

THE GM TRUCK MAGAZINE

A SHORT BED LLC MEDIA PUBLICATION

ADVERTISING & MEDIA KIT

2026-2027

THE GM TRUCK MAGAZINE



WE FEATURE 1947-1998 FULL-SIZE GM TRUCKS AND EVENT COVERAGE

Since our launch early in 2020, our goal has been to produce the highest-quality publication for GM truck enthusiasts. We publish 12 monthly issues each year, with every issue featuring 138 glossy pages packed full of captivating feature trucks, extensive event coverage, inspiring tech articles, and an awesome full-color pull-out poster.

CK TRUCK MAGAZINE IS THE #1 PRINT PUBLICATION FOR GM TRUCK ENTHUSIASTS

Our staff owns, builds, drives, and lives the GM truck lifestyle. We are enthusiasts through and through. Publishing *CK TRUCK MAGAZINE* isn't just a job for us, it's our passion. It's what gets us out of bed before the crack of dawn. We genuinely love what we do, and that passion shines through on every page.

The Chevrolet and GMC truck community is unlike any other segment in the automotive world. Our readers are dedicated. They don't just flip through an issue and set it aside. They read every page, save their back issues, and build collections. And they remember the companies that support the hobby through our pages and reward those advertisers with repeat business.



READERS LOVE CK TRUCK MAG!

We celebrate the people, the events, and the trucks that make the C10 community one of the most passionate and vibrant automotive segments in the country. Our team has "boots on the ground" throughout the year, attending events from coast to coast and staying closely connected to the heartbeat of the industry.

By the end of 2026, we will have provided photo and video coverage of more than 35 events, featured over 40 world-class trucks, and produced countless technical articles designed to educate and inspire our readers. In addition, we will have completed multiple shop tours, interviewed influential industry leaders, and showcased the latest products and innovations shaping the future of GM truck building.

Our photographers and contributors are among the most talented in the industry. We take pride in producing rich, compelling photography that captures the moments, people, and trucks that define our community. Combined with carefully crafted layouts and premium-quality printing, every issue is designed to showcase these images in stunning detail.

The high-quality paper stock we use not only enhances the visual experience but also creates an archival-quality publication that readers are proud to collect and enjoy for years to come.





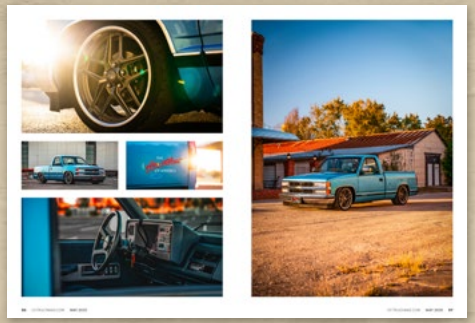
FEATURE TRUCKS













EVENT COVERAGE







TECH & NEW ITEMS







Whether it's a compliment, suggestion, or constructive criticism, we listen very carefully to our readers and use that input to make *CK TRUCK MAGAZINE* even better.

We believe in delivering more than just a quick overview. Our feature truck stories and event coverage typically span 16 to 18 pages, giving readers the depth and detail they crave. Our tech articles combine detailed photography with clear, easy-to-follow explanations, while our new product spotlights provide in-depth descriptions and high-quality images that showcase your products in the best possible light.

The details matter. From the quality of our photography to the depth of our editorial content, we're committed to producing the most comprehensive GM truck publication possible. Going big isn't just something we say, it's how we do business.



LET US GROW YOUR MARKET AND AUDIENCE

The classic GM truck segment continues to be one of the fastest-growing sectors in today's restoration and performance marketplace. It presents tremendous opportunities for manufacturers, event organizers, and retailers alike. Our print and digital subscribers are the enthusiasts who drive this market and actively participate in these events. We connect your company, products, and services with these customers through the premium, glossy pages of our magazine.

