

2026

SEMA MEDIA KIT

SEMA Show
November 3 - 6, 2026

SEMA News
Latest News from the Industry

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Featured News




BATTLE OF THE BUILDERS

PRESENTED BY MOTHERS POLISH

ANDY LEACH OF CAL AUTOMOTIVE CREATIONS TAKES TOP HONORS FOR 2023

BY DOUGLAS MCCOLLOCH

MARCH 2024 38 SEMASHOW.COM

ystem car builders hailing from all parts of North America entered SEMA's Battle of the Builders Presented by Mothers Polish competition at the 2023 SEMA Show as seasoned competitors joined with first-time entrants looking to establish themselves. As was the case in 2022, the event featured judging in four distinct vehicle classes: Hot Rod/Hot Truck, Four-Wheel Drive/Off-Road, Sport/Competition/Performance/Luxury and Exotic, and Young Guns (age 25 and younger).

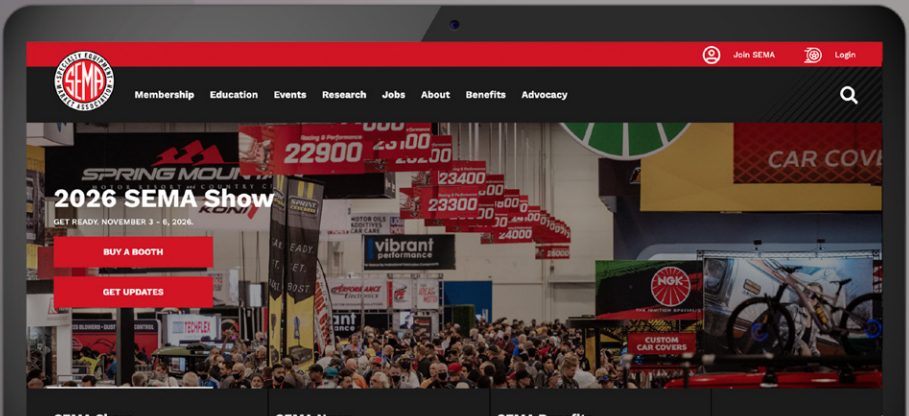
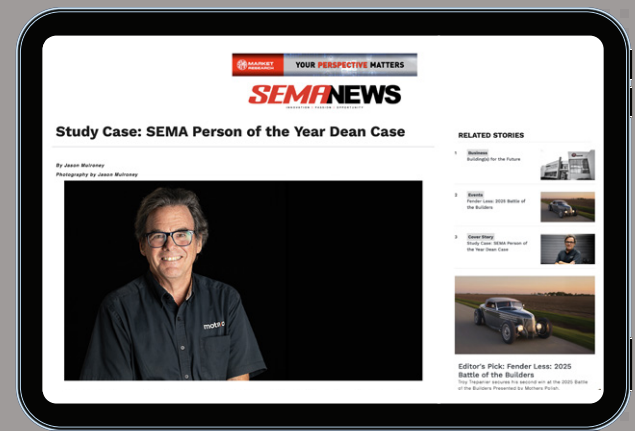
As with past competitions, a panel of industry experts reduced the roughly 250 entries to a list of 40 semifinalists within the first couple of days after the deadline for submissions had passed. Those 40 made the trip to Las Vegas for the SEMA Show, where their numbers were subsequently whittled down to a Top 12. Three in each category. At that point, the 12 finalists took turns judging each other's work to determine the winner of each category as well as the overall champion.

In 2023, the winners were Andy Leach (Hot Rod/Hot Truck), Jared Hancock (Four-Wheel Drive/Off-Road), Jordan Hense (Sport/Competition/Performance/Luxury and Exotic), and Charles Spencer (Young Guns). When the votes were all tabulated, Andy Leach took top overall honors for his stunning '60 Buick Invisia Custom '740."

The four finalists of this year's competition were highlighted along with other featured builders in a TV special, "SEMA, Battle of the Builders," which aired on A+E Networks' FYI and History's Drive back and month. Check your local listings for repeat broadcasts.

For this issue, we're taking a closer look at the winning vehicle, the Malibu shop where it was built, and the work that went into making it. We spent some time with Andy Leach of Cal Automotive Creations to discuss the evolution of a show-winning build, and the business of building in general.

SEMA SHOW.COM 39 MARCH 2024



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
12,900,000+
 total impressions per month

PRINTED MAGAZINE
18,000+
 printed + digital circulation

SEMA NEWS DIGITAL
200,000+
 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 MAGAZINE.



EXECUTIVE BUYING POWER

45% SEMA SHOW BUYERS

47% SEMA MEMBERS

8% OTHER

BUSINESS TYPES



BUSINESSES REPRESENTED



EXTEND YOUR REACH

SEMA News Digital is the industry's leading digital pipeline, sent to 200,000+ automotive aftermarket professionals twice per week. Limited digital advertising is available, providing your brand excellent share of voice with each send.



