SEMA NEWS
THE RECOGNIZED MARKETPLACE FOR THE SPECIALTY-EQUIPMENT INDUSTRY SINCE 1988
MEDIA KIT 2021
“Helping our members’ 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.

Warren Kosikov,
Vice President, Sales
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.

There is no better way to reach the entire specialty-equipment industry.
SEMA NEWS MAGAZINE

READER PROFILE

EXECUTIVE BUYING POWER

76% EXECUTIVES

87% MAKE BUYING DECISIONS

BUSINESSES REPRESENTED:

Street Performance
Restoration • Vintage
Racing • Motorsports
Restyling
Powersports
Diesel Performance
Heavy Duty Trucks • Bus
Marine Performance
Truck • SUV • Van
Utility Vehicle
Off-Road
Collision Repair
Passenger Car
Compact Performance
Mobile Electronics
Luxury • Exotic
RV
Motorcycle
Street Rod • Hot Rod • Custom

BUSINESS TYPE

WAREHOUSE DISTRIBUTORS, JOBBERS AND RETAILERS 31%

AUTOMOTIVE REPAIR, SERVICE AND INSTALLATION 27%

SPECIALTY-EQUIPMENT MANUFACTURERS 17%

OTHER: VEHICLE DEALERS, FLEET BUYERS AND MEDIA 16%

CUSTOM BUILDERS, FABRICATORS AND CONVERTERS 9%

CIRCULATION BY U.S. REGION

48% WEST

19% MIDWEST

23% SOUTH

10% NORTHEAST

TOP 10 STATES

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

To reserve ad space, contact a sales rep today!
EXTEND YOUR REACH

Published monthly, SEMA News is the most closely read business-to-business magazine in the automotive specialty marketplace. From its inception in 1986, 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 120 to 430+ pages, and the magazine is available in both print and digital formats. In addition, display advertising, special inserts, cover gatefolds and belly band options provide unique opportunities for added exposure.

MONTHLY DISTRIBUTION: 18,000+ PRINT/MAILED (*43,000+ IN NOVEMBER) 200,000 DIGITAL VIA SEMA.ORG
SEMA eNews is the industry's leading digital pipeline, reaching an involved audience of more than 275,000 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.

275,000 WEEKLY DISTRIBUTION

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 43,000 copies distributed, the SEMA Show Directory edition engages this key audience and provides a year-long reference tool for buyers and manufacturers alike.

*18,000 MAILED + 25,000 DISTRIBUTED TO SEMA SHOW ATTENDEES
<table>
<thead>
<tr>
<th>Month</th>
<th>AD Close</th>
<th>Artwork Due</th>
<th>Issue Date</th>
<th>Features</th>
</tr>
</thead>
</table>
| January | 11/1     | 11/6        | 12/22      | • SEMA360 Review and Highlights  
   • Top Feature Vehicles from SEMA 360  
   • New Product Awards 2020  
   • Member News |
| February| 11/26    | 11/29       | 1/22       | • SEMA Person of the Year  
   • Wheels & Accessories: New Products and Trends  
   • Global Tire Marketplace: New Products and Trends |
| March   | 1/1      | 1/5         | 2/20       | • Racing & Performance: Products and Trends  
   • Newest Enthusiast Research  
   • Battle of the Builders Top 12 |
| April   | 2/1      | 2/6         | 3/20       | • Trucks, SUVs & Off-Road: New Products and Trends  
   • New Vehicle Technology  
   • Emerging Market Survey: UTV Buyers and Owners |
| May     | 2/28     | 3/4         | 4/21       | • 2021 SEMA Membership Roster |
| June    | 4/1      | 4/3         | 5/21       | • Hot Rod Alley: New Products and Trends  
   • Hot-Rod Market Update  
   • Mobile Electronics & Technology: New Products and Trends  
   • Special Product and Catalog Showcase |
| July    | 4/30     | 5/5         | 6/19       | • Collision Repair & Refinish: New Products and Trends  
   • Restyling & Car Care: New Products and Trends  
   • Powersports & Utility Vehicles: New Products and Trends  
   • SEMA Member News |
   • Tools & Equipment: New Products and Trends  
   • Legislative and Regulatory Update  
   • SEMA Hall of Fame |
| September| 6/29    | 7/1         | 8/21       | • 2021 SEMA Show First-Time Exhibitors  
   • Best Practices For SEMA Show Exhibitors  
   • SEMA Member News |
| October | 7/31     | 8/4         | 9/22       | • 2021 SEMA Pre-Show Issue  
   • 2021 SEMA Show New Products Preview |
| November| 8/28     | 9/3         | 10/22      | • 2021 SEMA Show Directory  
   • 2021 SEMA Show Guide  
   • Show Vehicle Preview  
   • 2021 SEMA Show Education Program  
   • SEMA Member News |
| December | 9/29   | 10/2       | 11/20      | • Special Product and Catalog Showcase  
   • Business Technology  
   • Trends for 2022  
   • Retailer Spotlight |

To reserve ad space, contact a sales rep today!
SEMA NEWS MAGAZINE

AD RATE CARD

Covers

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
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<th>6x</th>
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<tr>
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<td>$7,390</td>
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<td>$5,918</td>
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<td>$4,900</td>
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Four-Color (ROP)