READERS' & ENTHUSIASTS' TOP PURCHASES:

- Car Care
- Sheet Metal
- Shop Supplies
- Fuel System
- Chassis
- Suspension
- Brakes
- Interior
- Engine
- Exhaust
- Wheels
- Tires
- Air Ride
- Paint
- Glass & Seals
- Tools
- Lubrication
- Cooling System

CK TRUCK MAG RETAILERS:

Barnes & Noble Booksellers, BAM! Books-A-Million, meijer, H-E-B, Albertsons, Raley's, Bashas', Walmart, Kroger, Fred Meyer

TOP 10% OF ALL MAGAZINE TITLES ON NEWSSTANDS

- 40% subscription growth in Q1 and Q2 of 2026
- 85,000+ monthly visitors to cktruckmag.com
- Outstanding social media growth throughout 2026
- 15,000+ monthly print circulation (subscriptions, newsstand, and complimentary issues)
- Complimentary copies distributed at events across the country
- 85% of readers purchased truck products in the past six months
- We print fewer copies but sell more on newsstands each month than comparable truck magazines
- Average reader age of 44 with $95k+ income
- Our audience includes DIY'ers, professional shops, and industry leaders
- 35% of readers own two or more trucks
- We print 450+ more pages annually than other truck magazines
- We average 18 pages per feature truck (others average fewer than 8)
- We average 18 pages per event covered (others average fewer than 6)

THE GM TRUCK MAGAZINE

AD SPECS:

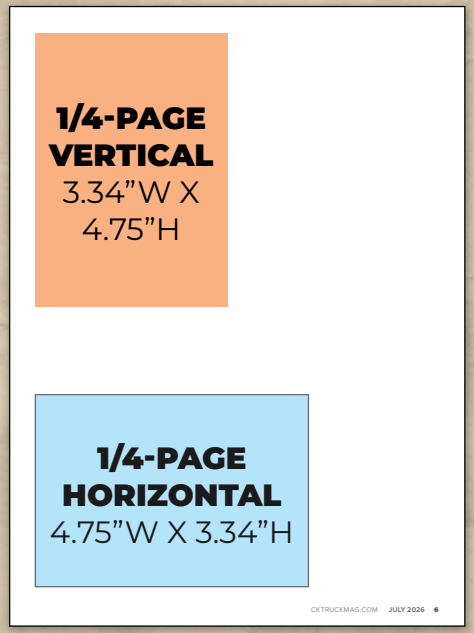
- Minimum 300dpi resolution
- PDF/X-1A file preferred
- CK Truck Magazine is not responsible for color matching

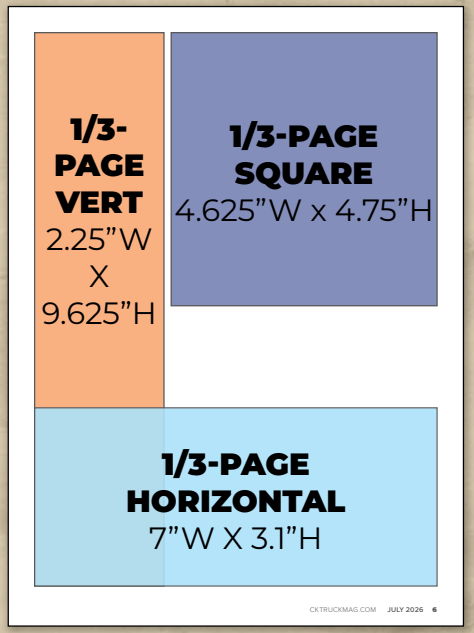
SUBMIT ADS TO:

