

A COMMUNITY MEMBER OF  
**MOTORTOPIA**

**DRIVE!**<sup>TM</sup>  
[www.driveonline.com/](http://www.driveonline.com/)

**ENGAGED**  
MEDIA, LLC

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




**2026 - Celebrating our 40th Year!**

**WE'RE AMERICA'S #1 AUTOMOTIVE EVENT SOURCE, WE COVER ALL THE ACTION, FROM NOSTALGIA RACING, AND CLASSIC CAR RESTORATION**


# The Brand


We're America's #1 automotive event source, we cover all the action, from nostalgia racing, and classic car restoration, to hi-tech street rodding, right on through the the 70's era of muscle cars, and today's sport trucks and dressed-out SUV's. With the latest trends, hottest new parts, and the best places to take their cars and have fun!


From The Magazine Events Tools Advertise Subscribe Shop Finder Current Issue Sergeant Square
+ ADD AN EVENT Login

2025 - Celebrating our 40th Year!










**DRIVE ONLINE LATEST POSTS**




A LEGACY OF POWER: BUILDING THE ULTIMATE 1965 NOVA



UNVEILING THE 1180HP 'FENIX': SEAN SMITH DF SIGNS MA STFRPIFCF 1969

POST YOUR EVENT

To view the latest Issue of DRIVE! Magazine for FREE!



[CLICK HERE](#)

## TRUCKS AT MECUM

**1** FUTURE TRUCK BUYER? MEET THE TRUCKS AT MECUM! THE TRUCKS AT MECUM SHOW IS THE PLACE TO GO FOR THE LATEST AND GREATEST TRUCKS AND SUV'S. THE TRUCKS AT MECUM SHOW IS THE PLACE TO GO FOR THE LATEST AND GREATEST TRUCKS AND SUV'S.

### The Ultimate Auction Experience



### RIGHT-HAND TANDEM MASTER CYLINDER PROP VALVE KITS FOR CLASSIC MOPAR FOUR-BOLT MOUNT

Whether you're a weekend warrior or a full-time racer, your classic Mopar truck or SUV needs the right kind of prop valve kit. The right kind of prop valve kit is the difference between a smooth ride and a bumpy one. The right kind of prop valve kit is the difference between a smooth ride and a bumpy one.



**1955-57 CHEVY BELAIR TURBO TRANSMISSION SIDE MOUNT CONVERSION KIT**

Whether you're a weekend warrior or a full-time racer, your classic Chevy Belair needs the right kind of transmission side mount conversion kit. The right kind of transmission side mount conversion kit is the difference between a smooth ride and a bumpy one.



### AMSOIL RELEASES SEVERE GEAR® 75W-85 100% SYNTHETIC EXTREME-PRESSURE GEAR LUBE

AMSOIL's new SEVERE GEAR® 75W-85 100% SYNTHETIC EXTREME-PRESSURE GEAR LUBE is the most advanced gear oil ever formulated. It's designed to protect your gears from wear and tear, even in the most demanding conditions.




### BSP-N95065 & BLK95065 - LT4 BILLET SUPERCHARGER LIDS

The new BSP-N95065 & BLK95065 - LT4 BILLET SUPERCHARGER LIDS are the perfect addition to your LT4 engine. They are made from high-quality billet aluminum and feature a polished finish.





# Event Coverage


From The Magazine Events Tools Advertise Subscribe Shop Finder Current Issue

**Nov 02  
Sun**

## Nov 02, 2025, Niagara County Central Rotary Club Auto Parts Swap Meet



Indoor auto parts & automotive related swap meet. 30 Vendors, \$5.00 admission. Children under 12 are free. Basket auction. Handicapped accessible. Food available. All Proceeds benefit the Rotary Scholarship Fund. Indoor Vendor spaces available: 8 x 6 booth \$20 (includes one 8ft table & 2 chairs. Call Tom Grimm 716-694-0888 <https://niagara-county-central-rotary-club.org/index.htm>

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Hundreds of trucks, vans and SUVs will return to the 3rd annual O'Reilly Auto Parts Grand National Truck Show at the Fairplex in Pomona on September 26-27. The West Coast's premier truck-only show welcomes trucks, vans, and SUVs of all types and styles from 1900 to present, regardless of make, model, or year. Local enthusiasts are encouraged to showcase their rides at the Grand National Truck-In. This outdoor portion of the show spans two days and welcomes all types of trucks, SUVs, and vans, regardless of their year or style. It's a great place to cruise in with your truck, spend time with your club and possibly even take home an award. The Grand National Truck Show will be open to the public Friday, Sept. 26, and Saturday, Sept. 27, from 10 a.m.-6 p.m. Adult admission is \$25.00 each day or \$20.00 for all O'Reilly Auto Parts store. For more information about the Grand National Truck Show, to enter your vehicle or purchase tickets, please visit [rdshows.com/gnts](https://rdshows.com/gnts)