WEEKLY eNEWSLETTERS BANNERS

Published twice per week on Tuesday and Thursday. Limit 3 positions per newsletter.

\$975 per eNewsletter

\$2,000 per eNewsletter. September 1–November 6 (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.

Specs:

- 728 x 90 and 300 x 250 pixel.
- File format: .jpg, .png or .gif (100k max file size).
- Includes banner tracking (impressions and clicks).

Please provide banner and URL link for click-through traffic.

SEMA NEWS SPONSORED CONTENT

Featured content in SEMA News Digital. Limit 1 per eNewsletter.

\$3,500

Specs:

- Headline (around 50–65 characters).
- Subhead/article summary (around 140–160 characters).
- Up to 1,000-word article.
- Up to five high-resolution images sized to 1410 x 790 px.
- Up to five captions to accompany the images, around 200 characters each.
- (Optional) One YouTube video to be embedded into the article body.
- Sharing on SEMA's social media platforms (Instagram/Facebook)

SEMA'S MOST-EFFECTIVE COMMUNICATION CHANNEL WITH MEASURABLE RESULTS!

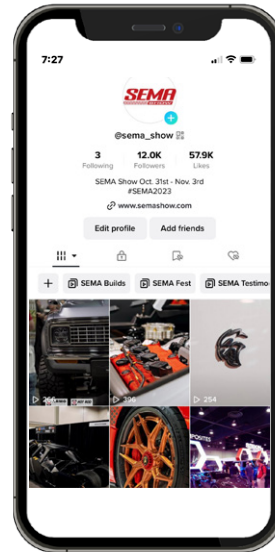
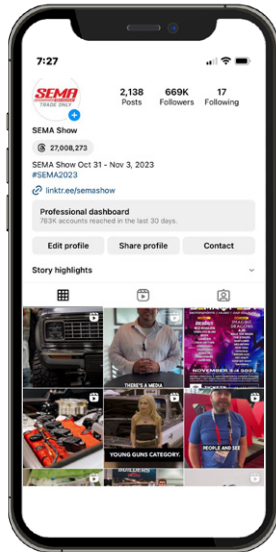
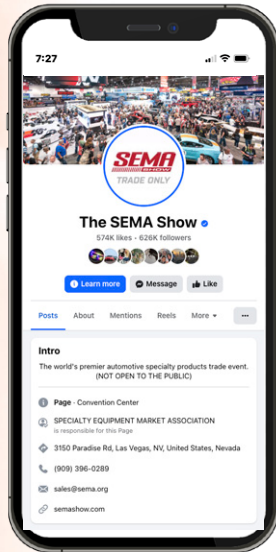
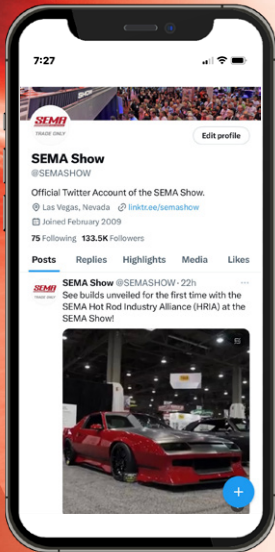
SEMA SOCIAL

ACROSS SEMA SHOW SOCIAL ACCOUNTS ON X, FACEBOOK, INSTAGRAM AND TIKTOK

TOTAL FOLLOWERS
1.9+ MILLION

AVG. MONTHLY IMPRESSIONS
18.6+ MILLION

AVG. MONTHLY ENGAGEMENTS
313+ THOUSAND



FOLLOWERS

133k+



X

625k+



FACEBOOK

816k+



INSTAGRAM

30k+



TIKTOK

COMPETITIVE CPM PRICING AVAILABLE

AUGUST/SEPTEMBER 2026

AD CLOSE: 7/6/26
ARTWORK DUE: 7/13/26
ISSUE DATE: 8/25/26

THE PRE-SHOW ISSUE
LEADERS & LEGENDS ISSUE

NOVEMBER 2026

AD CLOSE: 8/21/26
ARTWORK DUE: 8/27/26
ISSUE DATE: 10/14/26

THE DIRECTORY ISSUE

**Special SEMA Show Issue
22,500 bonus distributed at the SEMA Show.*

FEBRUARY/MARCH 2027

AD CLOSE: 1/8/27
ARTWORK DUE: 1/15/27
ISSUE DATE: 2/23/27

THE SHOW ISSUE
PRODUCT GUIDE

MAY/JUNE 2027

AD CLOSE: 4/9/27
ARTWORK DUE: 4/16/27
ISSUE DATE: 5/26/27

CAR CULTURE

SPECIAL OPTIONS

- polybag
- bellybands
- cover wraps
- inserts

Promote your products in an issue of SEMA magazine for exposure in the SEMA's Product Guide.

