

# ***Dirt Wheels***

THE #1 UTV / ATV MAGAZINE

## 2025 MEDIA GUIDE

THE ONLY UTV & ATV ALL-PLATFORM MEDIA SOURCE IN THE WORLD



# HI-TORQUE IS FAMILY!

## 1. A 44-Year Family Legacy:

-Hi-Torque has been family-run by the Hinz family for over 44 years.

## 2. Our Extended Family:

-The Hinz family extends its values to all employees, many of whom have been with the company for over 30 years.

## 3. Growth and Wisdom:

-The Hinz management team encourages its employees to break down the walls of traditional media spaces and provide the tools and wisdom for success.



**Publisher Roland Hinz and Motocross  
Action Editor Jody Weisel – 1982**

## Building Trust Since 1980



**Publisher Roland Hinz –1983**

## HI-TORQUE'S UNWAVERING ETHICAL COMMITMENT

### 1. Family Values:

-Since taking over Hi-Torque in 1980, the Hinz family has ensured that the content is family-friendly and appropriate for all ages.

### 2. Strict Advertising Standards:

-Adherence to Roland Hinz's principles: no provocative content, no gambling ads, no alcohol or cigarette ads, and no cursing. We prioritize reader trust over profit.

### 3. Industry Respect:

-Our ethical standards have earned respect across the industry, attracting top talent to work at Hi-Torque.

### 4. Integrity Over Profit:

-Hi-Torque has never run ads in any of its media that do not align with our values. We emphasize the trust of our readers, and therefore we will not run "advertorial"-type ads

### 5. Editorial Independence:

-Our editors have the freedom to give readers honest and unadulterated opinions about products.

# STRENGTHENING PARTNERSHIPS FOR EXCELLENCE

BUILDING INNOVATION IN POWERSPORTS



*PROGRESSIVE*



**YAMAHA**



**SEGWAY**



**HI·TORQUE**  
MEDIA GROUP

## TRUSTED POWERSPORTS MEDIA

### 1. Partnership Dedication:

- Committed to multi-decade partnerships.
- Collaboration with partners to achieve shared goals.

### 2. Strong Partnerships:

- Long-standing relationships with top industry brands: O'Neal, Pro Circuit, FMF, Duncan Racing, Works Connection, KTM and many more

### 3. Driving Product Excellence:

- Providing valuable feedback to partners.
- Joint effort to produce the best products on the market.

## THE VALUE OF DIRT WHEELS READERS



- **64%** OF *DIRT WHEELS*' AUDIENCE IS PLANNING TO PURCHASE EITHER A NEW UTV OR A NEW ATV
- **92%** TRUST *DIRT WHEELS* MORE THAN ANY OTHER SOURCE WHEN RESEARCHING WHAT PRODUCTS TO BUY

***DIRT WHEELS* is the MOST COMPREHENSIVE OFF-ROAD MEDIA BRAND.**

We target the racer, project builder, hunter, camper, rancher, adventurer, sand enthusiast, explorer and just plain old, “down in the dirt,” fun off roaders.

Enthusiasts look to *DIRT WHEELS* to give them the access and information on which products to buy. Our readers and followers are the most loyal, engaged and high-value audience of off-road consumers in the ATV/UTV world.

***DirtWheels***  
THE #1 UTV/ATV MAGAZINE

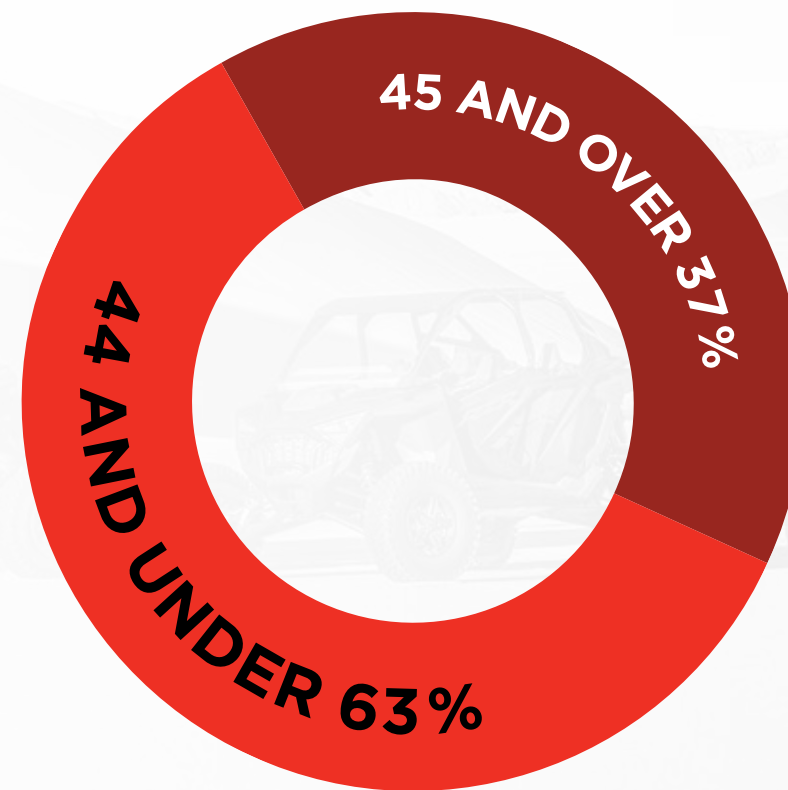
# DEMOGRAPHICS

## *A FAMILY OF OFF-ROAD ENTHUSIASTS*

*DIRT WHEELS'* readers and followers represent the broadest, most DIVERSE and FOCUSED group of off-road enthusiasts and consumers. Their entire families join them in their passion for off-road sports and adventure.



