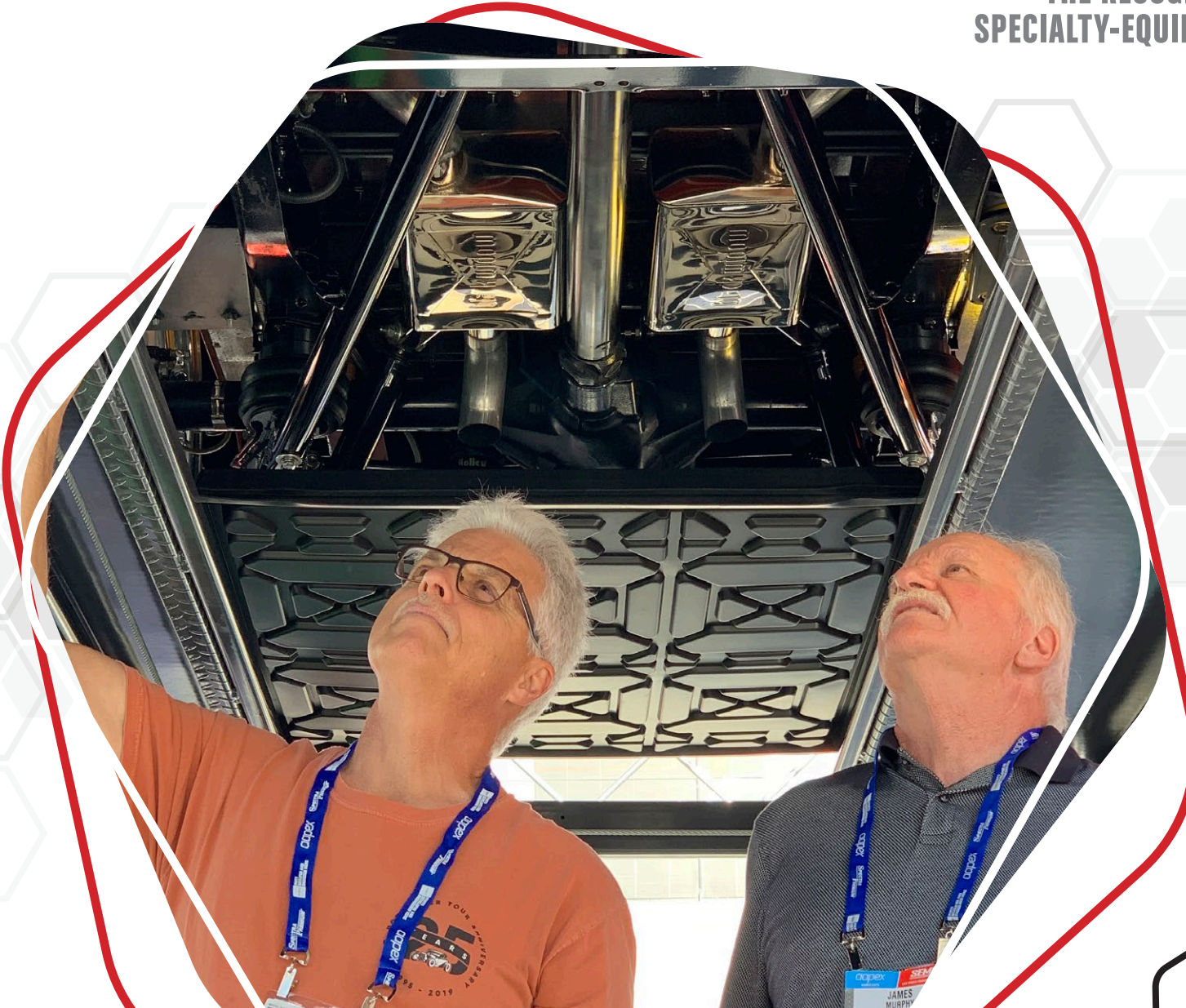




SEMA NEWS MEDIA KIT 2021



THE RECOGNIZED MARKETPLACE FOR THE
SPECIALTY-EQUIPMENT INDUSTRY SINCE 1988





A stylized, handwritten signature of Warren Kosikov in white ink, positioned above his name and title.