<https://rdshows.com/gnts>

**Sep 19  
Fri**

## Sep 19, 2025, Mesquite Resort Super Run 2025

A Classic Car Experience



Mesquite Resort Super Run 2025 September 19,20,21 2025 A Classic Car Experience [www.superrun.com](http://www.superrun.com)

# DRIVE 2026 PRINT SCHEDULE



DRIVE/COVER ISSUE	Ad Close	Artwork Due	On Sale
March 2026	12/03/25	12/11/25	01/12/26
April 2026	12/31/25	01/08/26	02/09/26
May 2026	02/04/26	02/12/26	03/16/26
June 2026	03/04/26	03/12/26	04/13/26
July 2026	04/01/26	04/09/26	05/11/26
August 2026	05/06/26	05/14/26	06/15/26
September 2026	06/03/26	06/11/26	07/13/26
October 2026	07/01/26	07/09/26	08/10/26
November 2026	08/05/26	08/13/26	09/14/26
December 2026	09/02/26	09/10/26	10/12/26
January 2027	09/30/26	10/08/26	11/09/26
February 2027	11/04/26	11/12/26	12/14/26

Dates are subject to change.

# DRIVE 2026 ADVERTISING PRINT RATES

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	2,582	2,455	2,182
2/3 Page	2,046	1,841	1,637
1/2 Page	1,637	1,473	1,309
1/3 Page	1,364	1,229	1,091
1/4 Page	1,091	982	872
1/6 Page	818	736	655
2 Page Spread	5,184	4,666	4,147
Cover 2	3,274	2,947	2,619
Cover 3	3,001	2,701	2,400
Cover 4	3,546	3,193	2,837

## SPREAD PAGE SPEC

Bleed Size: 15.75" x 10.5"  
 Trim Size: 15.5" x 10.25"  
 Live Area: 15" x 9.75"  
 All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

## FULL PAGE SPEC

Bleed Area: 8"x10.5"  
 Trim Area: 7.75"x10.25"  
 Live Area: 7"x9.5"  
 All Text Not Intended to Bleed, Must Be Kept 1/4" From Trim

2/3 page (vertical) 4.5" x 9.75"  
 1/2 page (vertical) 3.3125" x 9.75"  
 1/2 page (horizontal) 7" x 4.75"  
 1/2 page (island) 4.5" x 7.25"  
 1/3 page (vertical) 2.125" x 9.75"  
 1/4 page (vertical) 3.3125" x 4.75"  
 1/6 page (vertical) 2.125" x 4.75"  
 1/6 page (horizontal) 4.5" x 2.25"



## DRIVE AUDIENCE

THE AVERAGE AGE GROUP  
OF DRIVE! READERS

**44 Years**

DRIVE! READERS' AVERAGE  
INCOME

**\$77K**

DRIVE! READERS OWN  
THEIR OWN HOMES

**80%**

DRIVE! READERS ARE  
MALE

**94%**

DRIVE! READERS ARE  
FEMALE

**6%**

WILL SPEND MORE THAN  
\$9,795 ON THEIR  
VEHICLE NEXT YEAR

**48%**

WILL PURCHASE AN  
AUTOMOTIVE-RELATED  
PART IN THE NEXT 90  
DAYS

**77%**



Facebook Follower: **3.5K+**  
Engagement Rate: **1.5%**



MT YouTube Views: **65K+**  
Engagement Rate (28 days): **4.0%**



## DRIVE 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.

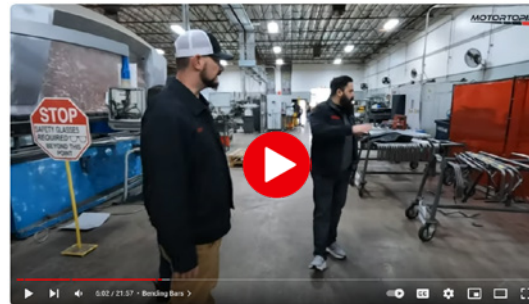
Motortopia provides extremely detailed technical articles that help our DIY readers gain the confidence to order parts and perform installations on their own. We entertain, inspire and guide motivation through quality imagery, editorial, and video content. We are a community for classic and custom car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