**AVERAGE INCOME: \$134,000**  
**MEDIAN INCOME: \$117,000**



**95%**

**OF OUR READERS AND FOLLOWERS SAY THAT THEIR FAMILIES PARTICIPATE AND RIDE WITH THEM IN THEIR OFF-ROAD ADVENTURES.**

# THE MAGAZINE

**MOST-TRUSTED SOURCE OF UTV & ATV TESTING SINCE 1980**

Spreading out FAR beyond our print roots, *DIRT WHEELS*' Media Platforms reach is the MOST COMPLETE in the OFF-ROAD World. When your products are showcased in the print version of *DIRT WHEELS*, your brand and products are broadcast over ALL of our diverse media (the *DIRT WHEELS* Website, the Digital issue of *DIRT WHEELS*, our Facebook and Instagram sites, the *DIRT WHEELS* YouTube Channel, Content E-Newsletters), AMPLIFYING your message to EVERY Demographic and potential consumer in the off-road world.



**DIRT WHEELS** is read by

# 300,000

## individuals each year

# 99%

ARE MORE LIKELY TO RESEARCH A PRODUCT IF IT APPEARS IN *DIRT WHEELS* MAGAZINE.

# 95%

ARE MORE LIKELY TO BUY A PRODUCT IF IT GETS A POSITIVE REVIEW IN *DIRT WHEELS* MAGAZINE.

# SPECIAL ISSUES!

WITH OUR ALL-NEW DIRT WHEELS' GUIDE TO UTV/ATV CAMPING AND THE DIRT WHEELS' HUNTING AND FISHING SPECIAL ISSUES, WE'VE STARTED BRANCHING OUT TO PERIPHERAL FIELDS OF INTEREST, ATTRACTING NEW READERS TO OUR BRAND, AND DELIVERING NEW CUSTOMERS TO YOURS.



THESE SPECIAL ISSUES  
GET PREMIUM PLACEMENT  
ON 10,000 NEWSSTANDS!

**3-MONTH  
SHELF LIFE!**

MAXIMIZING THE EXPOSURE AND REACH OF  
YOUR PRODUCTS TO AN EXPANDING AUDIENCE.  
PLUS, WE SEND THESE SPECIAL ISSUES  
TO ALL SUBSCRIBERS!

# FUELING PASSION

## AROUND EVERY CORNER

Dirt Wheels magazine is now more accessible than ever before, available on over **10,000** newsstands each month.

You can find us in major retailers such as Kroger, Vons, Albertsons, Food Lion, Fry's Food Stores, Hannaford Brothers, Chapters, Indigo Books, Books-A-Million, Mac's Convenience, Meijer and featured in every other major supermarket in the U.S. and Canada as well as distribution on newsstands in Europe, Australia and abroad.

Whether you're looking for the latest UTV/ATV news, expert reviews, or thrilling adventure stories, Dirt Wheels is just around the corner.



Albertsons

**BAM!**

BOOKS • TOYS • TECH • MORE

BARNES & NOBLE

**fry's**  
FOOD & DRUG STORES



**!ndigo**

Books & Music Inc.



Higher Standards  
**meijer**  
Lower Prices

Publix   
markets

SAFEWAY 

**VONS**

Walmart 

**JOIN US AND FUEL YOUR PASSION FOR OFF-ROAD ADVENTURES,  
READLY AVAILABLE AT YOUR FAVORITE STORES**

# TOTAL MONTHLY REACH

## *THE NUMBERS SPEAK FOR THEMSELVES*

Our targeted and integrated media channels reach every age and every demographic, on EVERY PLATFORM, in every facet of the ATV/UTV world. *DIRT WHEELS* has been the largest and best source for ATV/UTV content for over 40 years now and is STILL the most respected and most relevant media source in the industry.

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**TOTAL CIRCULATION 51K+**  
PRINT 32k / DIGITAL 19K

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**MAGAZINE IMPRESSIONS 160K**

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**WEBSITE UNIQUE VISITS 220K**

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**INSTAGRAM IMPRESSIONS 150K**

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**FACEBOOK IMPRESSIONS 850K**

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**YOUTUBE IMPRESSIONS 330K**

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**1.7 MILLION**  
**MONTHLY IMPRESSIONS**



# DIGITAL MAGAZINE

Dirt Wheels digital magazine is read by over 30,000 unique readers per year, and the content in the issues gets over 1,500,000 total views, engagement is high with over 13 minutes spent per reader session.

Special Advertising placement is available with direct links to your website and potential links to direct plays of your video content in the digital magazine as well.

**LOCATED ON DIRT WHEELS APP OR ANY E-DEVICE**

Every ad in the Print magazine gets featured in the **DIRT WHEELS** Digital Edition as well, but we also offer “Digital Issue-Only” ads at a reduced cost. All digital ads you run feature click-through links that go from the digital magazine directly to your website.

## OCTOBER 2022

### Over The Bars

The Stag electric UTV was designed and developed by Volcon staff in Round Rock, Texas. With a claimed 125 horsepower and 265 pound-feet of torque, the

### The big decision

If you are fortunate enough to have a substantial slush fund for toys or have a rich uncle that just dropped a big bag of money in your lap, purchasing a

### 2023 Kawasaki Teryx Krx4 1000

The Kawasaki Teryx KRX platform has been a staff favorite since we first got in the driver's seat back in 2020, and it has only improved since. Most of our

### 2022 Can-Am Outlander X MR 1000R

Dirt Wheels recently tested the Can-Am Renegade X xc 1000R. When we were offered this Can-Am Outlander X mr 1000R, we were worried that it would just be a

### Honda Pioneer 1000-5 Trail

Honda's Pioneer 1000 was all new in 2016 with features that were somewhat unique in the UTV industry at the time. Honda chose to upstage its former

### Danny Franco's Quadzilla

Danny Franco was happy to explain why he contracted Duncan Racing International to get his 1987 Suzuki LT500R "Quadzilla" Quadracer underway. "I'm a

Southern UTAH Adventure Center

## ISSUES



Available on the  
**App Store**



GET IT ON  
**Google Play**

# WEBSITE

**THE MOST ACCELERATION ON THE WEB**

With numerous sponsorship opportunities on our online content, we can increase your CTR (Click-Through Rate) far beyond the usual programmatic advertising. We do this by targeting specific groups in our vast audience with your messaging and response vehicles on specialized content designed to drive your product and get people to see and respond to your message.

