

Jrations

NAVIGATE A DIFFERENT TRAIL



**IT'S ABOUT THE CONTENT.
PERIOD.**

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ON THE TRAIL TO A PROFITABLE 2008!

As the *J Rations* staff gears up for the fall business cycle, we hope that you share our optimistic outlook for the state of the Jeep® and off-road enthusiast segment. We're also excited to enter our third year of publication. Many in the industry didn't think *J Rations* would survive in the current publishing environment or be able to successfully stand and grow in the face of the off-road magazine monopoly. Our continuation and growth only proves that Jeep enthusiasts across North America and throughout the world are hungry for something...well, better. In that regard, *J Rations* delivers the goods hands-down.

Our readers appreciate the down-to-earth, real-world approach to everything we do. They're thankful to have found a fresh voice which delivers content that's relevant to their off-road pursuits and passions, and they've found a new home with us. They're also a savvy lot who recognize advertisers who support and, ultimately, are responsible for bringing them a quality publication that speaks to their interests and lifestyle.

A quality product like *J Rations* begets quality readers and, most importantly to you, quality consumers armed with solid information to guide their purchasing decisions. We bring a higher level of customers to your door—customers who are intelligent, hands-on, no-nonsense and loyal to the companies and products which serve them well. In short, your presence and support of *J Rations* magazine is not lost on these fine folks, and we are excited to be the foundation of the bridge between your company and these passionate consumers.

This 2008 media kit should answer most of the questions you may have regarding advertising in *J Rations* magazine, but if not, don't hesitate to contact me or our vice president of sales and marketing, Joe Hinder. As always, we welcome your input, story ideas featuring your products and new product announcements as they become available.

Here's to a bright and profitable 2008!

Rob Reaser
Publisher/Editorial Director





MISSION STATEMENT

J Rations' mission is to provide the broadest spectrum of the Jeep enthusiast community with information and entertainment that is relevant and useful, delivered by using both print and electronic media. It is also *J Rations'* mission to provide an innovative and respected venue for companies whose quality products and services are appealing and beneficial to our audience.

EDITORIAL PROFILE

With a distinctive mix of in-depth and practical technical how-to articles, informative and entertaining backcountry adventures, sidelights on outdoor recreation, safety tips and tricks, and expert Q&A on all things Jeep, *J Rations* intelligently and thoughtfully guides enthusiasts, providing the ultimate insider experience to those who want to enjoy their Jeep interests *now*.

"Congratulations on creating a family-oriented magazine that caters to those who enjoy four-wheeling. Great job!"
—Signed "AJeeping Family," via email

"I snagged [Standard] Issue 4 from my local newsstand, and I expected to see the usual mix of Jeep junk.... Man, was I off the mark. They covered it all. Get out there, support this one folks—it's everything the Jeep lifestyle needs in a print publication."
—Duane Forrester, A Jeep Thing.com

"I am very impressed with the detailed pictures and ideas, and the how-tos discussed in great detail. Even the advertising is awesome. If there was ever a magazine tailored to the diverse interests in Jeep ownership, THIS IS THE BEST!!!"
—Axel Sonne, Alvarado, TX

"These guys have done an outstanding job with both the magazine and accompanying CD. I encourage anyone who is a Jeep enthusiast to check this one out."
—WranglerForum.com

OUR AUDIENCE

Male and female.
Blue and white collar.
Novice and veteran.
Young and not so young. The *J Rations* audience cuts across all lines to comprise an amazing sweep of consumers who have off-roading, outdoor



adventure and brand loyalty in their DNA. They're an earthy bunch, always ready to get greasy in the garage and dirty on the trail. This salt-of-the-earth character, however, should not be mistaken as unsophisticated. *J Rations* readers are savvy, with the easy ability to distinguish a poser from the real McCoy. And this is one of *J Rations*' primary advantages—we are the genuine article and our readers know it. They appreciate *J Rations*' "you're one of us" editorial coverage, expressed to the *J Rations* staff and fellow enthusiasts via letters, email, the Internet and forums.