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

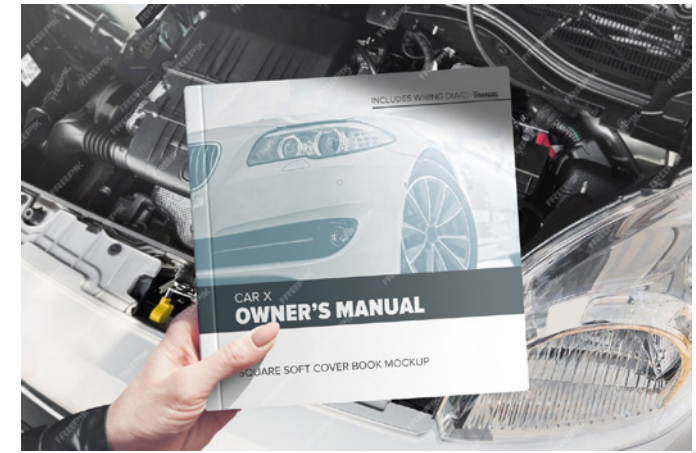


Shocking Slammed Chrome Covered Semi Trucks - Here's Our Favorites!



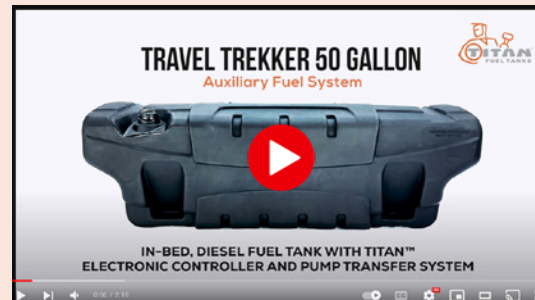
SKRAPES LSX-Powered OBS and BTS at Belltech Suspension!

## 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.

## TECHNICAL VIDEOS FOR CUSTOMERS



# WHAT IS NEW IN 2026

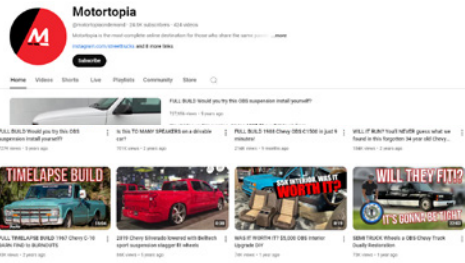
## Product: PHOTOGRAPHY

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.

## 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.



## Content: DIGITAL

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

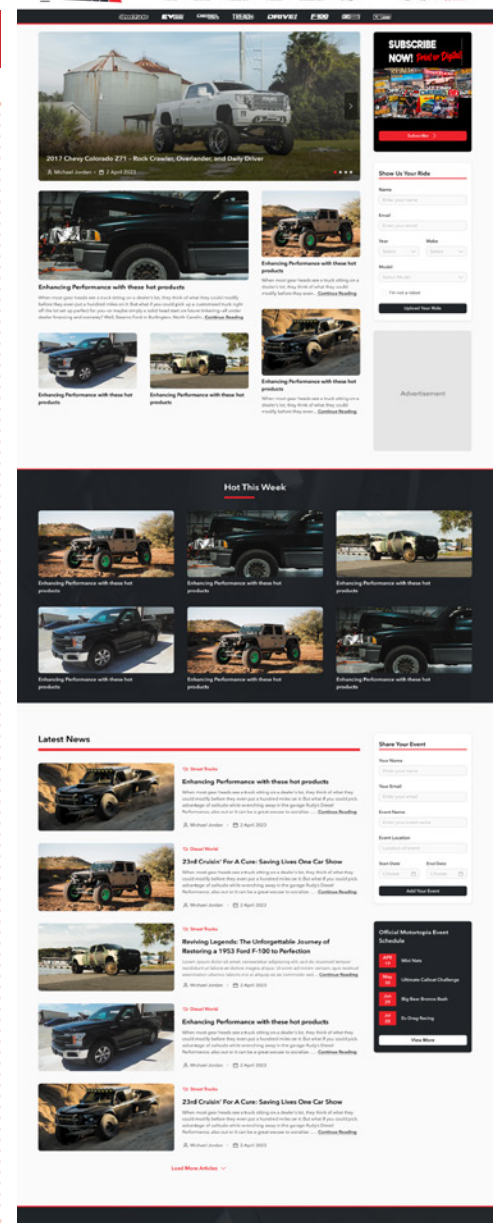
## Product: EDITING

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.



## 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.



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