**OVER 1 MILLION  
UNIQUE  
VISITORS**

**16**

**MILLION AD IMPRESSIONS  
AVAILABLE**

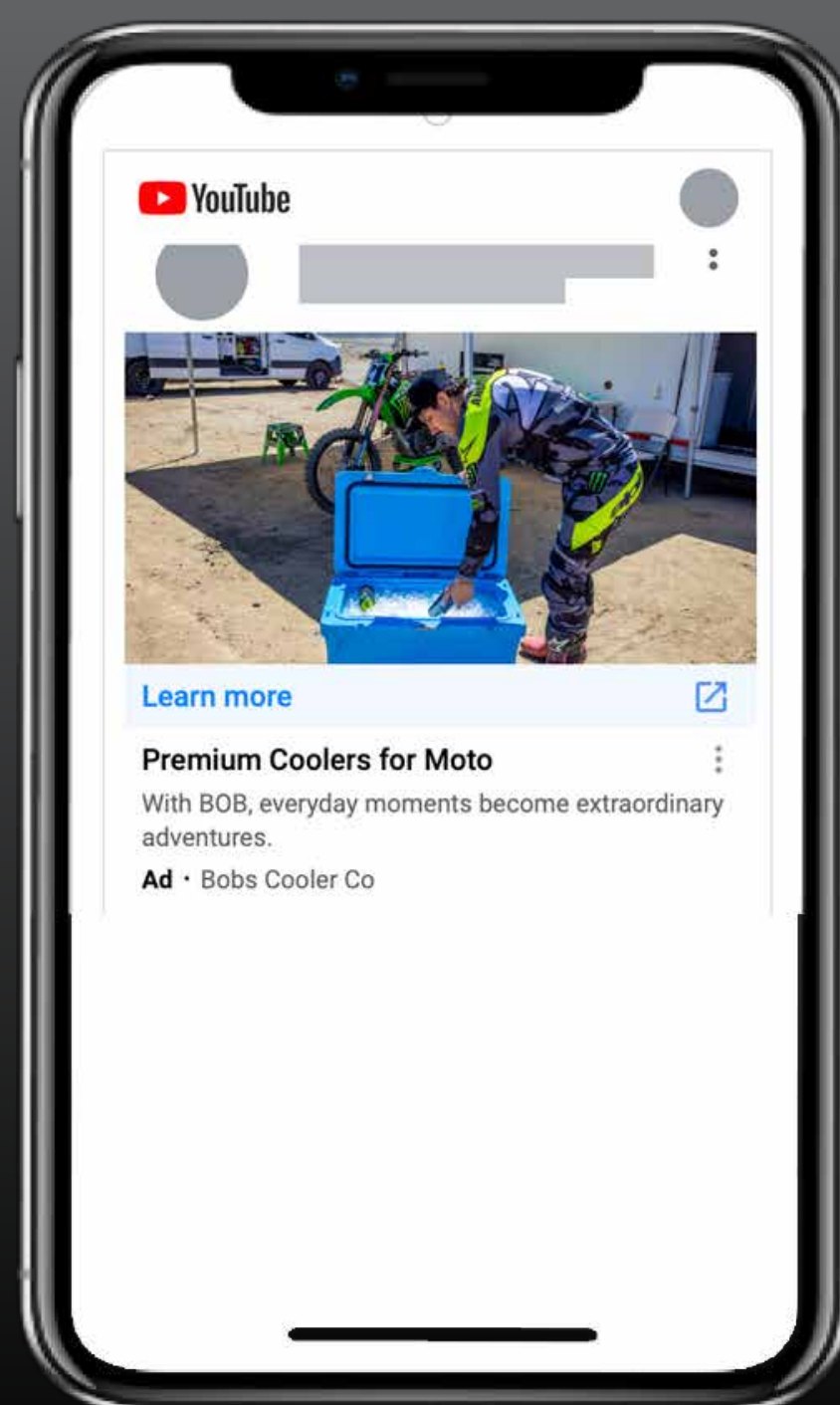