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<tr>
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<td>$4,030</td>
<td>$3,546</td>
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<td>$2,937</td>
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<td>1/2</td>
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<td>$3,164</td>
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<td>1/3</td>
<td>$2,900</td>
<td>$2,552</td>
<td>$2,322</td>
<td>$2,113</td>
<td>$1,925</td>
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<td>$2,145</td>
<td>$1,888</td>
<td>$1,718</td>
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Classifieds (Four-Color)

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<tr>
<td>Marketplace</td>
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<td>$125</td>
<td>$110</td>
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<tr>
<td>1/12 Page</td>
<td>$210</td>
<td>$190</td>
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</table>

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

<table>
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<tr>
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<td>Service Center</td>
<td>6x</td>
<td>$90</td>
<td>$90</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$180</td>
<td>$160</td>
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</table>

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

<table>
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<tr>
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<tbody>
<tr>
<td>Rep Roster</td>
<td>6x</td>
<td>$75</td>
<td>$65</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$150</td>
<td>$130</td>
<td></td>
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</tbody>
</table>

No agency commission. *B/W same price as Color for all advertising size rates.

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.

PRODUCT AND CATALOG SHOWCASE

June and November: Generate buzz for your products and services in the Product and Catalog Showcase in the June and November 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: Digital advertising is available. Contact your industry sales team (909-396-0289 or 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.
AD SPECIFICATIONS

Available Size

<table>
<thead>
<tr>
<th>Size</th>
<th>Live Area</th>
<th>Trim Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 2-Page Spread</td>
<td>15.25&quot; x 10.125&quot;</td>
<td>16&quot; x 10.875&quot;</td>
<td>16.25&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>B Full Page</td>
<td>7.25&quot; x 10.125&quot;</td>
<td>8&quot; x 10.875&quot;</td>
<td>8.25&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>C 1/3-Page Vertical</td>
<td>4.75&quot; x 10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D 1/2-Page Horizontal</td>
<td>7.25&quot; x 4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E 1/2-Page Vertical</td>
<td>4.75&quot; x 7&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F 1/2-Page Square</td>
<td>4.75&quot; x 4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G 1/3-Page Vertical</td>
<td>2.25&quot; x 10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H 1/4-Page Vertical</td>
<td>3.5&quot; x 4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I 1/4-Page Horizontal</td>
<td>4.75&quot; x 2.25&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J 1/4-Page Vertical</td>
<td>2.25&quot; x 4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K 1/12-Page Square</td>
<td>2.25&quot; x 2.25&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Premium Full-Page Positions

Page Position       | E-mail sales@SEMA.org or call 909-396-0289 for special page-position rates.
Inside Front Cover  | SEMA NEWS 1575 S. Valley Vista Dr. Diamond Bar, CA 91765 USA sales@SEMA.org 909-396-0289 909-396-4981 fax
Center Spread       | SEMA NEWS 1575 S. Valley Vista Dr. Diamond Bar, CA 91765 USA sales@SEMA.org 909-396-0289 909-396-4981 fax
Inside Back Cover   | SEMA NEWS 1575 S. Valley Vista Dr. Diamond Bar, CA 91765 USA sales@SEMA.org 909-396-0289 909-396-4981 fax
Back Cover          | SEMA NEWS 1575 S. Valley Vista Dr. Diamond Bar, CA 91765 USA sales@SEMA.org 909-396-0289 909-396-4981 fax

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 Pocket Guide
- Reserve your ad placement by August 21, 2021.
(Ad materials due August 28, 2021.)

POCKET GUIDE ADVERTISING RATES

<table>
<thead>
<tr>
<th>PRINTED DIRECTORY:</th>
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<tbody>
<tr>
<td>C2 inside front cover 1-page</td>
<td>$4,500</td>
</tr>
<tr>
<td>C3 inside back cover 1-page</td>
<td>$4,200</td>
</tr>
<tr>
<td>C4 back cover 1-page</td>
<td>$6,000</td>
</tr>
<tr>
<td>Full-page</td>
<td>$1,500</td>
</tr>
<tr>
<td>Half-page</td>
<td>$795</td>
</tr>
</tbody>
</table>

SEMA Show Preview is a publication that will include advertising and Show-related editorial content. This pre-Show publication will be distributed to more than 40,000 pre-registered attendees 30 days prior to the SEMA Show.

EDITORIAL FEATURES (Consideration Deadline is July 31, 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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Materials Due Date</th>
<th>Issue Date</th>
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<tbody>
<tr>
<td>SEMA Show Preview</td>
<td>7/31/2021</td>
<td>10/1/2021</td>
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DISTRIBUTION SCHEDULE

<table>
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<tr>
<th>Issue</th>
<th>Dates</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>SEMA Show Preview</td>
<td>Mailed 30 days prior to SEMA Show</td>
<td>40,000</td>
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</tbody>
</table>

SEMA SHOW PREVIEW ADVERTISING RATES

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Cover 2</td>
<td>$2,700</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full-page</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half-page</td>
<td>$1,525</td>
</tr>
<tr>
<td>Third-page</td>
<td>$1,220</td>
</tr>
</tbody>
</table>

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

To reserve ad space, contact a sales rep today!

To reserve ad space, contact a sales rep today!
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.