



DIGITAL MEDIA KIT  
JULY 2015

# Our Mission

*4LOW Offroad Magazine is an online digital magazine for premium off-road content. Tight woods wheeling, out-landing excursions, coverage of hi-speed off road racing along with technical rock crawling events, and technical write-ups with how-to content to provide instruction on installing new products and maintenance.*

*Our audience, which consists primarily of hardcore off road and over-landing enthusiasts, tends to be:*

- Sophisticated
- Web-Savvy
- Fabricators



# Content

## 4LOW Offroad Magazine Features:

- Event Coverage
- Reader's Ride Showcase
- Build Spotlight
- Parts & Shop Reviews
- Technical Tutorials

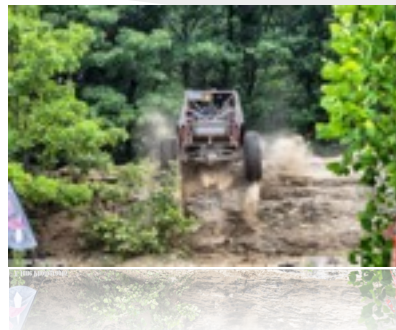




# Events

## *Event Coverage*

- *King of the Hammers*
- *Ultra4 Racing Badlands*
- *Ultra4 Racing Sturgis Blowout*
- *Rausch Creek ORP RCROcs Race Series*
- *Rausch Creek RCROcs Crawl Series*
- *Line Mountain 4 Wheelers Race Series*
- *W.E. Rock East Coast*
- *Dirt Riot East Coast*
- *Big Dogs Ice Breaker*
- *Krawlin 4 Cops - Chaos ORP, Capon Bridge, WV*



# About Our Audience

**3,000+**



Magazine Views

**2,200+**



Social Media  
Subscribers

**330%**



1 Year Traffic Growth

**4:13**



Avg. Time on Site

**2,207+**



Post Reach (per  
week)

# Contributors



# Advertising Opportunities

| <b><i>Ad Unit</i></b>         | <b><i>Dimensions</i></b>          | <b><i>Formats</i></b>  | <b><i>Cost (CPM)</i></b> |
|-------------------------------|-----------------------------------|------------------------|--------------------------|
| <b><i>Two Page Spread</i></b> | <b><i>1190(pt) x 1682(pt)</i></b> | <b><i>PDF, JPG</i></b> | <b><i>\$50</i></b>       |
| <b><i>One Page Spread</i></b> | <b><i>595(pt) x 841(pt)</i></b>   | <b><i>PDF, JPG</i></b> | <b><i>\$25</i></b>       |
| <b><i>Large Rectangle</i></b> | <b><i>295(pt) x 420(pt)</i></b>   | <b><i>PDF, JPG</i></b> | <b><i>\$15</i></b>       |

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