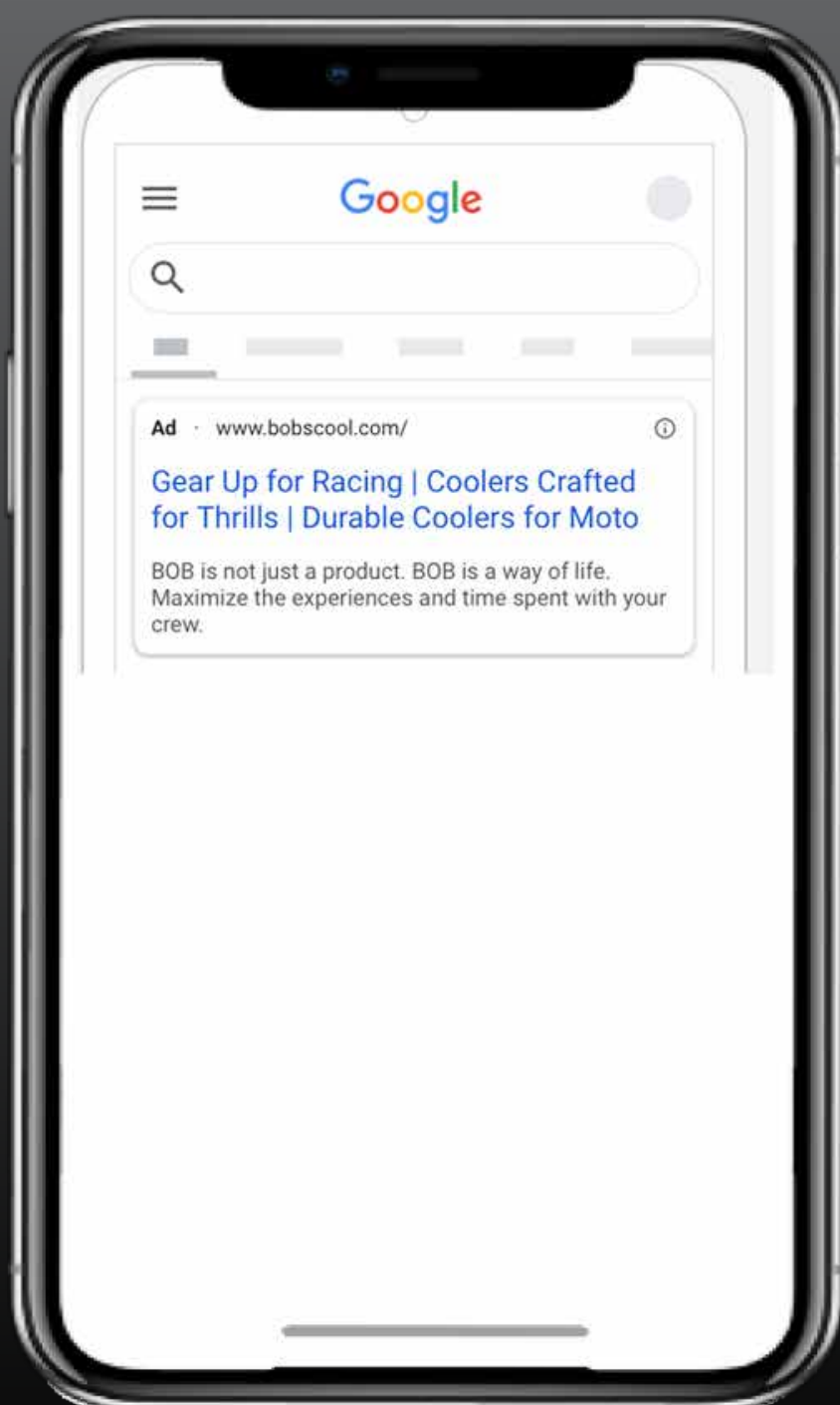
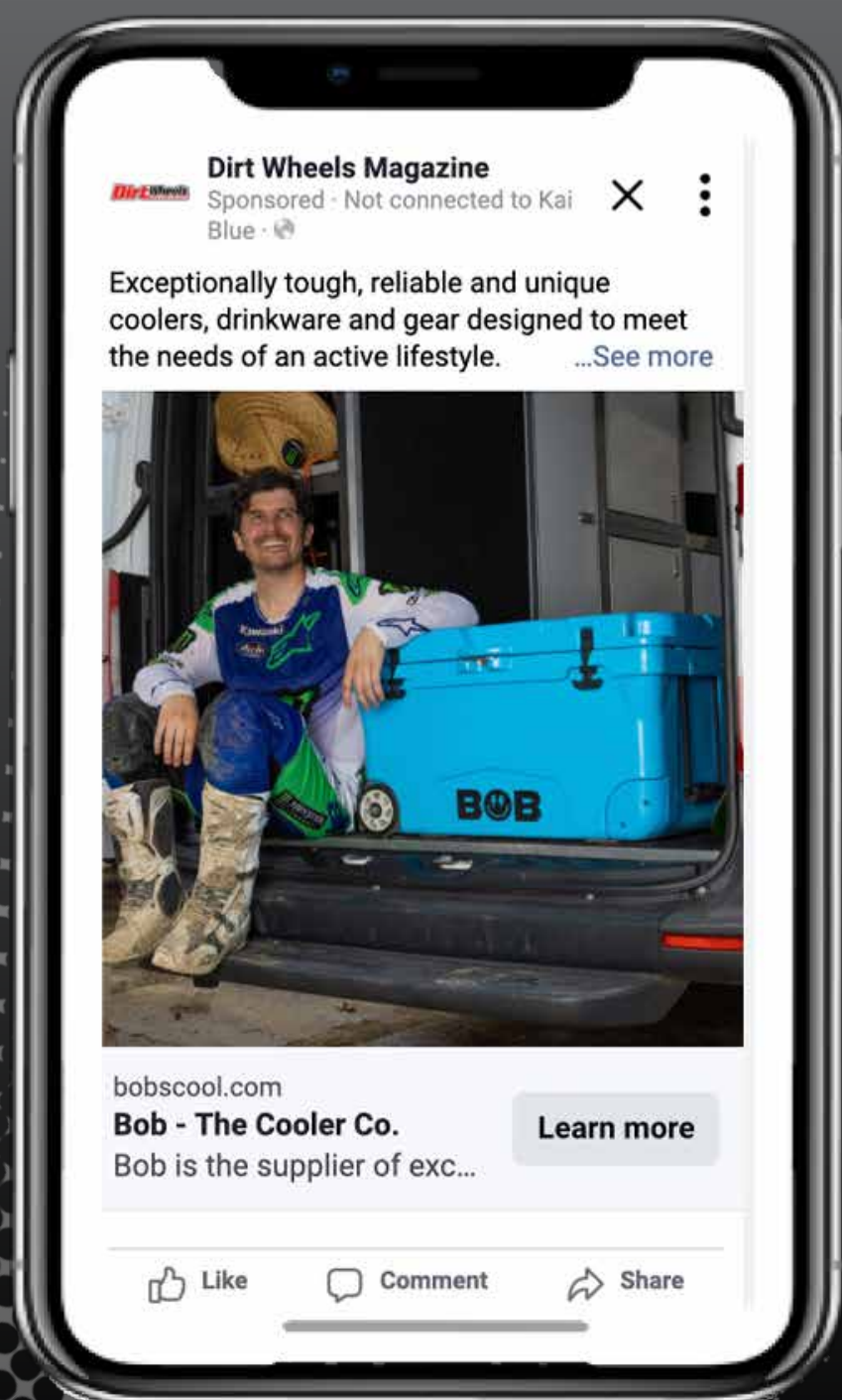
**HT PRO**  
HI-TORQUE MEDIA DIGITAL ADVERTISING SOLUTIONS

