



2026 ADVERTISING OPPORTUNITIES



Event Coverage
★ C10 Playdate
★ C10s in the Park

THE GM TRUCK MAGAZINE

Untitled.
Tony Moore's Custom '71 Jimmy
Doesn't Need a Top or a Name

cktruckmag | cktruckmag.com

MAY 2025
US \$9.99 / CAN \$11.99

OUR PASSION SHOWS ON THE PAGES™



CK TRUCK MAGAZINE IS THE GATHERING PLACE FOR GM TRUCK ENTHUSIASTS

We love full size Chevrolet and GMC trucks of all years, but CK Truck Magazine focuses primarily on 1947-1998 models. We share the best builds, products, events, news, and more with our readers. Our pages are filled with amazing trucks that consumers want to see.

OUR PASSION SHOWS ON THE PAGES™



CUSTOMER PROFILE



TOP 8% OF ALL MAGAZINE TITLES ON NEWSSTANDS

- 85% of readers purchased a product for their truck in the past 6 months
- 48% subscription growth rate in 2025
- 85,000+ visitors per month to cktruckmag.com
- Outstanding social media growth rate in 2025
- 10,000+ print circulation monthly subs & newsstand
- Average reader age of 44 with \$85k+ income
- DIY consumers, professional shops
- 35% of subscribers own two or more trucks



LET US GROW YOUR MARKET AND AUDIENCE

The classic GM truck segment is the fastest growing segment in today's restoration and performance marketplace. It offers phenomenal growth potential for manufacturers, events & retailers. Our print and digital subscribers are your customers and are involved in these events. We engage these customers by exposing your company, products and business to them through the glossy pages of our magazine.

TOP 8% OF ALL MAGAZINE TITLES ON NEWSSTANDS*

- WE PRINT FEWER COPIES, BUT SELL MORE COPIES ON NEWSSTANDS EVERY MONTH THAN OTHER TRUCK MAGAZINES.
- WE PRINT 450+ PAGES MORE ANNUALLY THAN OTHER TRUCK MAGAZINES
- WE AVERAGE 16 PAGES FOR A FEATURE TRUCK, OTHERS AVERAGE 8 PAGES
- WE AVERAGE 16 PAGES FOR EVENT COVERAGE, OTHERS AVERAGE 6 PAGES

2-PG SPREAD: Bleed 16.25 x 11.125 - Trim 16 x 10.875
 FULL PAGE: Bleed 8.25 x 11.125 - Trim 8 x 10.875
 HALF PAGE: No Bleed 7w x 4.5625h
 THIRD AGE: No Bleed 2.25w x 9.625h
 QUARTER PAGE: No Bleed 3.34w x 4.75h

FULL PAGE	(1-6) \$1600/mo	(7-12) \$1400/mo
2/3 PAGE	(1-6) \$1200/mo	(7-12) \$1000/mo
1/2 PAGE	(1-6) \$950/mo	(7-12) \$850/mo
1/3 PAGE	(1-6) \$775/mo	(7-12) \$675/mo
1/4 PAGE	(1-6) \$500/mo	(7-12) \$450/mo
EMAIL BLAST	\$300 each	
POLYBAG ART	\$500/issue (2 Available per Issue)	
FLYER INSERT	\$500/issue (4 Available per Issue)	
BACK COVER	Additional \$2400 (Full Page)	

ENTHUSIASTS PURCHASES

- Car Care
- Brakes
- Wheels
- Sheet Metal
- Interior
- Paint
- Shop Supplies
- Engine
- Glass
- Storage
- Tires
- Tools
- Chassis
- Exhaust
- Fluids



..... THE HOTTEST MARKET IN RESTORATION AND PERFORMANCE

CK TRUCK MAGAZINE IS THE FASTEST GROWING TRUCK MAGAZINE ON NEWSSTANDS

CK TRUCK MAGAZINE - THE WORLD'S LEADING GM TRUCK MAGAZINE



