

A COMMUNITY MEMBER OF
MOTORTOPIA

DIESEL WORLD

www.dieselworldmag.com

ENGAGED
MEDIA, LLC

GROUP MEDIA KIT 2026

2026 - Celebrating our 21st Year!



DIESEL EVENT COVERAGE, TECHNICAL REPAIR INSIGHTS, AND INDUSTRY NEWS, DIESEL ENTHUSIASTS KNOW WE'RE THE ONE-STOP SHOP FOR THEIR REPAIR AND PERFORMANCE NEEDS.

The Brand

As the leading voice in diesel performance, we bring together expert product guidance, event coverage, hands-on repair insights, and up-to-the-minute industry news—making us the definitive resource for every diesel enthusiast.

Our Mission

DIESEL WORLD is the ultimate destination for diesel enthusiasts—uniting the community through print, digital, social, and live event platforms. We deliver expert insights, the latest industry news, and hands-on technical advice that serve both professionals and newcomers alike.

Across social media, DIESEL WORLD drives global engagement by sparking discussions, sharing videos, and celebrating the passion that fuels the diesel lifestyle. More than just a brand, Diesel World is a movement—connecting people through innovation, performance, and community spirit.

Monthly Event Broadcasts

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

Once a month, our team produces a new diesel specific event broadcast of a major drag racing, tractor pull or truck show to our digital audience.

Events never again worry about missing and event when they can count on diesel world to bring the action to them!

Upcoming Diesel World Events – December 2025

December 6, 2025 Small Town Get Down Inverness, FL
 December 5th-7th Turkey Drag Lone Oak, TX
 December 11-13, 2025 PRI SHOW 2025...

DW STAFF · September 23, 2025

DEPARTMENTS | EVENTS

Throwback Thursday: Lone Star Throwdown 2025 in the Mud

Kicking Off Show Season with Trucks, Rain, and Mud Lone Star Throwdown (LST) 2025, held from February 21 to 23 at the Lone Star Expo [...]

MACH1 MEDIA · September 04, 2025

DEPARTMENTS | EVENTS

Dyno Runs, Sled Pulls, and Diesel Power: Spring Open House Recap

Checking in at the Spring Open House Event The dyno was the highlight of the day during the morning hours. One by one, trucks would [...]

DUSTIN KORTH · September 03, 2025

EVENTS | Uncategorized

Cutting Costs on a G56 Swap Without Cutting Corners

Firsthand Tips from a facebook group This is what I did/learned while doing a G56 swap on a 4th-gen Mega Cab Laramie. Everyone asks what [...]

Will Turner · August 22, 2025

Dodge | Dodge | EVENTS | FEATURES | Ram | Uncategorized

DIESEL WORLD 2026 PRINT SCHEDULE



Diesel World	Ad Close	Artwork Due	On Sale
March 2026	11/06/25	11/12/25	01/06/26
April 2026	12/11/25	12/17/25	02/10/26
May 2026	01/08/26	01/14/26	03/10/26
Jun 2026	02/05/26	02/11/26	04/07/26
July 2026	03/12/26	03/18/26	05/12/26
August 2026	04/09/26	04/15/26	06/09/26
September 2026	05/07/26	05/13/26	07/07/26
October 2026	06/11/26	06/17/26	08/11/26
November 2026	07/09/26	07/15/26	09/08/26
December 2026	08/06/26	08/12/26	10/06/26
January 2027	09/03/26	09/09/26	11/03/26
February 2027	10/08/26	10/14/26	12/08/26

Dates are subject to change.

DIESEL WORLD 2026 ADVERTISING PRINT RATES

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	\$4,651	\$3,720	\$3,163
2/3 Page	\$3,489	\$2,792	\$2,372
Half Page	\$2,616	\$2,092	\$1,779
1/3 Page	\$1,962	\$1,570	\$1,334
1/4 Page	\$1,471	\$1,176	\$1,000
2 Page Spread	\$8,208	\$6,567	\$5,581
Cover 2	\$5,679	\$5,193	\$4,465
Cover 3	\$5,000	\$4,554	\$3,886
Cover 4	\$6,358	\$5,831	\$5,042

SPREAD PAGE SPEC

Bleed Area:	15.75in x 10.75in
Trim Area:	15.5in x 10.5in
Live Area:	14.75in x 9.75in

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

FULL PAGE SPEC

Bleed Area:	8" x 10.75"
Trim Area:	7.75" x 10.5"
Live Area:	7" x 9.75"

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

2/3 page (vertical)	4.5" x 9.625"
1/2 page (horizontal)	6.75" x 4.75"
1/2 page (vertical)	4.5" x 7.25"
1/3 page (horizontal)	4.5" x 4.75"
1/3 page (vertical)	2.125" x 9.625"
1/4 page (vertical)	3.25" x 4.75"
1/4 page (horizontal)	4.5" x 3.625"