Warren Kosikov
Vice President, Sales

A KEY SOURCE FOR INDUSTRY TRENDS

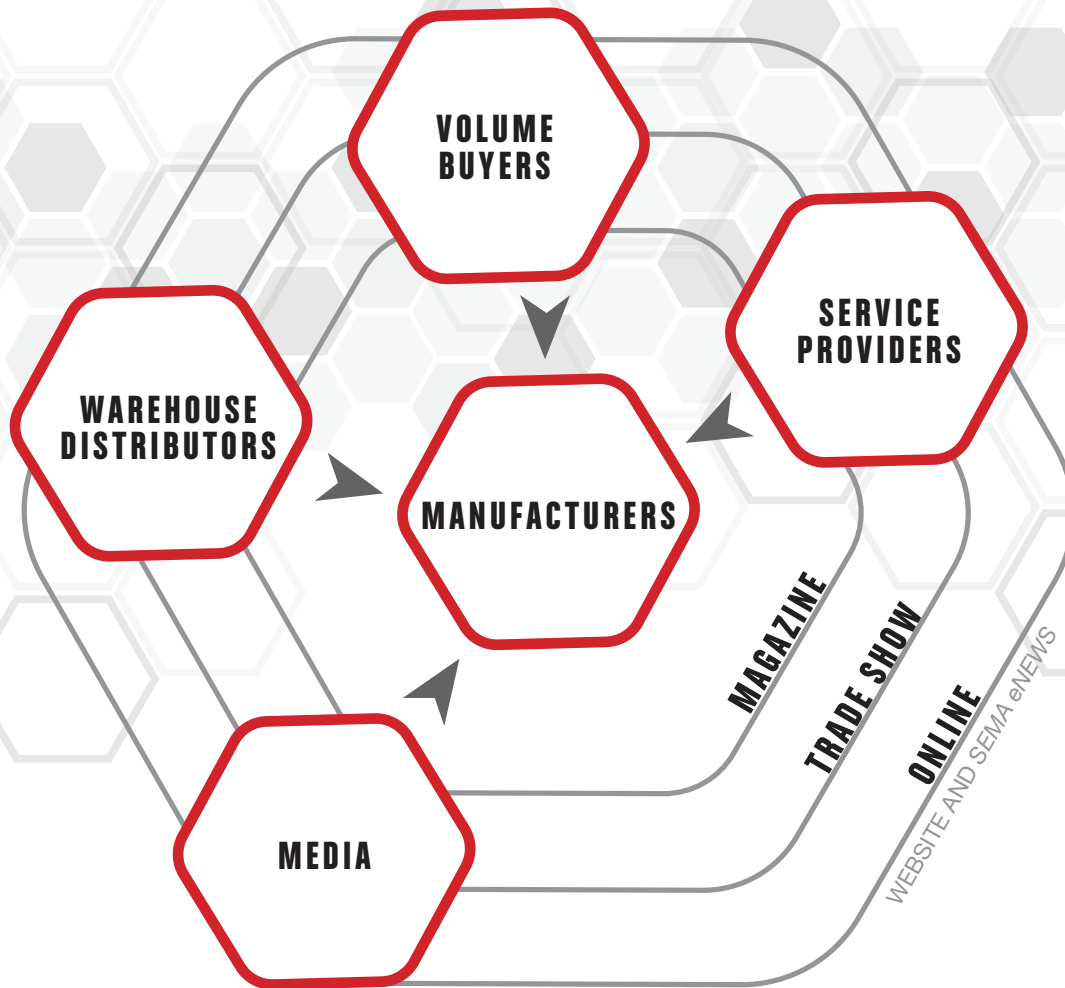
“Helping our member’s businesses succeed and prosper” are the words that lead SEMA’s mission statement. Helping connect sellers with buyers through our annual trade show and communication initiatives, including our monthly publication, is an active part of contributing to this mission.

