

# ENTREZINE MAGAZINE FACT



## 2017 MEDIA KIT



# TCT MAGAZINE

Land Cruiser | Toyota Trucks | 4Runner | FJ Cruiser | LX/GX/Prado  
Outdoor Lifestyle | Overland | Toyota International | Toyota Events

**TOYOTA  
CRUISERS  
& TRUCKS**

## Content Your Customers Want

- Annual reach of **200,000+/-** dedicated enthusiasts, in more ways than any other in the genre.
- **94%** of our readers are interested in modifying their vehicles
- Four Issues per year:  
**Winter, Spring, Summer, Fall**
- Increase ROI With Zaxyn Media Original Content and/or Media Creation Trips!

Visit <http://tctmag.us/content>



## Multiple Advertising Channels perfect for any need or budget:

**Digital PDF + Print** (All ads per issue)

- Full: \$1,000 | Half: \$500

**Tablet + Phone Native App** (iOS + Android)

- Full: \$500 | Half: \$250

**Modern Interactive Web** (Ads in-content - no banners here)

- Full: \$300 | Half: \$150

**Combine Ads for a substantial discount**

Digital/App/Web Ad Full: \$1,500 | Half: \$750

**All TCT Ads include Zaxyn OEC Partnership Status**

<http://tctmag.us/oec>



**OUTDOOR ENTHUSIAST  
COLLECTIVE**

**ZAXYN  
MEDIA, LLC**

**TCT  
MAGAZINE  
TOYOTA  
CRUISERS  
& TRUCKS**

**LIVE to  
Explore**

**OFF ROAD  
TRAILER  
INFO**

**LIVING  
OVERLAND**

**BUCK  
the  
Commute**

**Digital | Web | App | Print | Video**

*The best ROI for your ad budget*



## Toyota Cruisers & Trucks Captures the Entire Toyota Enthusiast Community

- Reaching all Toyota Land Cruiser, Truck, and SUV readers: reach 45,000+/  
issue
- Our social media presence regularly engages over 10,000 enthusiasts each week
- We provide full engagement with our partners via all major social networks
- Community **reach and engagement** that no other media partner can offer!

### Our Digital Publication

- A Free PDF download
- Native app for iPad, iPhone, & Android
- Robust web versions of every article



## The "Long Tail" of digital publishing

- Most traditional magazines have a shelf life of a few weeks to a few months
- Each TCT Issue (*and your ads*) **LIVE ONLINE FOREVER**
- Our digital publication continues to be read, searched, indexed, and engaged for years through the always available digital edition, back issues and website articles
- By posting articles online with ads included, every dollar you invest today works for years
- By measuring referrals through both branding and reader engagement, TCT delivers amazing referral rates:

Full Page Ad Avg: **20% Referral Rate**

Half Page Ad Avg: **9% Referral Rate**

## TCT MAGAZINE



## The TCT Magazine Team, Your Toyota Authority!

- Shane Williams | Publisher / Partnerships
- Beau Johnston | Editor in Chief
- Bob Holliday | Senior Editor
- Dennis Lloyd | Senior Editor
- Phillip Jones | Senior Editor
- Krista Johnston | Copy Editor
- Kimberly Proffitt | Creative Director
- Heather Swearingen | Digital Editor

### Get In Touch

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