Hi-Torque Media's HT PRO Ad solution is a premier asset for your business. If you want to define online lead-generation and/or website conversion strategies that directly impact your revenue and profitability, we deliver exceptionally strong targeted advertising and digital targeting production services that have a proven background of success. Our HT PRO system offers custom advertising solutions to specifically meet your branding and conversion sales optimization needs.

 **Meta**



 **YouTube**





**DIRT WHEELS'** large YouTube audience has been cultivated by the ongoing effort to produce UTV and ATV content that keeps viewers engaged. We understand the importance of video in the digital landscape, as we are continually expanding to increase video production and quality.

**40,000**  
**subscribers**



# EDITORIAL E-NEWSLETTERS

Weekly e-mail targeting with a

**35%** +

**OPEN RATE**

**CUSTOM E-MAIL REACH:**  
Reaching the UTV owners  
that are looking for you

**30,000**

**UTV ENTHUSIASTS**



**MULTIPLATFORM**

**728x90**

**DESKTOP**

**300x250**

**MOBILE**

# PARTNERSHIP OPPORTUNITIES

*DIRT WHEELS* has a multitude of advertising opportunities across EVERY PLATFORM to fit your marketing needs.

## PRINT MAGAZINE

### THE POWER OF PRINT

PRINT is still the most impactful and highest-value advertising for your products. In *DIRT WHEELS*, there are all types and sizes of ad placements to fit your needs. Whether it's a 1/3-page ad or a full TWO-PAGE spread ad showing your products to the most engaged UTV consumers in the world, you can be sure that the statement you are making will be seen numerous times by our readers in each issue and drive the response you are looking for.

### VALUE ADVERTISING

For advertisers with a limited budget who want to have a consistent presence in the magazine, we also offer placement ads in our "Showcase" section.

### AMAZON PRINTS CATALOGS... SO DO WE!

If your company is interested in producing consumer catalogs, we have a division that can print and produce yours as standalone books and/or include them in any copy of *DIRT WHEELS*, Print and Digital.

#### PRINT DISPLAY AD SIZES



2 PAGE\*

Width: 16 in. 40.64 cm  
Height: 10.75 in. 27.31 cm  
Trim: 15.75 in. 39.88 cm  
Live/Safety: 15.25 in. 38.65 cm

\*CUTTER ALLOWANCE:  
please allow 3/8" minimum left and right of gutter.



1 PAGE

Width: 8.125 in. 20.64 cm  
Height: 10.75 in. 27.31 cm  
Trim: 7.625 in. 19.38 cm  
Live/Safety: 7.375 in. 18.75 cm

**\*WARNING** - Please be sure all pertinent information (phone numbers, address, legal lines, logos, etc.) are within the live/safety area on each page to avoid important information being lost in the gutter and/or trim areas.

#### METRIC SIZING

2 PAGE SPREAD\*

Width (cm): 40.64  
Height (cm): 27.31  
Trim: 39.88  
Live/Safety: 38.65

#### METRIC - 1 PAGE

Width (cm): 20.64  
Height (cm): 27.31  
Trim: 19.38  
Live/Safety: 18.75



1/2 PAGE HORIZONTAL SPREAD\*

Width: 16 in. 40.64 cm  
Height: 5.375 in. 13.68 cm  
Trim: 15.75 in. 39.88 cm  
Live/Safety: 15.25 in. 38.65 cm

\*CUTTER ALLOWANCE:  
please allow 3/8" minimum left and right of gutter.

#### SHOWCASE AD SIZES

1/4TH PAGE HORIZONTAL	1/4TH PAGE VERTICAL	1/6TH PAGE HORIZONTAL	1/6TH PAGE VERTICAL	3 INCH	2 INCH	1 INCH
Width: 4.5 in. 11.43 cm Height: 3.5 in. 8.89 cm	Width: 3.375 in. 8.57 cm Height: 4.75 in. 12.07 cm	Width: 4.5 in. 11.43 cm Height: 2.25 in. 5.71 cm	Width: 2.125 in. 5.39 cm Height: 4.75 in. 12.07 cm	Width: 3 in. 7.62 cm Height: 3 in. 7.62 cm	Width: 2 in. 5.08 cm Height: 2 in. 5.08 cm	Width: 1 in. 2.54 cm Height: 1 in. 2.54 cm

\* 2024 / hi-torque print specs



2/3RD PAGE

Width: 8.125 in. 20.64 cm  
Height: 10.75 in. 27.31 cm  
Trim: 7.625 in. 19.38 cm  
Live/Safety: 7.375 in. 18.75 cm



1/2 PAGE

Width: 8.125 in. 20.64 cm  
Height: 10.75 in. 27.31 cm  
Trim: 7.625 in. 19.38 cm  
Live/Safety: 7.375 in. 18.75 cm



1/2 PAGE VERTICAL

Width: 4.5 in. 11.43 cm  
Height: 7.25 in. 18.43 cm



1/3RD PAGE

Width: 4.5 in. 11.43 cm  
Height: 4.75 in. 12.07 cm



1/3RD PAGE

Width: 2.125 in. 5.39 cm  
Height: 9.625 in. 24.48 cm



1/3RD PAGE VERTICAL

Width: 2.875 in. 7.31 cm  
Height: 10.75 in. 27.31 cm  
Trim: 2.625 in. 6.67 cm  
Live/Safety: 2.375 in. 6.03 cm