DIGITAL ADVERTISING RATES



Brand Awareness Package — \$1,540

- Build brand awareness across Diesel World 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 Diesel World subscribers wherever they are online:
- Newsletter Display Ad

Brand Spotlight Package — \$2,750

- Take center stage with custom digital content featuring your company across all Diesel World digital platforms:
- Custom Web Article
- Newsletter Story Placement
- Facebook Post
- Instagram Story



DIESEL WORLD AUDIENCE

DIESEL WORLD DIGITAL

85K+

unique users per year

DIESEL WORLD SOCIAL

700K+

AVG HHI **\$81K**

AVERAGE AGE **35 years**

-  Instagram Followers: **78K+**
Engagement Rate (28 days): **5%**
-  Facebook Follower: **445K+**
Engagement Rate: **1.48%**
-  Pinterest Impression: **100K+**
Engagement Rate (30 days): **4.0%**
-  YouTube Views: **64K+**
Engagement Rate (28 days): **4.0%**



DIESEL WORLD NOTABLES

74%+

will purchase a product for their truck in the next 90 days.

72%

own hand-modified trucks

62%

do their own auto maintenance.

536K

monthly impressions

25K+

subscribers watch events streams

39%

buy regularly from their online content.

2.89%

average engagement rate

74% OF READERS WILL **PURCHASE A PRODUCT** FOR THEIR TRUCK IN THE NEXT 90 DAYS.

72% OF DIESEL WORLD SUPPORTERS **OWN HAND-MODIFIED TRUCKS**

ENTHUSIASTS THAT **MAINTAIN THEIR OWN DIESEL VEHICLES** MAKES UP FOR 62% OF OUR AUDIENCE.

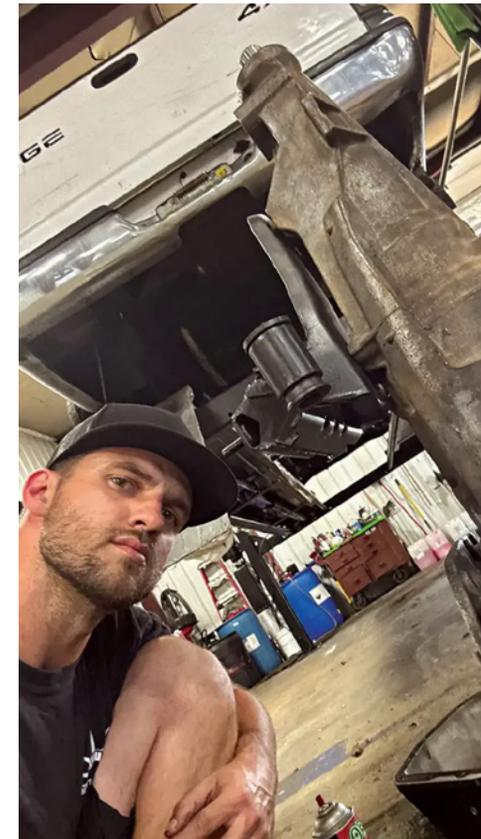
DIESEL WORLD'S REACH TO THE SOCIAL AUDIENCE IS **19% MORE ACTIVE** THEN THE INDUSTRY BENCHMARK.

TECHNICAL, HOW-TO COACHING. OUR EXPERTS PROVIDE STEP-BY-STEP GUIDANCE ON AFTERMARKET MODIFICATIONS RANGING FROM BASIC PROJECTS TO ADVANCED DIESEL BUILDS.

EMAIL MARKETING IS **RANKED #2 FOR BUILDING BRAND AWARENESS** TO THE DIESEL AUDIENCE, ACCORDING TO QUALIFIED DIESEL BUSINESS OWNERS.

THE MAGAZINE IS PUBLISHED MONTHLY. **SOLD AT MAJOR RETAIL OUTLETS** LIKE AMAZON, SAFEWAY, ALBERTSONS, VONS, WALMART, KROGER, AND PX MILITARY STORES.

DIGITAL-EXCLUSIVE DIESEL CONTENT APPEARS REGULARLY ON THE DIESEL WORLD WEB SITE AND SOCIAL PLATFORMS.



DIESEL WORLD 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!

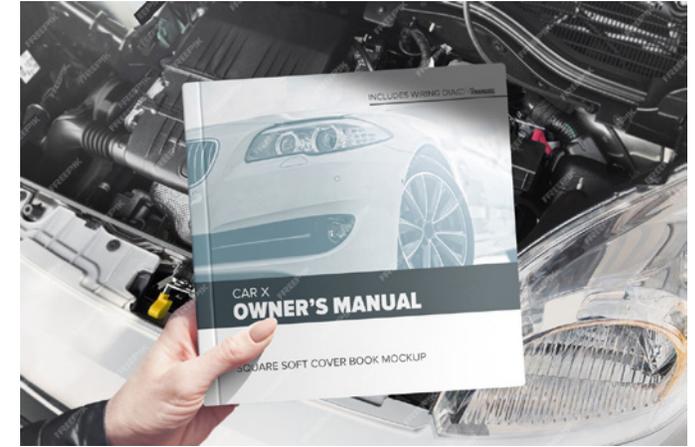


SKRAPES LSX-Powered OBS and BTS at Belltech Suspension!