SEMA News is delivered to the desks of product manufacturers, WDs, jobbers, retailers, repair technicians, installers, fleet buyers, vehicle builders and media to help foster the seller/buyer relationship all year long.

With trusted content and an engaging reader experience, *SEMA News* provides a platform to support your organization’s marketing and sales goals. I encourage you to use *SEMA News* to connect with this audience, which is curated directly from the SEMA Show attendee/buyer list.

Thank you for your interest in *SEMA News*, and our team looks forward to helping you make continuous connections to new and existing customers.





Volume Buyers: Online Retailers, Builders, Small Chain Retailers, Big-Box Retailers

**THERE IS NO BETTER
WAY TO REACH THE
ENTIRE SPECIALTY-
EQUIPMENT INDUSTRY.**

SEMA News connects the world's top specialty-equipment manufacturers and service providers with the industry's volume buyers, distributors and key influencers. Our magazine, trade show and website work in concert to provide unbeatable Market coverage with unlimited marketing opportunities. Meet the industry face-to-face at the annual SEMA Show trade show, and stay connected throughout the year with **SEMA News** business publication and website.

SEMA NEWS MAGAZINE READER PROFILE

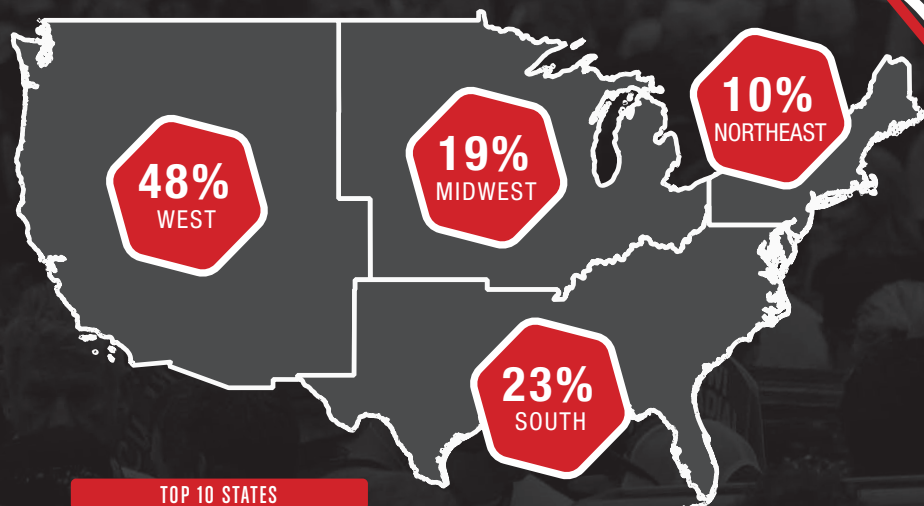


EXECUTIVE BUYING POWER

76% EXECUTIVES

87% MAKE BUYING DECISIONS

CIRCULATION BY U.S. REGION



TOP 10 STATES

1. CALIFORNIA
2. TEXAS
3. FLORIDA
4. ARIZONA
5. MICHIGAN
6. NEVADA
7. ILLINOIS
8. WASHINGTON
9. OHIO
10. COLORADO

BUSINESS TYPES

31%



WAREHOUSE
DISTRIBUTORS,
JOBBER AND
RETAILERS

27%



AUTOMOTIVE
REPAIR,
SERVICE AND
INSTALLATION

17%



SPECIALTY-
EQUIPMENT
MANUFACTURERS

16%



OTHER: VEHICLE
DEALERS,
FLEET BUYERS
AND MEDIA

9%



CUSTOM
BUILDERS,
FABRICATORS
AND CONVERTERS

BUSINESSES REPRESENTED

Street Performance

Racing • Motorsports Restyling

Diesel Performance Heavy Duty Trucks • Bus

Collision Repair Motorcycle Powersports

Mobile Electronics Restoration • Vintage

Off-Road Marine Performance
Truck • SUV • Van

RV Compact Performance

Luxury • Exotic Utility Vehicle

Street Rod • Hot Rod • Custom

Hybrid • Electric • Alternative Fuel Passenger Car

SEMA NEWS MAGAZINE

PRINT & DIGITAL OPPORTUNITY

A KEY SOURCE FOR INDUSTRY TRENDS

Published monthly, *SEMA News* is the most closely read business-to-business magazine in the automotive specialty marketplace. From its inception in 1988, *SEMA News* has served tens of thousands of specialty-equipment entrepreneurs as their key source for industry trends, merchandising ideas, new products, business strategies and much more. Issues range between 100 and 430+ pages, and the magazine is available in both print and digital formats. In addition, display advertising, special inserts, cover gatefolds and bellyband options provide unique opportunities for added exposure.



