



2022

MEDIA KIT

The Global Leader in
Toyota Outdoor Adventure



ADVENTURE. INSPIRATION. EXPLORATION.



2022 MEDIA KIT

Content Your Customers Want

ANNUAL REACH OF

240,000+/-

dedicated enthusiasts, in more ways than any other publication

OVER 90%

of our readers are interested in modifying their vehicles

FOUR ISSUES PER YEAR:

- Winter (March)
- Spring (June)
- Summer (September)
- Fall (December)

NEED MEDIA?

Get World Class photos and videos, including aerial, with Zaxyn Media Trips—the perfect way to gather media for your marketing team!

Works great with our Original Content Services

Visit tctmag.us/content

- 5+ Trips per year
- Royalty free usage of Photos & Videos forever
- Easily converted into full-length content (we can help!)
- Contact Us for details and 2021 Trip Dates



TCT MAGAZINE AND ZAXYN MEDIA NOW OFFER **STOCK PHOTOGRAPHY!**

Amazing photos from around the world suitable for any commercial use.

BROWSE & BUY ONLINE: [MEDIA.ZAXYN.COM](https://media.zaxyn.com)

FOUR WAYS TO GET OUR DIGITAL PUBLICATION

- A Free PDF download
- Native app for iPad, iPhone, and Android
- Robust web versions of every article
- Archival quality Print-On-Demand product



THE RESULT:

Your message reaches more people in more channels!

PARTNER BENEFITS	SILVER	GOLD	PLATINUM*
Click Through Ad Size	1/3 Page	1/2 Page	Full Page
Reach 60,000+ per Issue	✓	✓	✓
TCT Swag + Event Shirts Branding	-	-	✓
Live Stream Sponsorship Included	-	-	✓
Hands-On Editorial Review	-	1/Year	2+/Year
Quarterly Content Coverage (Web + Issue)	-	-	2 Pages
Ad Lives Forever	✓	✓	✓
Monthly Facebook + Instagram Posts	4	All TCT	All TCT + Reposts
Promotion of your YouTube Videos	✓	✓	✓
In-Article Ad (Web)	✓	✓	✓
Detailed Referral Tracking	✓	✓	✓
Additional Xaxyn Brands Partner	-	✓	✓
Access to Xaxyn Media Stock Photography	✓	✓	✓ 25% Discount
Annual Partner Pricing	\$1200	\$2800	\$5000

* Platinum Sponsorships are Limited to 5 per year



Toyota Cruisers & Trucks Captures the Entire Toyota Enthusiast Community



- Reaching all Toyota Land Cruiser, Truck, and SUV readers: **REACH 60,000+/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!**

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.**

Toyota Cruisers & Trucks Content (and partnership ads) are still online going back to 2008. Some of our most popular articles still receive thousands of reads per year

Our digital publication continues to be read, searched, indexed, and enjoyed for years in all of our channels.

By measuring referrals through both brand awareness and reader engagement, TCT delivers amazing referral rates:

Platinum Partners:	Gold Partners:	Silver Partners:
22% Avg. Referral Rate	18% Avg. Referral Rate	9% Avg. Referral Rate



Special Editorial Sections available to highlight your brand:

- Hands On Editorial review of your best products
- Manufacturer Profile: We can cover your headquarters, manufacturing, or process in great detail
- Vehicle Builds: Show off your epic Toyota vehicle build to our thousands of readers and fans
- What do you have in mind? Work with your representative and our Editorial Team

THE TCT MAGAZINE TEAM, YOUR TOYOTA AUTHORITY!

SHANE WILLIAMS | *Publisher and Editor in Chief*

JIM AKERS | *Business Development & Partnerships*

KATHY LOCKE | *Creative Director*

PHILLIP JONES | *Senior Editor*

BOB HOLLIDAY | *Associate Editor*

DANIEL MARKOFSKY | *Associate Editor*

DENNIS LLOYD | *Associate Editor*



TOYOTA

CRUISERS & TRUCKS

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