Package Includes:

- Full page feature with logo, up to four product placements, and contact information.
- 18,000 printed circulation and bonus digital distribution.
- SEMA to create with advertiser provided logo, product images and description.

Cost: \$995

**FEBRUARY/MARCH
SEMA'S PRODUCT GUIDE**

CATEGORY: SHOP EQUIPMENT
TOTAL SHOP SOLUTIONS
 800-225-5766

01. JOHN BEAN V4400 COMMANDER
 Features three-wheel alignment system, two-wheel alignment points equipped with two high-resolution cameras. Does not require a cross-view camera. Flexible installation options that cater to a wide range of shop layouts—from narrow to wide bays. CE Mark. Technology provides real-time alignment readings by measuring and projecting the vehicle's drive direction. For more information visit totalshop.com (800-225-5766).

02. JOHN BEAN TRU-POINT
 All-in-one three-dimensional system ensures accurate alignment of vehicle sensors. Integrates OEM-specific targets for a wide range of vehicles. Guided set-up with step-by-step instructions. No user-friendly software. Compatible with most alignment lifts. Featuring essential features compliant with manufacturer standards for precise calibration. For more information visit totalshop.com (800-225-5766).

03. HOFMANN 3600P ARMORED SERIES
 Heavy-duty wheel loader designed for high-volume shops. Automatic wheel and tire-level height adjustment. Energy efficiency. Power Clang system reduces unwanted clanging during accurate repairs. 47 models, accommodating both standard and EV vehicles. Durable steel construction. For more information visit totalshop.com (800-225-5766).

04. CHALLENGER LIFTS CLIVADS
 A CLIVAD lift, maximum lift, maximum safety—top pick for garages in a wide range of vehicle-repairing efficiency and suitability. Three-stage lift and set-up with driveSPOT design to ease lift installation without requiring vehicles. Three settings for lift adjustment from 3-ft. to 5-ft. to 12-ft. 6.5 ft. For more information visit totalshop.com (800-448-5438).

CATEGORY: COLLISION REPAIR & REFINISH
APOLLO SPRAY | **MAXI-MISER** | **APOLLO SPRAY**

01. MAXI-MISER 3000 PRO HVLP ELECTRIC PAINTING SYSTEM
 Self-contained HVLP painting system, no air compressor needed. Save time on painting systems, no air compressor and maintenance. Deliver wet, superior transfer efficiency with all primers. No need for spray, clear coats and specialty paints. Designed for high-production bodyshops and full car restorations. Proudly American-made with a 3-year warranty.

02. PRECISION POINT PAINTING SYSTEM
 The Precision Point (PP) system is a complete, self-contained, self-contained HVLP painting system, no air compressor needed. Save time on painting systems, no air compressor and maintenance. Deliver wet, superior transfer efficiency with all primers. No need for spray, clear coats and specialty paints. Designed for high-production bodyshops and full car restorations. Proudly American-made with a 3-year warranty.

03. KECCO PREMIUM GPR COLLISION SYSTEM (COMPACT)
 The Premium System (Compact) delivers a complete Glue Pull repair solution for any damage, with proven K-POWER lateral tension force to stretch reparability. A wide variety of tabs support different use cases. Drawer storage with 24mm hooks attach tabs, offering the same Premium system on a smaller, easily maneuvered cart.

04. KECCO K-POWER MIDRANGE
 The KECCO K-POWER Midrange balances power and maneuverability for most collision repairs—delivering strong lateral tension with improved positioning for everyday damage. Its mid-length beam provides increased leverage without sacrificing control—making it ideal for technicians who need consistent pulling force across a wide range of repair situations.

05. KECCO GPR+ PRO CART
 The KECCO GPR+ Pro Cart is a fully customizable dent repair cart for professional shops. Built into systems your way with 4-way adjustable height tool pan, integrated light, PDR tool slots and beam travel for glue tabs, delivering organized access and a durable platform for efficient precise collision repairs.

06. KECCO K-TOWER (BATTERY-POWERED)
 The Battery-Powered K-Tower delivers the same Glue Pull repair with endless convenience. Powered by a Milwaukee battery, it offers great operation, precise force tension control, flexibility and even better provides stable, versatile pulling for efficient collision repairs.

THE GUIDE SPECIAL PRE-SHOW PUBLICATION

The Guide 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 July 29, 2026.)

The Guide 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 Guide* editors reserve the right to edit for style, clarity and space. *The Guide* will make every effort to accommodate advertiser's requests.