MONTHLY DISTRIBUTION:

18K+

**PRINTED/
MAILED**

***40,500**

**IN
NOVEMBER**

200K+

**DIGITAL
VIA
SEMA.ORG**

*18,000 mailed + 22,500 distributed to SEMA Show attendees



SEMA eNEWS MAGAZINE

EXTEND YOUR REACH

MORE THAN 260,000 INDUSTRY PROs

SEMA eNews is the industry's leading digital pipeline, reaching an involved audience of more than 260,000 industry professionals. Delivered with fresh content each week in an easily absorbed format, SEMA eNews keeps the industry informed with timely breaking news, industry announcements, new products and technologies, and digital and video coverage of current industry activities. Through SEMA eNews links, readers can quickly access in-depth content generated by the SEMA News team through the widely read digital version of SEMA News, housed on SEMA.org.

**MORE THAN
260K**

DISTRIBUTION

17%

**AVERAGE
OPEN RATE**

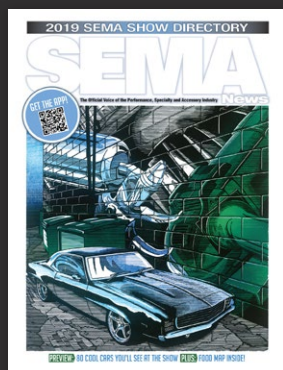
2%

**AVERAGE
CLICK-
THROUGH**



SEMA SHOW DIRECTORY EDITION

The SEMA Show Directory edition offers bonus exposure at the SEMA Show, the premier automotive specialty products trade event in the world. A trade-only event and not open to the general public, the SEMA Show draws the industry's brightest minds and hottest products to one place—the Las Vegas Convention Center. In 2019, the SEMA Show drew more than 70,000 domestic and international buyers. With more than 40,500 copies distributed, the SEMA Show Directory edition engages this key audience and provides a year-long reference tool for buyers and manufacturers alike.



2021 ADVERTISING RESERVATION CALENDAR

JANUARY

AD CLOSE **10/31**
ARTWORK DUE **11/5**
ISSUE DATE **12/22**

FEATURES:

- SEMA Show Portfolio
- SEMA Member News

FEBRUARY

AD CLOSE **11/25**
ARTWORK DUE **11/28**
ISSUE DATE **1/21**

FEATURES:

- SEMA Person of the Year
- Wheels & Accessories:
New Products and Trends
- Global Tire Expo New
Products and Trends

MARCH

AD CLOSE **12/31**
ARTWORK DUE **1/4**
ISSUE DATE **2/19**

FEATURES:

- Racing & Performance:
New Products and Trends
- Newest Enthusiast Research

APRIL

AD CLOSE **1/31**
ARTWORK DUE **2/5**
ISSUE DATE **3/19**

FEATURES:

- Trucks, SUVs & Off-Road:
New Products and Trends
- Emerging Market Survey:
UTV Buyers and Owners
- SEMA Member News

MAY

AD CLOSE **2/27**
ARTWORK DUE **3/3**
ISSUE DATE **4/20**

FEATURES:

- 2021 SEMA Membership Roster
- Powersports & Utility Vehicles:
New Products and Trends

JUNE

AD CLOSE **3/31**
ARTWORK DUE **4/1**
ISSUE DATE **5/20**

FEATURES:

- Hot Rod Alley: New Products
and Trends
- Hot-Rod Market Update
- Mobile Electronics & Technology:
New Products and Trends
- Special Product and Catalog Showcase

JULY

AD CLOSE **4/29**
ARTWORK DUE **5/4**
ISSUE DATE **6/18**

FEATURES:

- Collision Repair & Refinish:
New Products and Trends
- Restyling & Car Care:
New Products and Trends
- SEMA Member News

AUGUST

AD CLOSE **5/28**
ARTWORK DUE **6/1**
ISSUE DATE **7/20**

FEATURES:

- Tools & Equipment:
New Products and Trends
- Legislative and Regulatory Update
- SEMA Hall of Fame

SEPTEMBER

AD CLOSE **6/28**
ARTWORK DUE **7/1**
ISSUE DATE **8/20**

FEATURES:

- 2021 SEMA Show
First-Time Exhibitors
- SEMA Show Preparation

OCTOBER

AD CLOSE **7/30**
ARTWORK DUE **8/3**
ISSUE DATE **9/20**

FEATURES:

- 2021 SEMA Pre-Show Issue
- 2021 SEMA Show
New Products Preview
- SEMA Member News

NOVEMBER

AD CLOSE **8/27**
ARTWORK DUE **9/2**
ISSUE DATE **10/20**

FEATURES:

- 2021 SEMA Show Directory
- 2021 SEMA Show Guide
- Show Vehicle Preview
- 2021 SEMA Show
Education Program

DECEMBER

AD CLOSE **9/28**
ARTWORK DUE **10/1**
ISSUE DATE **11/19**

FEATURES:

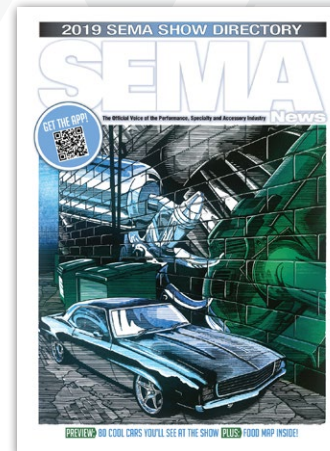
- Special Product and Catalog Showcase
- Business Technology
- Trends for 2022
- Retailer Spotlight

Generate buzz for your products and services in the Product and Catalog Showcase in the June and December issues of *SEMA News*.

New products
presented in a gallery,
focusing on a different
market niche in each
issue.

BONUS DISTRIBUTION:
In addition to the 18,000 mailing, 22,500 are printed and delivered to the SEMA Show.

Contact the SEMA Industry Sales Team at sales@SEMA.org or 909-396-0289 for rates and additional information.



SEMA NEWS MAGAZINE

RATE CARD

Covers

	1x	3x	6x	9x	12x
Cover 4	\$7,390	\$6,503	\$5,918	\$5,385	\$4,900
Cover 3	\$6,980	\$6,142	\$5,590	\$5,087	\$4,630
Cover 2	\$7,190	\$6,327	\$5,758	\$5,240	\$4,770

Four-Color (ROP)

	1x	3x	6x	9x	12x
Full Page	\$5,885	\$5,179	\$4,713	\$4,289	\$3,900
2/3	\$4,030	\$3,546	\$3,227	\$2,937	\$2,675
1/2	\$3,595	\$3,164	\$2,879	\$2,620	\$2,385
1/3	\$2,900	\$2,552	\$2,322	\$2,113	\$1,925
1/4	\$2,145	\$1,888	\$1,718	\$1,563	\$1,425

Classifieds (Four-Color)

Marketplace	6x	12x
1/12 Page	\$125	\$110
1/6 Page	\$210	\$190

No agency commission. Open to agencies, display companies, printers, etc.