1/4TH PAGE

Width: 4.5 in. 11.43 cm  
Height: 3.5 in. 8.89 cm



1/6TH PAGE

Width: 4.5 in. 11.43 cm  
Height: 2.25 in. 5.71 cm



1/6TH PAGE VERTICAL

Width: 2.125 in. 5.39 cm  
Height: 4.75 in. 12.07 cm

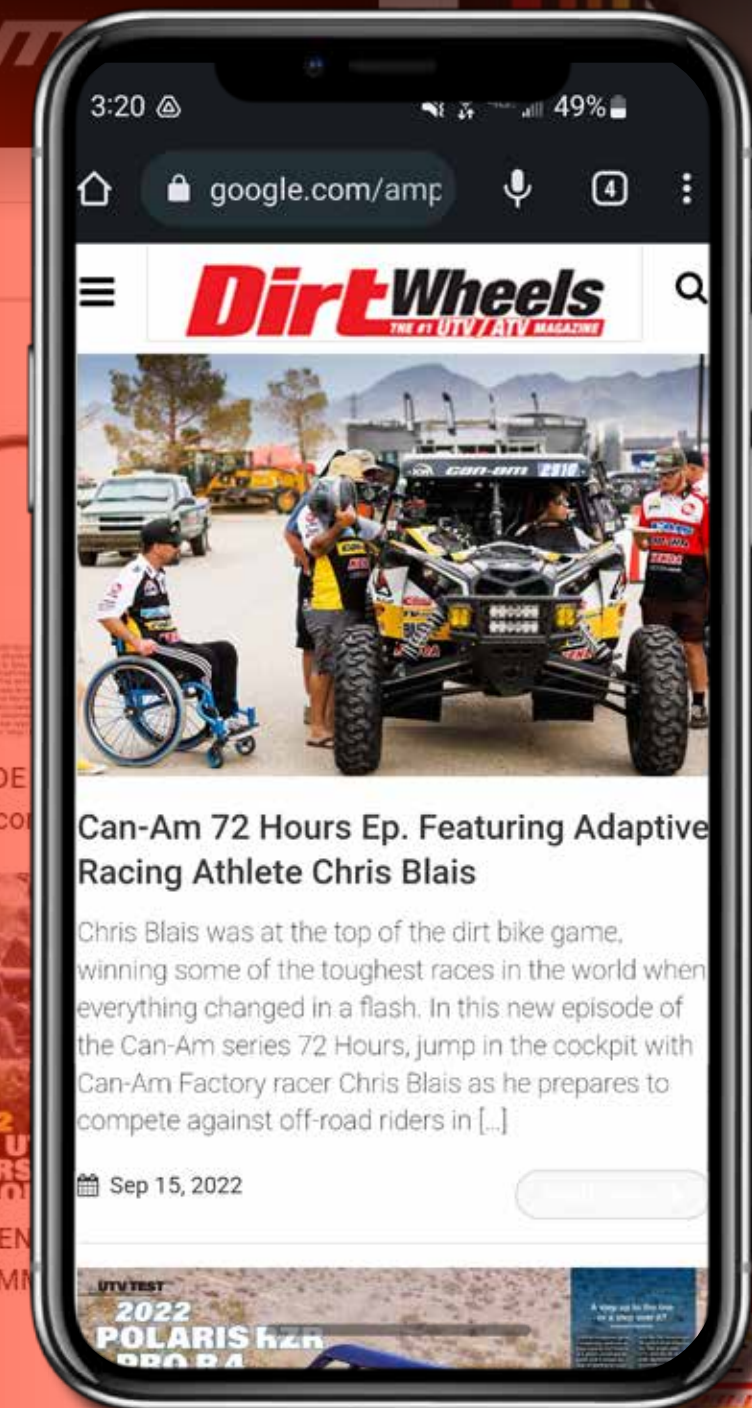
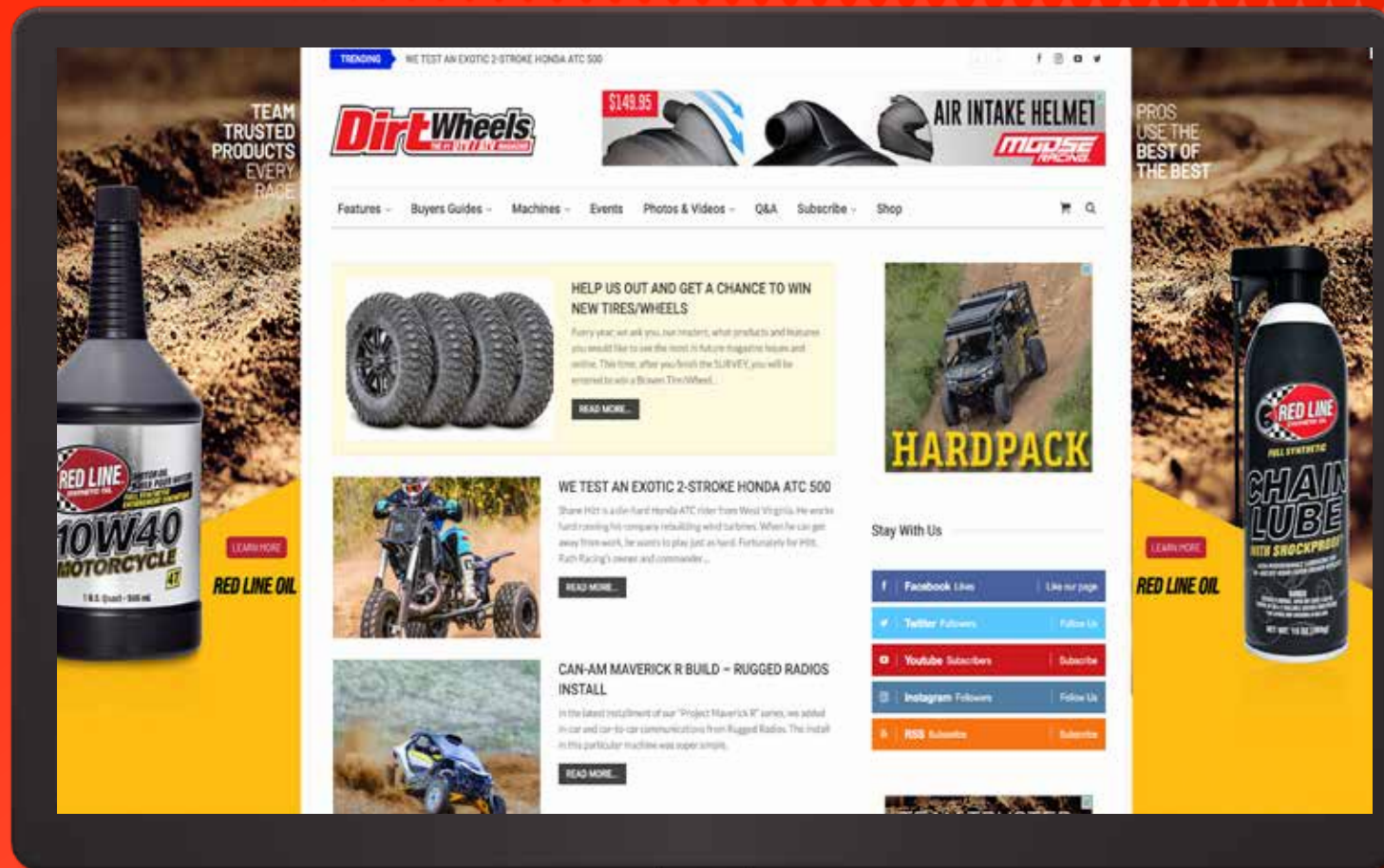
2024 / hi-torque print specs / 2