TECHNICAL VIDEOS FOR CUSTOMERS



INSTRUCTION MANUALS



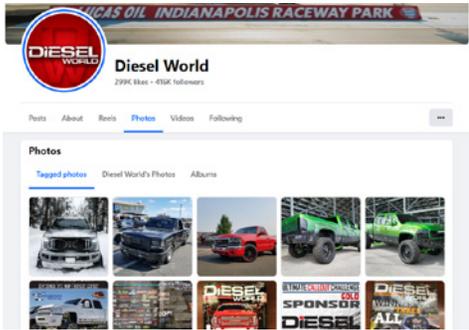
Provide your customers with a seamless installation experience through our turnkey owner's manuals and instruction guides. Each guide includes detailed photography, clear instructions, and QR-coded videos to ensure effortless product setup.



WHAT IS NEW IN 2026

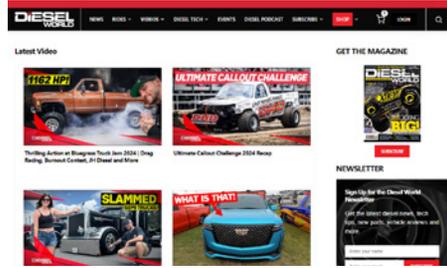
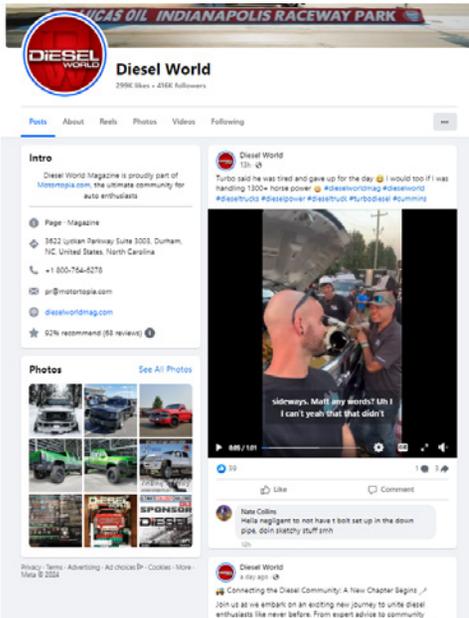
Product: PHOTOGRAPHY

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.

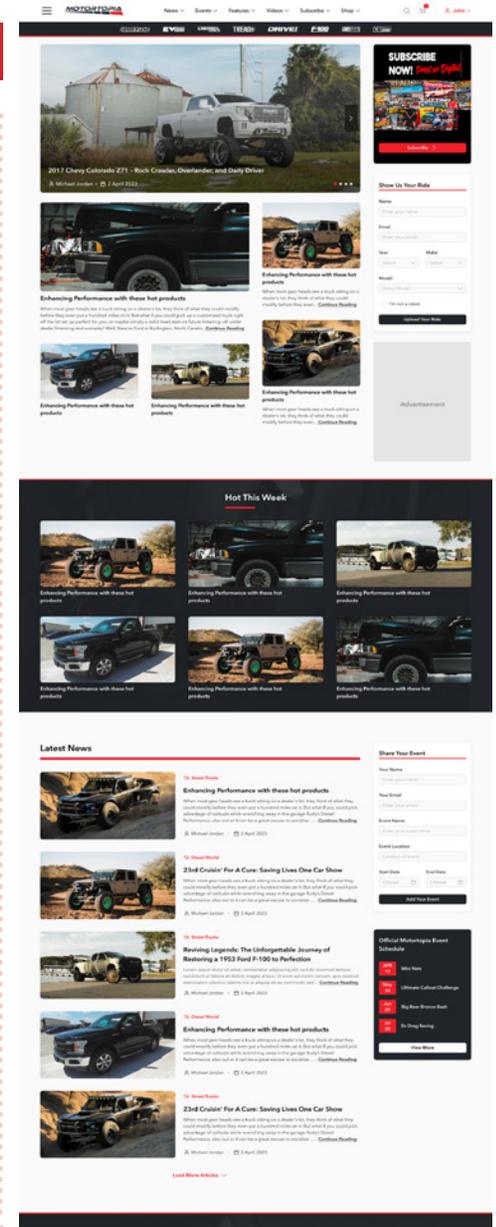


Content: DIGITAL

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

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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