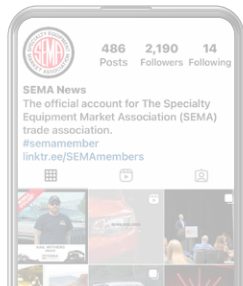
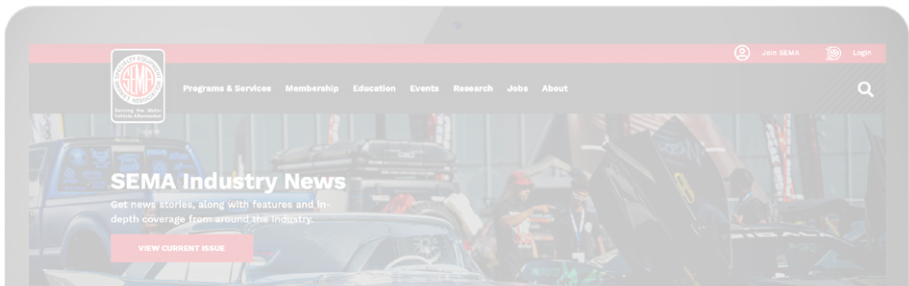
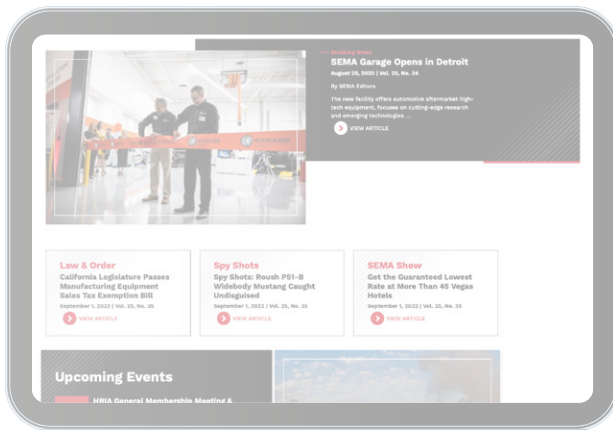
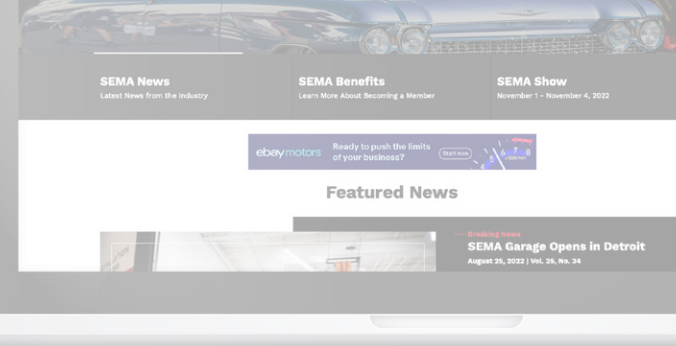




2023

SEMA NEWS MEDIA KIT



ENGAGEMENT

CONSISTENT MARKETING IS CRITICAL TO YOUR BRAND'S SUCCESS AND THE BEST WAY TO STAY TOP-OF-MIND AMONG BUYERS AND INDUSTRY LEADERS.



SOCIAL MEDIA
1,300,000+
 total views per month

PRINTED MAGAZINE
18,000+
 printed circulation

SEMA NEWS DIGITAL
175,000+
 weekly distribution
 40% open rate

WEB
6,000,000+
 views annually

REACH KEY DECISION MAKERS YEAR-ROUND THROUGH ALL OF SEMA'S PLATFORMS—SEMA SHOW, SEMA DIGITAL AND SEMA NEWS.