"I...was elated that there are normal everyday builds in the magazine instead of \$50,000 rigs. The average working guy...finally has something to relate to."
—Jerry Roberts, Deltona, FL

"I spoke with [the editor] about J Rations and my concerns about the other oft-cited magazine many of us have grown to dislike. J Rations has exceeded my expectations with regard to the diversity of Jeep vehicles and topics covered. This magazine is loaded with useful information for experienced and novice Jeepers alike."
—Mike Hardesty, Littlestown, PA

"What really impressed me were the tech sections. It's great to see that things don't go right even for the experts. And, that sometimes nothing goes right! It seems that the other magazines always have a 4x4 shop do the work. J Rations is a refreshing look indeed."
Mike Bryce, via email

TECH

When it comes to publishing the technical how-to articles that real Jeep enthusiasts want, no magazine delivers like *J Rations*. We cover the widest range of the market with do-it-yourself how-to stories that speak to all readers—from those new to the sport of off-roading to seasoned veterans.



Every issue of *J Rations* provides hard-hitting, real-world information on new parts and modifications that the average reader can accomplish himself, while at the same



time covering aggressive upgrades that call for deeper pockets and professional installations. *J Rations'* comprehensive approach to technical know-how makes *J Rations* the magazine readers look to for information that makes a practical difference in their Jeep buildups and adventures.

"...thank you for putting out a magazine with informative tech articles, lots of great travel and adventure stuff."
—Graham D. Smith, via email

"I even went back and bought the back issues online so I would have the mag from the very beginning. I love it!"
WranglerForum.com

"I like [J Rations'] approach to us, the everyday Jeoper. ...very good articles, from disc brake swaps, to outdoor digs, even an "Adventurer's Almanac." I think I have found a new mag, and will not renew the others."
AJEEPThing.org

"I have just the [first] issue of J Rations so far and have more useful info from it than all three of the others. I'm sold!"
WranglerForum.com

ADVENTURE

Trends come and go—even in the world of off-roading. But the average Jeep enthusiast will always be a weekend kind of adventurer—men, women and youth who look forward to leaving the rat race behind to spend a day with family and friends in the great outdoors.

J Rations helps them

find new places to 'wheel, how to travel off-road safely and responsibly, and how to enjoy backcountry activities that take them beyond the steering wheel of their Jeeps.



THE PUBLISHER & EDITOR

The staff of *J Rations* and Outgate Media, Inc., collectively has been part of the automotive enthusiast publishing industry for more than five decades, and their expertise covers a wide range of all things related to print and multimedia. Publisher and Editorial Director Rob Reaser guides the editorial direction of *J Rations* from his office deep in the heart of the Appalachians, while Creative Director Wayne Godfrey and Project Manager Lisa Godfrey keep their hands on the wheel from their Florida office. VP of Sales & Marketing Joe Hinder is headquartered near Atlanta, Georgia. Add in the top-notch *J Rations* contributors who hail from across the country and you can see why *J Rations* is able to deliver its unique, multi-regional perspective and coverage of the entire Jeep enthusiast hobby.

Rob's passion for Jeeps, outdoor adventure and do-it-yourself automotive mechanics blends with his writing, editing and photography background to help make *J Rations* the authoritative source for Jeep enthusiasts of all walks. He has served as editor, senior editor and editorial director of several automotive publications, including *Mustang Monthly*, *Mustang Enthusiast*, *Jp Magazine* and *Mopar Muscle*. He has also served as a contributor for such varied magazines as *Outdoor Life*, *Petersen's Hunting*, *Camping Life*, *Road & Track*, *Game & Fish*, *Super Ford*, *Mustang & Fords*, *Off-Road Adventures*, *5.0 Mustang*, *Bowhunting World*, *Mopar Action*, *Guns & Gear*, *Corvette Fever*, *Bassmaster*, *Musclecar Enthusiast*, *Hobby Farms*, and wrote a chapter on traditional archery (his other passion) for the book *Bowhunter's Digest*. Rob also co-authored the book *How To Maintain And Repair Your Jeep*, published by Penguin Putnam.



