

Media Packet 2009



MOAB JEOPPER **MAGAZINE**



MOABJEEPER Magazine Mission Statement

To provide honest unbiased testing and reviews of products as our readership would use them.

Who We Are

Since opening its doors in late 2002, MOABJEEPER Magazine has grown to one of the largest online Jeep and Off-Road magazines. MOABJEEPER Magazine has been the number one result on a Google search for "Jeep articles" for over 3 years. Typically within one month, our product reviews will show up as a top 10 listing in a Google search for that particular product.

Who Our Readers Are

MOABJEEPER Magazine readership is in the center of the bell curve of Jeep owners. Our typical reader is the guy or gal building their Jeep a little at a time, four-wheeling it on the weekends, and driving it to work on Monday. While MOABJEEPER Magazine's target market includes neither competition based rock buggies nor stock Jeeps that see no real trail time, our typical readership encompasses the vast majority of Jeep owners. Accordingly, the products we review and the events we cover are geared around this target audience.



Why Advertise with MOABJEEPER Magazine

Search Presence Matters

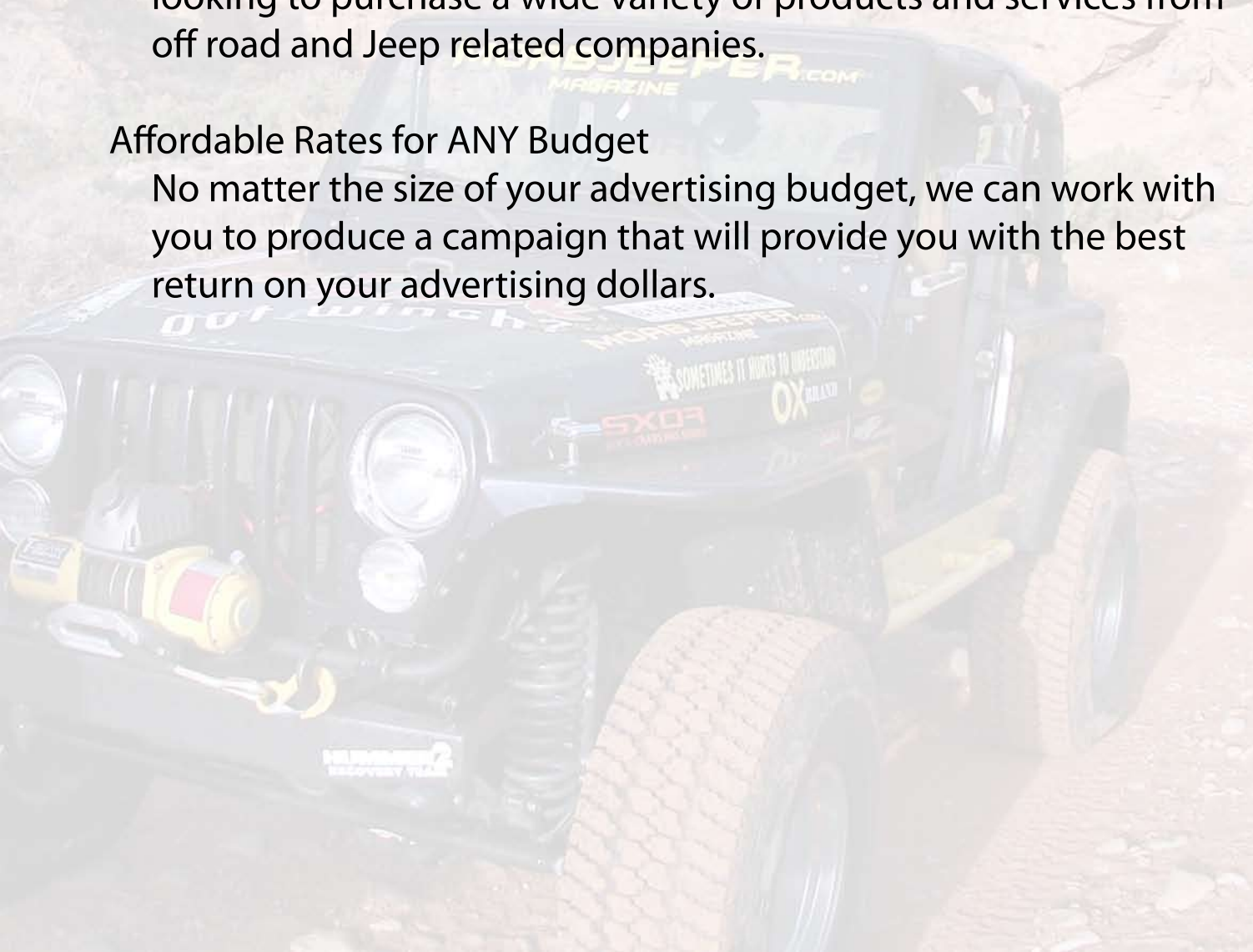
Print magazines are great, but when someone needs information they turn to the web and not old print magazines stacked in the corner. Our sustained number one ranking for Jeep articles mean that you too would be found ahead of the competition online.

Targeted Demographics

Our readership consists of Jeep owners and enthusiasts who are looking to purchase a wide variety of products and services from off road and Jeep related companies.

Affordable Rates for ANY Budget

No matter the size of your advertising budget, we can work with you to produce a campaign that will provide you with the best return on your advertising dollars.



MOABJEEPER MAGAZINE



Traffic Data and Ad Rates

Circulation Numbers (12 Month Rolling Average)

Monthly Hit Count: approx. 80,000

Monthly Visitors: approx. 25,000

Ad Rates

We do not have a fixed advertising rate. We prefer to treat each company as an individual, accommodate each company's budget, and come to a satisfactory agreement to meet both your and our needs. MOABJEEPER Magazine encourages smaller companies to contact us to work out other advertising options. Due to our low overhead cost, we have great flexibility and can accommodate most any companies advertising budget with a just little creativity.

MOABJEEPER Magazine offers two options. The first option is based off a negotiated dollar amount per thousand impressions (CPM).

The second option, and in our opinion a better deal, is a paid-in-full negotiated dollar amount for a specified period. This option allows you, the advertiser, to have a known, set cost for the contract period



Mechanical Requirements

Banner ads and buttons

Unit:	Physical Size	Maximum Storage
Banner:	468x60 Pixels	40KB
Graphic:	100 to 320 Pixels	65KB
Button:	100x60 Pixels	10KB

Text Links

MOABJEEPER Magazine accepts individual text links, as well as small text paragraphs with embedded links, which can be inserted into existing pages of our website. We will accept up to 150 words in paragraph format with embedded links in the text.

We can also accommodate single text links within the existing content of our pages. Single text links can be placed on words already on our website, which will go to your external website, or we can rewrite existing text to insert your links into our content. Embedded links within our pages are a great way to capture click-throughs from our readers while they are reading our magazin

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Contact Information

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Thank you for considering MOABJEEPER Magazine.