



Pilot 
TRAVEL CENTERS
LLC

2012 MEDIA KIT

Challenge

WWW.PTCCHALLENGE.COM **Magazine**

655 SE BROAD STREET, SOUTHERN PINES, NORTH CAROLINA 28387 • PHONE: (910) 695-0077 • FAX: (910) 695-0020



Challenge Magazine

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MAGAZINE INFORMATION

MISSION STATEMENT:

Challenge Magazine is a monthly lifestyle publication dedicated to the needs and interests of the professional truck driver and the transportation industry. Its diverse editorial content provides readers with informative, educational and entertaining articles. It also includes input and commentary from our readers. Published by Victory Publishing, the magazine is available at Pilot Flying J locations nationwide.

CIRCULATION:

- 260,000 copies distributed monthly to drivers and Pilot Flying J customers
- Directly mailed to over 400 CEO's and presidents of the largest fleet operators in the U.S.
- Yearly subscriptions available

DISTRIBUTION:

- Nationwide, including Canada
- 600+ travel centers
(25% expected growth over four years)
- Largest operator of travel centers in the U.S.
- Largest seller of OTR diesel fuel in the U.S.

TARGET AUDIENCE:

- Professional truck drivers
(3.2 million on the road at any one time)
- Owner-Operators
- Fleet management teams
- 80% of industry are Pilot customers

READER DEMOGRAPHICS:

- Average income: \$45K - \$90K
- 80% Male / 20% Female
- Average age: 35 - 50
- Married with a family
- High school education
- Away from home 1 - 3 nights per week (average)
- 50% Fleet / 50% Owner-Operator

ADDITIONAL VALUES:

- Feature story placement
- Contests / Promotions
- Link promotions with marketing objectives
- Link promotion to industry opportunities
- Feature / Column sponsorship
- www.ptcchallenge.com
- Facebook / Twitter

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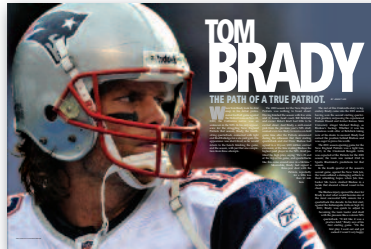
EDITORIAL

EDITORIAL FEATURES:

ENTERTAINMENT



SPORTS



HUMAN INTEREST



INDUSTRY NEWS



READER SUBMISSION



HEALTH



COLUMNS:

AROUND THE TRACK

Award-winning radio journalist Claire B. Lang talks NASCAR in this monthly column.

DRIVING THRU DC

Political analyst Mike Howe offers readers a perspective from Washington, DC on the transportation industry.

TRUCKER TRAINER

A veteran in the transportation industry, personal trainer Bob Perry shares his expertise with readers as he guides them along the road to a healthy lifestyle.

CHEW ON THIS

Veteran truck driver Charles Pope offers his unique perspective on the transportation industry.

GETTIN' OUTDOORS

Outdoorswoman Brenda Potts keeps readers up to date about the latest in hunting, fishing and other outdoor activities.

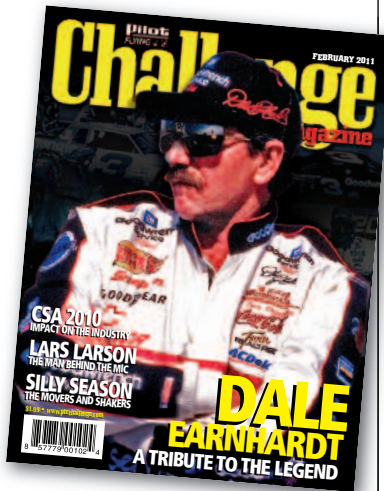
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EDITORIAL CONTENT MODEL

- CSA 2010
- SILLY SEASON
- LARS LARSON
- SCENIC ROADS
- VALENTINE'S DAY
- IMMIGRATION



- JEFFREY EARNHARDT
- RANDY HOUSER
- WINTERIZING
- YARD SALES
- RCR
- WREATHS FOR HEROS



- MOTHER'S DAY
- FERRY CROSSING
- TDMA
- RACING PARTNERS
- MISSING PERSONS
- BELLAMY BROTHERS



- AMERICAN TRUCKER
- EARTH DAY
- DUDE RANCH
- RAND McNALLY
- LITTLE BIG TOWN
- OWNER-OPERATORS





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AD RATES AND SPECS

AD RATES:

FULL PAGE	\$5,950
1/2 PAGE	\$4,200
1/3 PAGE	\$3,350
1/4 PAGE	\$2,575
FEATURE SPONSOR	\$7,250

(INCLUDES BANNER AND FULL PAGE AD)

CUSTOMIZED INSERTIONS BY REQUEST

DISCOUNTS OFFERED FOR MULTIPLE MONTHS.

CLOSING DATES:

INSERTION ORDERS and AD MATERIALS must be received on or before the deadlines listed below. If the date falls on a weekend the ad must be received the previous Friday

ISSUE	Insertion DUE	Ad Materials DUE
JAN '12	Nov 26	Dec 6
FEB	Dec 26	Jan 6
MAR	Jan 26	Feb 6
APR	Feb 26	Mar 6
MAY	Mar 26	Apr 6
JUNE	Apr 26	May 6
JULY	May 26	June 6
AUG	June 26	July 6
SEPT	July 26	Aug 6
OCT	Aug 26	Sept 6
NOV	Sept 26	Oct 6
DEC	Oct 26	Nov 6

Dates are subject to change.