Service Center	6x	12x
1/12 Page	\$90	\$80
1/6 Page	\$180	\$160

No agency commission. Open to agencies, display companies, printers, etc.

Rep Roster	6x	12x
1/12 Page	\$75	\$65
1/6 Page	\$150	\$130

No agency commission.

*B/W same price as Color for all advertising size rates.

PRODUCT AND CATALOG SHOWCASE

June and December: Generate buzz for your products and services in the Product and Catalog Showcase in the June and December issues of *SEMA News*. Simply provide a four-color image of your new product or your catalog cover, along with about 75 words of text, and we'll build a 1/6-page ad for only \$250 per each insertion.

Digital Advertising is available. Contact your industry sales team at: sales@SEMA.org regarding digital advertising opportunities and special current advertiser discount packages.

2021 Digital Rate Card: Visit SEMAnews.com/ratecard to download a PDF.



ADVERTISING DISCOUNTS AND PREMIUMS

Agency Commission: 15% of gross billing is allowed to recognized agencies for space, color and position, provided that the account is paid within 30 days of invoicing. Commission is not allowed on *SEMA News* Special Advertising Opportunities. Also, commission is not paid on other charges, such as insert handling, special bind-in, trimming of inserts, reprints or other mechanical charges and non-display advertising.

SEMA-Member Discount: All current SEMA members receive a 10% discount off ROP published rates (except special ad sections).

Inserts: Call our production department for complete details on space and bindery costs. Publisher requires samples of all inserts for approval before publication. All current SEMA members receive a 10% discount off published rates.

High-Impact Advertising: *SEMA News* offers a variety of high-impact cover and packaging options to its advertisers. Advertisers may purchase custom gatefold or barn-door covers, belly bands or polybags. For specific pricing and details, contact the SEMA sales team at sales@SEMA.org or 909-396-0289.

Special Position Premiums: Special position requests are noncancelable except with 10 days' notice prior to advertising materials due date. Guaranteed positions (other than covers) will be charged an additional 10% premium. Contact publisher for rates and availability; all positions are subject to advertising/editorial approval.

Non-Standard Advertisement Sizes: *SEMA News* can accommodate some ad sizes not contained in this rate card; however, an additional 15% over published rates for similarly sized advertisements applies. Due to varying package size, nonstandard-size ads must be approved by publisher.

GENERAL ADVERTISING POLICIES

Commission and Cash Discounts: Agency Commission: 15% to recognized agencies.

Overdue Accounts: Failure to pay on time could result in termination of credit arrangements; a late fee of 5% per month is charged to past-due accounts.

Rate Protection: New rates are immediately applied to business not previously covered by a bona fide contract.

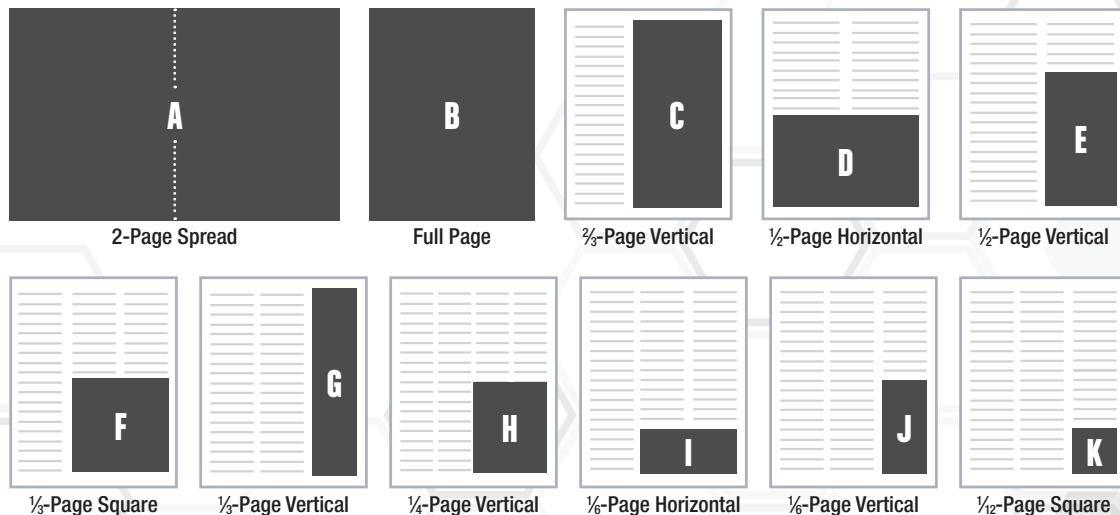
Mechanical Requirements: *SEMA News* is printed in process colors only (no mechanical colors). Therefore, *SEMA News* cannot accept any advertisements containing PMS colors. Materials sent in PMS colors will be separated into CMYK. Any additional cost involved to complete preparation of the ad (typesetting, stripping-in type, photos or logos, film, duplication, etc.) will be billed to the advertiser.

