs.

## EVENT COVERAGE

When you have 500 to 5,000 cars at an event you need to devote enough space to have the reader feel that they have experienced something special even if they were not able to attend. Our event coverage ranges from 4-16 pages.

## TECHNICAL STORIES

We will bring you technical information which might make your next home project a little easier to accomplish with easy to read stories illustrated with photos.

## AUTOMOTIVE COLLECTIONS

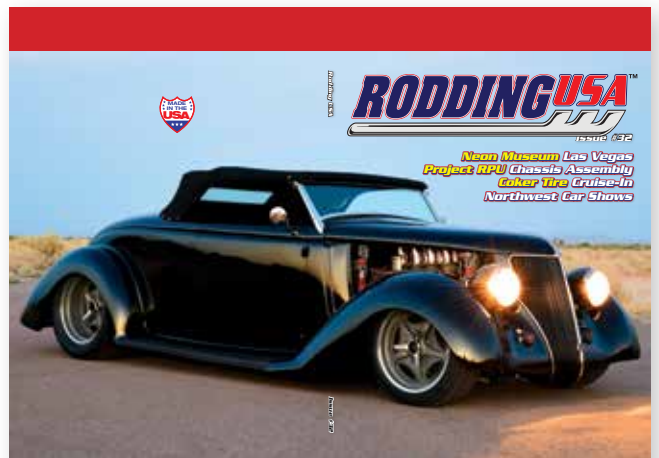
**RODDING USA** has been invited to photograph some of the most exclusive car and memorabilia collections in the country to share with our readers including Bob Evert's Deuce collection, the late Vic Edelbrock's garage and many more.

## HOME & PRO GARAGES

We will take a look at what many rodders across the country are building in their home shops along with what is being built by the professional builders. You will be surprised at what we discover.

## MANUFACTURES SPOTLIGHT

We feature tours of hot rod/performance related businesses from new companies to the survivors like Pete & Jake's, Vintage Air, Mooneyes and more. We provide product promotion in our Rodding Products section along with 1-4 page Product Spotlight articles showcasing new products available to the reader.



Wrap-around Covers



Event Coverage



Car Features



Manufacturers Spotlight



*By hot rodders, for hot rodders...*

# Contact Information

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