ARTWORK SUBMITTAL:

Please submit the following: An electronic file on CD-ROM or DVD (Mac) and a Color Laser Proof at 100%. Ads may be e-mailed if 10MB or under. We will download from the advertisers' ftp site.

Digital File: TIFF, EPS and/or PDF files accepted. EPS and PDF files: Fonts must be embedded. **Applications accepted:** InDesign CS; Photoshop CS, Illustrator CS (convert text to paths).

Graphic Requirements: CMYK only, no spot colors. If spot colors are required, please call for more information as additional costs may apply. Resolution minimum 300dpi. ALL original and linked graphics must be included. To ensure the quality of your ad, please include the fonts with your artwork submitted. **Send ad materials to:** Attn: Graphics Dept.; Challenge Magazine; 655 SE Broad Street; Southern Pines, NC 28387.

AD SIZES:

ALL ADS ARE REPRODUCED IN 4-COLOR	LIVE AREA W x H	TRIM W x H (add .125" on each side for bleed)
FULL PAGE	7.25 x 9.75	8 X 10.5
1/2 PG. HORIZ.	7.25 x 4.5	N/A
1/2 PG. VERT.	3.4375 x 9.375	N/A
1/3 PG. HORIZ.	7.25 x 3.125	N/A
1/3 PG. VERT.	2.3 x 9.375	N/A
1/4 PG.	3.4375 x 4.625	N/A

PRODUCTION CONTACT:

BRAD BEARD, ART/DESIGN EDITOR: bbeard@ptcchallenge.com

JEN FAIRCLOTH, GRAPHIC DESIGNER: jfaircloth@ptcchallenge.com



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2011 VALUE ADDED OPPORTUNITIES

Available for annual contracts only.



ADVERTISING CONTACT:

KATHY VIRTUE: kvirtue@ptcchallenge.com

ANNE HUBERTH: ahuberth@ptcchallenge.com

SOLD

INSIDE FRONT COVER

Page two of Challenge Magazine.

U.S. Xpress

Available

LETTER FROM EDITOR

Monthly view points from the editor's desk discussing current topics and monthly features.

SOLD

CONTENTS

Where readers go to pick their editorial preferences. Readers can also be lured to delve deeper into the magazine.

CAT Scales

Available

LETTERS TO EDITOR

Views, points of discussion and comments sent in by readers. Always found in the first quarter.

Available

PHOTO GALLERY

The most popular reader feedback received of any page in Challenge Magazine.

Available

DRIVING THRU D.C.

Monthly column covering the political issues concerning the transportation industry.

Available

THE UNIQUE UNITED STATES

Finding unique places for travelers to stop and explore when crossing the United States.

Available

TRUCKERS' CORNER

Among the top reader feedback pages in Challenge Magazine. Songs, poems and more sent in from readers.

Available

TAKING CARE

Monthly column covering health concerns of readers from diabetes to exercise programs.

Available

GETTIN' OUTDOORS

Our monthly column sharing the in and outs of hunting, fishing and the great outdoors.

SOLD

INSIDE BACK COVER

Second to last page of the magazine. Stands beside the advertisers index.

Maverick

SOLD

BACK COVER

Highest visibility page available for the advertiser in Challenge Magazine.

Peterbilt

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WEBSITE INFORMATION

▶ WEBSITE INFO:

- Advertisers in Challenge Magazine will be exposed to an innovative, interactive medium through website, increasing product awareness and viewership
- Currently at 18,000 hits per month and rising
- Web space is reserved for those advertisers in Challenge Magazine

▶ ADDITIONAL VALUE :

- Contests and promotions
- Link promotion with marketing objectives
- Added value to publication
- Ability to spotlight advertisers
- Two-way communicative marketing

▶ TARGET AUDIENCE:

- Professional truck drivers
(3.2 million on the road at any one time)
- Owner-Operators
- Fleet management teams
- 80% of industry are Pilot customers

▶ ADDITIONAL FUNCTIONALITY :

- Video Feed
- Message Board
- Email List
- Static Video
- Web Polling
- Web Registry

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WEBSITE RATE CARD

▶ WEB PAGE ADVERTISEMENTS

- STANDARD ADVERTISEMENTS
- 4 HORIZONTAL ROTATING BANNER ADVERTISEMENTS

\$400

▶ BLOG PAGE:

- BLOG SPONSORSHIPS AVAILABLE, 1 SPONSOR PER BLOG

\$600

▶ AD SIZES:

- STANDARD WEB BANNER - 550PX BY 83PX
- STANDARD WEB ADVERTISEMENT - 190PX BY 190PX
- WE ACCEPT JPEGS AND GIFS UNDER 50K.
- WE ACCEPT FLASH FILES UNDER 1MB AND ACCOMPANYING AUDIO AND VIDEO FILES

CUSTOMIZED INSERTIONS BY REQUEST