Payment Terms: Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to advertising agency placing the insertion order for payment; however, publisher retains the right to hold the advertising agency and the advertiser jointly liable for monies due and payable to the publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions printed or otherwise on contracts, order blanks or instructions when such conditions conflict with its policies.

Credit Procedures: All first-time advertisers in *SEMA News* are required to pay in advance for their first advertisement. First-time advertisers will also be required to fill out a credit application form provided by SEMA.

SEMA NEWS MAGAZINE

AD SPECIFICATIONS



PREMIUM FULL-PAGE POSITIONS

For special page-position rates on the inside front cover, center spread, inside back cover and back cover.

E-mail: sales@SEMA.org or call 909-396-0289

Available Size

Size	Live Area	Trim Size	Bleed Size
A 2-Page Spread	15.25" x 10.125"	16" x 10.875"	16.25" x 11.125"
B Full Page	7.25" x 10.125"	8" x 10.875"	8.25" x 11.125"
C 1/3-Page Vertical	4.75" x 10"		
D 1/2-Page Horizontal	7.25" x 4.875"		
E 1/2-Page Vertical	4.75" x 7"		
F 1/3-Page Square	4.75" x 4.875"		
G 1/3-Page Vertical	2.25" x 10"		
H 1/4-Page Vertical	3.5" x 4.875"		
I 1/6-Page Horizontal	4.75" x 2.25"		
J 1/6-Page Vertical	2.25" x 4.875"		
K 1/12-Page Square	2.25" x 2.25"		

PRINTING SPECIFICATIONS

Printing: Web Offset; 4-color process (CMYK).

Trim size: 8" wide x 10.875" high. Keep all live matter .375" from outside both trim and gutter.

Bleed: Only permitted on full page, spread and tab pages. Must extend .125" beyond trim size on all sides and include printer's trim marks.

Spreads: Account for gutter (inside margin) when running type and art across left- and right-hand pages.

Please Note: Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction.

AD PREPARATION

SEMA NEWS requires that all ad files be submitted as single-page, high-resolution PDF or PDF-x1a files. For multiple ads, send each ad in a separate PDF file. For two-page spreads, please submit a single file with both pages in proper orientation.

Document Set Up: Do not build ad on default paper size of 8.5"x11". Set the document page size to match SEMA News' ad trim size exactly. **Export PDF:** Use PDF-x1a settings.

PDF PRODUCTION REQUIREMENTS

Color: Must be sent in CMYK format. No RGB files accepted. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards.

Images: Minimum resolution of 300 dpi (color or grayscale files) and 1,200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 dpi). Never resample up images, rather scan at high resolution to start. If using image compression, use only maximum quality or lossless compression.

Fonts: Embed all fonts in PDF file and/or convert all type to curves.

Proofs: It is highly recommended that a SWOP certified color profile be applied to the ad. SEMA News will assume supplied materials are in compliance with current industry specifications.

SEMA News does not accept responsibility for reproduction or color matching if not using an approved color profile. Printer will match color on press as closely to color profile as web offset printing allows.