For pricing contact your account manager. If you don't have one, email [decklund@hi-torque.com](mailto:decklund@hi-torque.com) or call (661) 733-5455



# ONLINE

***DIRT WHEELS*** offers a variety of digital campaigns of different sizes to help you reach your advertising goals. Our click-through rate is the best in the business due to the high density of drivers (the most qualified four-wheel consumers) coming directly to ***DIRT WHEELS'*** website.



# SPONSORSHIP FEATURE

For clients that want to have a permanent, branded space on *DIRT WHEELS'* Website, we recommend sponsoring a Weekly Content Feature. We offer numerous placement opportunities on these consistent, frequent features, and we will work with you to find what best suits your company's goals. These features include ad takeovers in the feature and logo and/or "Presented By" placement. Many of these features can be integrated with *DIRT WHEELS'* Social Media to obtain a larger reach and demographic.



AT AMERICAN SHORT-COURSE OPENERS

RECOVERY RIG

RZR PRO XP

CAMP RZR 2022: HERE'S  
YOU NEED TO KNOW



**LEARN  
MORE**



# -PAGE TA

**want to  
on a race**

**READ MORE...**

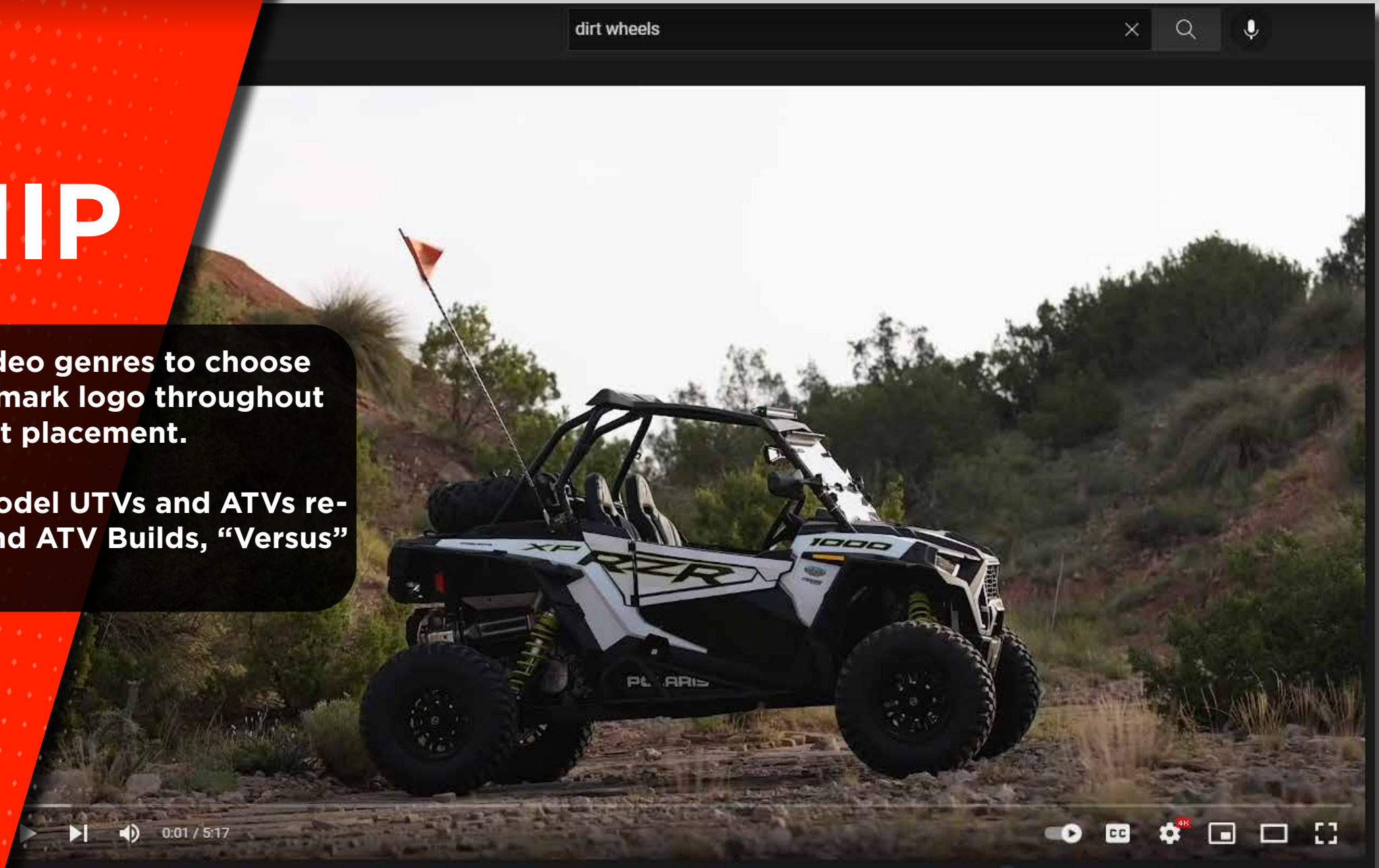


**KEEP ON ROLLING**

# VIDEO SPONSORSHIP

With *DIRT WHEELS*, there are many different video genres to choose from to place your pre-roll ads, logo tags, watermark logo throughout the video to embedded ads and in-video product placement.

We do hardcore testing videos on all the new-model UTVs and ATVs released. We accompany those videos with UTV and ATV Builds, “Versus” videos and more!



# SOCIAL MEDIA ADVERTISING

*DIRT WHEELS* has a growing reach to get to the consumers you want. Our Social Media Strategy drives the largest, most-engaged audience on the platforms. We will work with you to create a custom Social Media advertising strategy tailored to your goals.

We also can imagine, plan, and execute “Lifestyle” and “Family Jamboree Fun”-type content, featuring your product(s) being used and enjoyed in a more casual or specific setting and location on our Social Media Platforms, while simultaneously highlighting the products and content to our high-value readers and followers on ALL content platforms.

We can offer “giveaway” packages, driving traffic with your products as a prize, in-feed packages, story opportunities and “call to action” options to drive your engagement and consumer awareness, and other completely customizable and scalable options

Social Media is a great addition for your multi-tier advertising package