AD MATERIALS DUE DATE

Ad Materials Due Date	Issue Date
8/3/2026	9/28/2026

ADVERTISING RATES

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

DISTRIBUTION

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



SEMA MAGAZINE ADVERTISING RATES

COVERS

	1-TIME	2-TIME	3-TIME	4-TIME
Cover 4	\$7,390	\$6,503	\$5,918	\$4,900
Cover 3	\$6,980	\$6,142	\$5,590	\$4,630
Cover 2	\$7,190	\$6,327	\$5,758	\$4,770

FOUR-COLOR (ROP)

	1-TIME	2-TIME	3-TIME	4-TIME
Full Page	\$5,885	\$5,179	\$4,713	\$3,900
2/3	\$4,030	\$3,546	\$3,227	\$2,675
1/2	\$3,595	\$3,164	\$2,879	\$2,385
1/3	\$2,900	\$2,552	\$2,322	\$1,925
1/4	\$2,145	\$1,888	\$1,718	\$1,425

CLASSIFIEDS (FOUR-COLOR)*

Marketplace	1-TIME	4-TIME
1/12 Page	\$150	\$125
1/6 Page	\$225	\$200
Rep Roster	1-TIME	4-TIME
1/12 Page	\$100	\$90
1/6 Page	\$170	\$150

*Not eligible for discounts. Open to agencies, display comp

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 Magazine 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).

GENERAL ADVERTISING POLICIES

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.

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 Magazine. 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 Magazine editorial material.

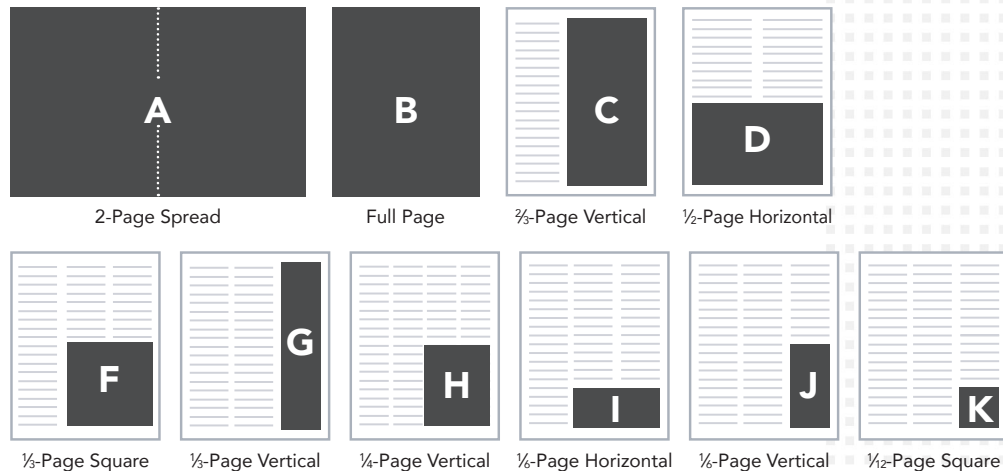
SEMA MAGAZINE AD SPECIFICATIONS

& THE GUIDE AD SPECS

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"		
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"		

* Indicates The Guide AD Sizes



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 Magazine 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 Magazine ad trim size exactly.

Export PDF: Use PDF-x4 settings.

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 Magazine will assume supplied materials are in compliance with current industry specifications.

SEMA News Digital 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.

Contact adsales@SEMA.org

SALES & CONTACT INFORMATION

BUSINESS SERVICES, GLOBAL TIRE EXPO, WHEELS & ACCESSORIES

Brian Paik
909-978-6677
brianp@sema.org

COLLISION REPAIR & REFINISH

Amy Bartz-Simmons
909-378-4863
amyb@sema.org

HOT ROD ALLEY, MOBILE ELECTRONICS & TECHNOLOGY, RESTORATION MARKETPLACE, TOOLS & EQUIPMENT

Scott Hartwick
909-378-4857
scotth@sema.org

POWERSPORTS / SXS / LIFESTYLE

Mike Ausec
909-978-6695
mikea@sema.org

RACING & PERFORMANCE

Becca Butler
909-378-4864
beccab@sema.org

Jeff Dahlin
949-373-9220
jeffd@sema.org

Celina Kluba
909-323-9346
celinak@sema.org

Julie Freier
317-969-1541
julief@sema.org

RESTYLING & CAR CARE ACCESSORIES, RACING & PERFORMANCE

Willie Yee
909-978-6661
williey@sema.org

TRUCKS, SUVs & OFF-ROAD

Alan Josse
909-978-6666
alanj@sema.org

VICE PRESIDENT, SALES

Warren Kosikov
909-978-6665
warrenk@sema.org

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