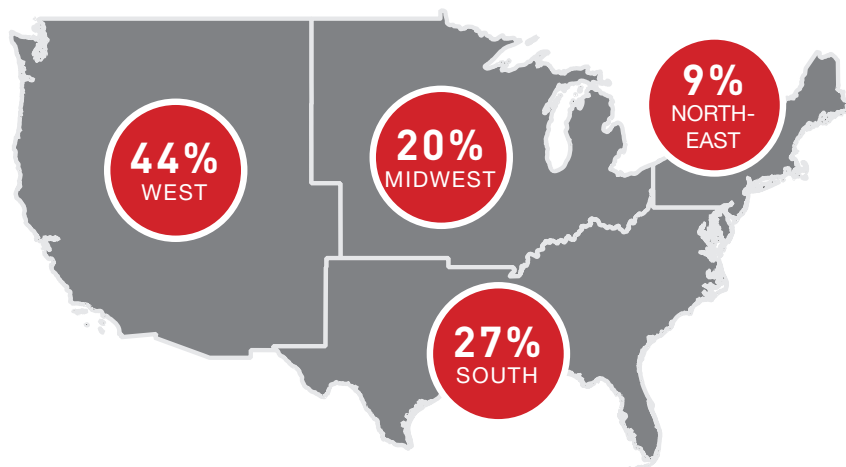
EXECUTIVE BUYING POWER

45% SEMA SHOW BUYERS

47% SEMA MEMBERS

8% OTHER

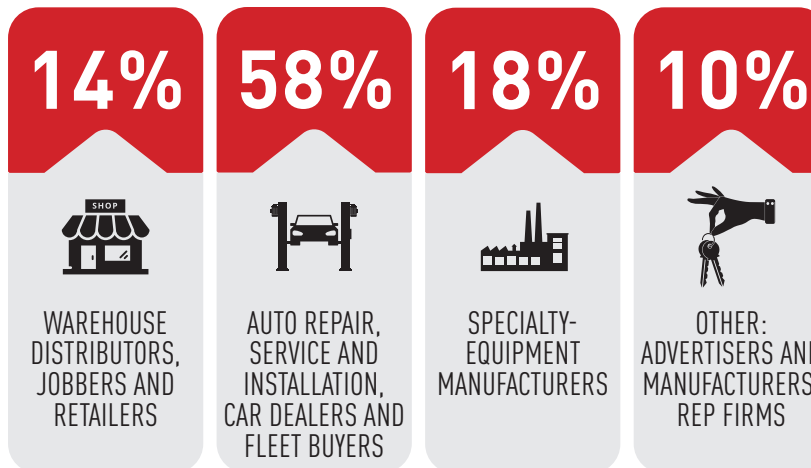
CIRCULATION BY U.S. REGION



TOP 10 STATES

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

BUSINESS TYPES



BUSINESSES REPRESENTED



EXTEND YOUR REACH

SEMA News Digital is the industry's leading digital pipeline, sent to 175,000+ industry professionals twice per week. Limited digital advertising is available, providing your brand excellent share of voice with each send.

AVERAGE
40%

OPEN RATE



- **SEMA'S MOST EFFECTIVE COMMUNICATION CHANNEL WITH MEASURABLE RESULTS!**
- **BI-WEEKLY ACCESS TO SEMA MEMBERS, SEMA SHOW ATTENDEES AND EXHIBITORS**

**PROMOTE
YOUR BRAND**

**INCREASE YOUR
SALES OPPORTUNITIES**

ADVERTISING SPECIFICATIONS



DESKTOP: 728x90



MOBILE: 300x250

\$975 PER NEWSLETTER

\$1,750 PER NEWSLETTER*

**SEPTEMBER 26–NOVEMBER 2
(PREMIUM SEMA SHOW LEAD UP)*

ADVERTISERS WHO PURCHASE FOUR OR MORE REGULAR SEMA NEWS DIGITAL BANNER ADS
QUALIFY TO KEEP THEIR PRICING FOR PREMIUM WEEKS.

2023 EDITORIAL CALENDAR

BONUS PACKAGES

Generate buzz for your products and services in the Product and Catalog Showcases in the June and December issues of SEMA News. For only \$250 per insertion, simply provide assets and SEMA builds your advertisement.