# EVENTS

***DIRT WHEELS*** covers a plethora of events throughout the year. We can bring attention to your brands or events by putting together campaign packages that go hand in hand with unique coverage at:

**UTV JAMBOREES  
SAND SHOW  
KING OF THE HAMMERS  
WORCS EVENTS  
UTV TAKEOVER**

***...and more. If you want us to cover it, we will work a partnership to be there.  
Event coverage includes everything from Print, Video, Social and Web coverage.  
The possibilities are endless.***

# EDITORIAL CALENDAR



## Buyer’s Guide - February Issue

*Dirt Wheels* simplifies your life by putting together a comprehensive collection of UTVs and ATVs released over the year. We include as many makes and models as possible, along with a vehicle description and pricing, so that you can get all your browsing done in one place.

## May Issue - King of the Hammers

One of the biggest off-road events in the United States — and for good reason. A desert lakebed in California gets turned into a full-blown city, like something out of “Mad Max,” every February as nearly 100,000 people flock to witness the toughest obstacle race on four wheels. We cover the brutal race, epic builds and crazy nightlife so you never miss out.

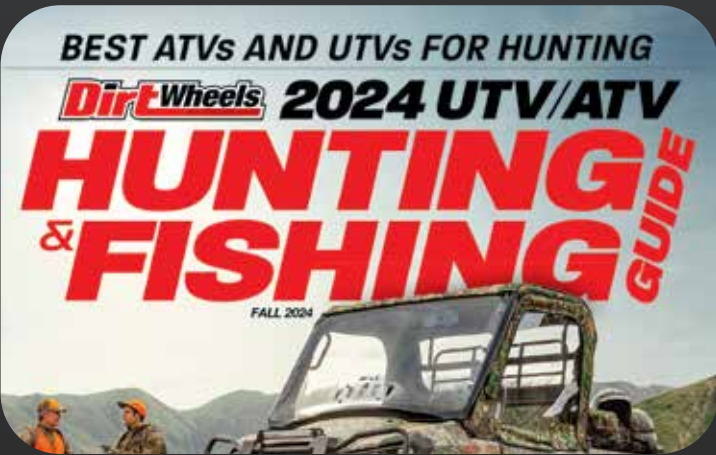


## Camping Buyers Guide - June Issue

The DIRT WHEELS UTV/ATV CAMPING GUIDE is a special issue highlighting the best UTV camping equipment, the best places to go UTV/ATV camping, giving our advertisers greater access to readers looking to buy their products for their next big vacation/adventure. It’s on newsstands for 3 months, and is sent to ALL DIRT WHEELS Subscribers.

## August Issue - Hunting & Fishing

*The DIRT WHEELS HUNTING AND FISHING GUIDE is dedicated to adventuring/hunting/fishing enthusiasts who use their UTVs and ATVs to get to their favorite spots. We feature the UTV/ATV equipment and products made for these sports, as well as regular products for UTVs/ATVs. It’s on newsstands for 3 months, and is sent to ALL DIRT WHEELS Subscribers*



## Sand Show Special - October Issue

The biggest off-road show of the year is filled with all the latest and greatest in the industry. We showcase the best products we can find at the show, awesome builds and new technology. The Sand Sports Super Show has everything you need for your truck, trailer, camping setup, UTV and even some vintage ATVs.

## December Issue - Christmas Gift Guide

Choosing what to get your friends and family for the holidays can be tedious, but *Dirt Wheels* has you covered. We take our favorite products from the year and bundle them in a gift guide for you with a wide range of prices and gifts for all ages.