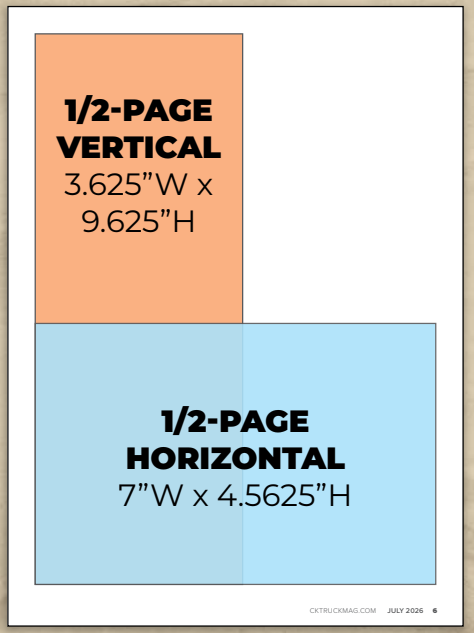
editor@cktruckmag.com

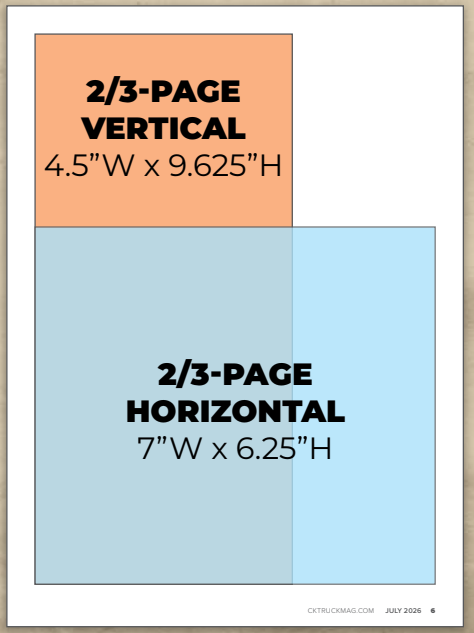
2-PAGE SPREAD
BLEED: 16.25”W x 11.125”H
TRIM: 16” W x 10.875”H
SAFETY: 15.5”H x 10.375”H

FULL-PAGE
BLEED: 8.25”W x 11.125”H
TRIM: 8” W x 10.875”H
SAFETY: 7.5”H x 10.375”H









2026-27 MONTHLY RATES

Month / Issue	1X	6X	12X
2-PG SPREAD	$3,000	$2,750	$2,500
BACK COVER	$2,800	$2,500	$2,200
1-PAGE	$1,800	$1,650	$1,500
2/3-PAGE	$1,300	$1,400	$1,100
1/2-PAGE	$990	$935	$875
1/3-PAGE	$800	$750	$700
1/4-PAGE	$500	$475	$450

ADDED VALUE ITEMS

- **Polybag Imprint** (3.25" x 1.5") - **$500/month**
  Advertise your brand, event, or special item with a black inket imprint on the subscriber address label
- **Email Blast Banner** (600 x 100)- **$250/month**
  Put your brand in front of tens of thousands of email subscribers and active buyers to build brand awareness and drive traffic to your website

2026-27 PRODUCTION SCHEDULE

Month / Issue	Ad Close	Materials Due	Newsstand On Sale
September 2026	6/29/2026	7/6/2026	8/25/2026
October 2026	6/29/2026	7/6/2026	9/22/2026
November 2026	8/24/2026	8/31/2026	10/20/2026
December 2026	8/24/2026	8/31/2026	11/14/2026
January 2027	10/23/2026	11/2/2026	12/22/2026
February 2027	10/23/2026	11/2/2026	1/19/2027
March 2027	12/18/2026	1/4/2027	2/23/2027
April 2027	12/18/2026	1/4/2027	3/23/2027
May 2027	3/1/2027	3/1/2027	4/201/2027
June 2027	3/1/2027	3/1/2027	5/18/2027
July 2027	4/19/2027	4/26/2027	6/15/2027
August 2027	4/19/2027	4/26/2027	6/15/2027

All dates are subject to change.













If you're interested in advertising with *CK TRUCK MAGAZINE* or would like to learn more about other partnership opportunities, Patrick Gibellina is ready to help. With more than 20 years of experience in the automotive industry and high-level account management, Patrick understands how to build advertising programs that deliver results. He takes the time to understand your goals and can work with you to develop creative, effective strategies that maximize your marketing investment. Every business is different, and Patrick is committed to making sure your experience with *CK TRUCK MAGAZINE* is professional, productive, and tailored to your needs.





Scott Mason has been a part of *CK TRUCK MAGAZINE* since its inception in 2020. With more than 35 years of creative direction experience in the high-performance automotive industry, he understands the challenges and opportunities that come with marketing automotive products and services. Working alongside Patrick and our talented team, Scott can help fine-tune your brand's message, strengthen your presence, and build lasting brand awareness.

He is always eager to explore new ideas and develop creative partnerships that create meaningful synergy between your company and *CK TRUCK MAGAZINE*.

If you're new to print advertising and need help bringing your vision to life, our team can provide a reliable, cost-effective design solution. From concept development to finished ad creation, we're here to help you make the most of your investment and present your brand to the world.

VIDEO AND DESIGN PRODUCTION

Our talented design and video production teams can help bring your ideas to life. Whether you're starting with a fully developed concept or a sketch on a napkin, our designers can transform your vision into a compelling advertisement for the pages of *CK TRUCK MAGAZINE*. Our videographers produce premium-quality content that showcases your products, tells your story, and adds even more value to your marketing efforts.

From print advertising and digital content to custom promotional opportunities, we're committed to helping your brand stand out and connect with passionate GM truck enthusiasts.

If you'd like to explore the possibilities, reach out to Patrick Gibellina today to discuss the multitude of opportunities available through *CK TRUCK MAGAZINE*.

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