Showcase Sections:

Standard Issue 10

Bumper-To-Bumper Showcase

Standard Issue 11

New Products Showcase

Standard Issue 12

Catalog Showcase

Standard Issue 13

Gotta Have! Showcase

Standard Issue 14

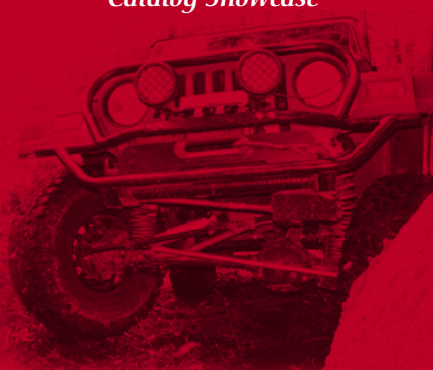
New Products Showcase

Standard Issue 15

Holiday Gift Showcase

Standard Issue 16

Catalog Showcase



EDITORIAL CALENDAR

ISSUE	SPACE CLOSING	ON-SALE
Standard Issue 10	November 6, 2007	December 18, 2007
Standard Issue 11	January 8, 2008	February 19, 2008
Standard Issue 12	March 11, 2008	April 22, 2008
Standard Issue 13	May 6, 2008	June 17, 2008
Standard Issue 14	July 1, 2008	August 12, 2008
Standard Issue 15	August 28, 2008	October 7, 2008
Standard Issue 16	October 23, 2008	December 2, 2008

Printing: 4-Color Web Offset
Binding: Saddle Stitched
Line Screen: 133 dpi

J Rations accepts digital media only. No film will be accepted.

J Rations strongly urges advertisers to use the PDF/X-1a format as the preferred method of supplying advertising materials. Other file types are acceptable. See **Media Guidelines** online for complete details.

All print advertising space rates are based on 4-color, digital-ready insertions. No discount for B&W ads. Additional production or custom work will incur additional charges.

For more detailed ad specifications and media guidelines, visit our Web site at

advertising.jrations.com

AD SPECIFICATIONS

AD SIZES	Inches (width x height)	Picas (width x height)
Full Page (trim)	8 x 10.5	48p x 63p
Full Page (bleed)	8.25 x 10.75	50p x 65p
2-Page Spread (trim)	16 x 10.5	96p x 63p
2-Page Spread (bleed)	16.25 x 10.75	98p x 65p
2/3 Page	4.5 x 9.333	27p x 56p
2/3 Page (bleed)	5.25 x 10.75	31p9 x 65p
1/2 Horizontal	6.833 x 4.583	41p x 27p6
1/2 Vertical	4.5 x 6.958	27p x 41p9
1/2 Spread (bleed)	16.25 x 5.375	98p x 32p6
1/3 Square	4.5 x 4.583	27p x 27p6
1/3 Vertical	2.167 x 9.333	13p x 56p
1/3 Vertical (bleed)	2.916 x 10.75	17p9 x 65p
1/6 Horizontal	4.5 x 2.167	27p x 13p3
1/6 Vertical	2.167 x 4.583	13p x 27p6
1/12 Shop Ads	2.167 x 2.083	13p x 12p6

LIVE CONTENT & BLEED ADS

Keep all live content 3/8 inches (0.375 inches) inside bleed. Not all ad sizes are available with bleed. Only those ads sizes marked with (bleed) are available with bleed specifications. Design for page placement when developing these ads. Page placement allows ads to be either left- or right-hand page advertisements and bleed/register marks must be included.

One-Stop Information Resource

For complete information on advertising opportunities, specifications and guidelines, visit us on the Web at www.jrations.com.

All advertising options presented here are subject to the terms, conditions and specifications as described in the *J Rations* media kit. Review it online at the link below:

[Terms & Conditions](#)

FOR RATE CARD INFORMATION CONTACT:

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If you have questions or need more information, please visit our Web site at

www.jrations.com