SPECIAL OPTIONS

- polybag
- bellybands
- cover wraps
- inserts

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

JANUARY

AD CLOSE: 10/29
ARTWORK DUE: 11/3
ISSUE DATE: 12/20

FEATURES:

- SEMA Show Portfolio
- *SEMA Member News*
- SEMA State of the Industry Report (Fall 2022)

FEBRUARY

AD CLOSE: 11/23
ARTWORK DUE: 11/26
ISSUE DATE: 1/19

FEATURES:

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

MARCH

AD CLOSE: 12/29
ARTWORK DUE: 1/2
ISSUE DATE: 2/17

FEATURES:

- Racing & Performance: New Products and Trends

APRIL

AD CLOSE: 1/29
ARTWORK DUE: 2/3
ISSUE DATE: 3/17

FEATURES:

- Trucks, SUV's & Off-Road: New Products and Trends (Part 1)
- SEMA Future Trends 2023 Report
- *SEMA Member News*

MAY

AD CLOSE: 2/25
ARTWORK DUE: 3/1
ISSUE DATE: 4/18

FEATURES:

- Powersports & Utility Vehicles: New Products and Trends
- Trucks, SUVs & Off-Road: New Products and Trends (Part 2)

JUNE

AD CLOSE: 3/23
ARTWORK DUE: 3/31
ISSUE DATE: 5/18

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: 4/27
ARTWORK DUE: 5/2
ISSUE DATE: 6/16

FEATURES:

- Collision Repair & Refinish: New Products and Trends
- Restyling & Car Care: New Products and Trends
- *SEMA Member News*
- SEMA State of the Industry 2023 Report

AUGUST

AD CLOSE: 5/26
ARTWORK DUE: 5/30
ISSUE DATE: 7/18

FEATURES:

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

SEPTEMBER

AD CLOSE: 6/26
ARTWORK DUE: 6/29
ISSUE DATE: 8/18

FEATURES:

- 2023 SEMA Pre-Show Issue
- 2023 SEMA Show New Products Preview
- *SEMA Member News*

**Special SEMA Show Issue*

OCTOBER

AD CLOSE: 7/28
ARTWORK DUE: 8/1
ISSUE DATE: 9/18

FEATURES:

- 2023 SEMA Show First-Time Exhibitors
- SEMA Show Preparation
- SEMA Market Report 2023

**Special SEMA Show Issue*

NOVEMBER

AD CLOSE: 8/25
ARTWORK DUE: 8/31
ISSUE DATE: 10/18

FEATURES:

- 2023 SEMA Show Directory
- 2023 SEMA Show Guide
- Show Vehicle Preview

**Special SEMA Show Issue
Bonus printed distribution at SEMA Show.*

DECEMBER

AD CLOSE: 9/26
ARTWORK DUE: 9/29
ISSUE DATE: 11/17

FEATURES:

- Special Product and Catalog Showcase
- Business Technology
- Trends for 2024
- SEMA Consumer Report

SEMA SHOW PUBLICATIONS

SEMA

SHOW PREVIEW

SPECIAL PRE-SHOW PUBLICATION

SEMA Show Preview is the best way to reach buyers in advance of the SEMA Show. 30,000 copies are mailed 30 days prior to the SEMA Show to highlight new products, show features and more.

EDITORIAL FEATURES

(Consideration deadline is August 1, 2023.)

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.

AD MATERIALS DUE DATE

Ad Materials Due Date	Issue Date
7/29/2023	9/22/2023

DISTRIBUTION

30,000 mailed 30 days prior to the SEMA Show.

ADVERTISING RATES

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



SEMA
SHOW

SEMA SHOW POCKET GUIDE

Pocket sized *SEMA Show Directory* distributed to 30,000 buyers at the SEMA Show. Reserve your ad placement by August 18, 2023.

AD MATERIALS DUE DATE

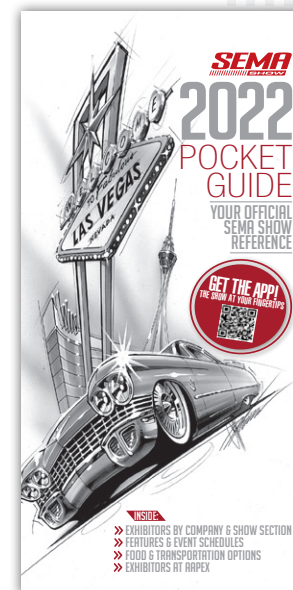
Ad Materials Due Date
8/26/2023

DISTRIBUTION

30,000 delivered to the SEMA Show.