AD SUBMISSION

Upload your ad to www.sema.org/ftp (100 MB maximum file size). For your protection, we will preflight your ad in preparation for printing. If there are any errors, you will be sent an e-mail and given the opportunity to correct them.

SEMA SHOW PUBLICATIONS

SEMA SHOW PREVIEW SPECIAL PRE-SHOW PUBLICATION

SEMA Show Preview is a newspaper that will include advertising and Show-related editorial content. This pre-Show publication will be distributed to more than 30,000 pre-registered attendees 30 days prior to the SEMA Show.

EDITORIAL FEATURES (Consideration deadline is August 10, 2021.)

SEMA Show Preview advertisers have the opportunity to submit company/product news features that are related to the SEMA Show. These value-added items are a great way to broadcast your messages to the Show attendees through an independent third-party voice. If selected, news articles will appear only once, and the *SEMA Show Preview* editors reserve the right to edit for style, clarity and space. *SEMA Show Preview* will make every effort to accommodate advertiser's requests.

SEMA SHOW PREVIEW 2021 AD MATERIALS DUE DATE

Issue	Ad Materials Due Date	Issue Date
<i>SEMA Show Preview</i>	7/30/2021	10/01/2021

DISTRIBUTION SCHEDULE

Issue	Dates	Quantity
<i>SEMA Show Preview</i>	Mailed 30 days prior to SEMA Show	30,000

SEMA SHOW PREVIEW ADVERTISING RATES

Cover 2	\$2,700
Back Cover	\$3,000
Full-page	\$2,500
Half-page	\$1,525
Third-page	\$1,220

To upload ad materials, log on to www.SEMA.org/ftp



SEMA
News

SEMA Show Pocket Guide

- RESERVE YOUR AD PLACEMENT BY AUGUST 20, 2021.
(Ad materials due August 27, 2021.)



POCKET GUIDE ADVERTISING RATES

PRINTED DIRECTORY:

C2 inside front cover 1-page	\$4,500
C3 inside back cover 1-page	\$4,200
C4 back cover 1-page	\$6,000
Full-page	\$1,500
Half-page	\$795



SEMA NEWS MAGAZINE

SALES & CONTACT INFORMATION

HOT ROD ALLEY
MOBILE ELECTRONICS & TECHNOLOGY
POWERSPORTS & UTILITY VEHICLES
RESTORATION MARKETPLACE
TOOLS & EQUIPMENT

Scott Hartwick
909-378-4857 • email: scotth@sema.org

TRUCKS, SUVS & OFF-ROAD

Alan Josse
909-978-6666 • email: alanj@sema.org

COLLISION REPAIR & REFINISH
RESTYLING & CAR CARE ACCESSORIES

Monica Terlouw
909-978-6695 • email: monicat@sema.org

BUSINESS SERVICES
GLOBAL TIRE EXPO
WHEELS & ACCESSORIES

Brian Paik
909-978-6677 • email: brianp@sema.org

OEM
Becca Butler
909-378-4864 • email: beccab@sema.org

RACING & PERFORMANCE

Andrea Brake
949-373-9222
email: andreab@performanceracing.com

Becca Butler
909-378-4864 • email: beccab@sema.org

Brendan Gillespie
909-978-6661 • email: brendang@sema.org

Celina Ingargiola
949-373-9214 • email: celina@performanceracing.com

Jeff Dahlin
949-373-9220
email: jeffd@performanceracing.com

VICE PRESIDENT, SALES

Warren Kosikov
909-978-6665
email: warrenk@sema.org

GENERAL ADVERTISING POLICIES

Publisher's Protective Clause: By the issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for the advertising to be published in *SEMA News*. By their tendering such insertion order, the advertiser or agency shall indemnify and hold publisher, its employees, agency and subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration in which it may be a party—all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors. Agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or the tendered advertising because of labor disputes involving the publisher, printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to, or, at its option, to publish the tendered advertising in its next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates *SEMA News* editorial material.