ADVERTISING RATES

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 ADVERTISING RATES

COVERS

	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
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)

	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
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	6-TIME	12-TIME
1/12 Page	\$125	\$110
1/6 Page	\$210	\$190
Service Center	6-TIME	12-TIME
1/12 Page	\$90	\$80
1/6 Page	\$180	\$160
Rep Roster	6-TIME	12-TIME
1/12 Page	\$75	\$65
1/6 Page	\$150	\$130

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

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 company name to be printed, product name to printed, 60 words or less for your product or catalog description, a high-resolution four-color image of your new product ad or catalog cover (minimum 300 dpi), company web address and we'll build a 1/6-page ad. for only \$250 per insertion.

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

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.

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.

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.

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.

SEMA NEWS AD SPECIFICATIONS

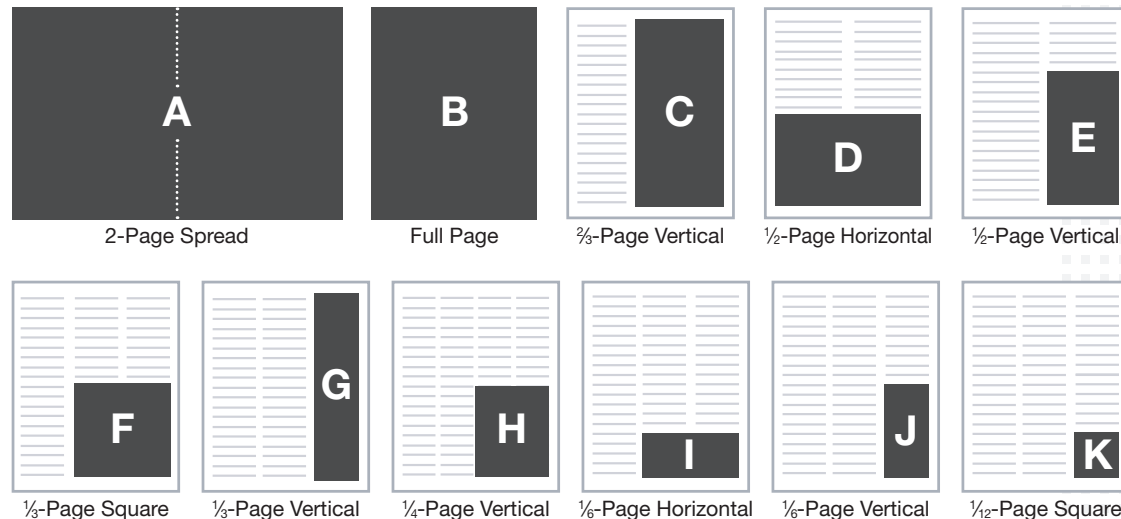
AVAILABLE SIZE

	SIZE	LIVE AREA	TRIM SIZE	BLEED SIZE
A	2-Page Spread	15.25"x10.125"	16"x10.875"	16.25"x11.125"
B	Full Page	7.25"x10.125"	8"x10.875"	8.25"x11.125"
C	2/3-Page Vertical	4.75"x10"		
D	1/2-Page Horizontal	7.25"x4.875"		
E	1/2-Page Vertical	4.75"x7"		
F	1/3-Page Square	4.75"x4.875"		
G	1/3-Page Vertical	2.25"x10"		
H	1/4-Page Vertical	3.5"x4.875"		
I	1/6-Page Horizontal	4.75"x2.25"		
J	1/6-Page Vertical	2.25"x4.875"		
K	1/12-Page Square	2.25"x2.25"		

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.

**Please see specs for Full Page and add .125 to all four sides (total size is 8.5"x11.375").*



PRINTING SPECIFICATIONS

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

Trim size: 8"x10.875". 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-x4 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-x4 settings.

Contact adsales@SEMA.org

PDF PRODUCTION REQUIREMENTS

Color: Must be sent in CMYK format. No RGB or Pantone 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.

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 or email adsales@sema.org.

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

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 AND PERFORMANCE

Andrea Brake
949-373-9222 • email: andreab@sema.org

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

Celina Ingargiola
949-373-9214 • email: celinai@sema.org

Jeff Dahlin
949-373-9220 • email: jeffd@sema.org

RESTYLING AND CAR CARE ACCESSORIES
RACING AND PERFORMANCE

Willie Yee
909-978-6661 • email: williey@sema.org

VICE PRESIDENT, SALES

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