

# World's Best

## About the Magazine

*World's Best* magazine is an important part of Kenworth Truck Company's communications with the heavy-duty truck market. For nearly a decade, it has reached trucking professionals throughout North America, and served as a platform for our most important supplier partners to reach these same trucking professionals.

Kenworth is pleased to again welcome your advertising participation in this highly targeted publication, which is comprised of more than 130,000 owners. Remember, these names are provided by the Kenworth dealer organization, and represent current buyers and specifiers of premium spec'd equipment.

The editorial content of *World's Best* magazine remains a compelling blend of customer testimonials, new product announcements, business management tips, and factory updates.

## 2007 Schedule

There are two regular issues of *World's Best* planned for 2007, which will again be timed to coincide with both major truck shows: Mid-America in March, and GATS in August. Because space is limited, advertisers are encouraged to make their yearly advertising commitments as soon as possible:

ISSUE	MAIL DATE	MATERIALS DUE
Spring (MATS)	March	February 1
Fall (GATS)	August	July 1

**Bonus Circulation!** Again in 2007, we will be distributing complimentary copies of the magazine to attendees visiting the Kenworth booth at both major truck shows.





In years past, we have handed out several thousand copies at each show - another reason to be a part of *World's Best* magazine.

## Ad Rates

FULL PAGE	1/2 PAGE	1/4 PAGE
\$ 10,000	\$ 5,000	\$ 2,500

Note: Rates are net, non-commissionable.

## Mechanical Requirements

TRIM SIZE		<b>FULL PAGE</b>		<b>1/2 PAGE</b> HORIZONTAL
BLEED SIZE		<b>8<sup>3</sup>/<sub>8</sub> X 10<sup>3</sup>/<sub>4</sub>"</b>		N/A
LIVE AREA		<b>8<sup>5</sup>/<sub>8</sub> X 11"</b>		N/A
		N/A		<b>7<sup>1</sup>/<sub>8</sub> X 4<sup>5</sup>/<sub>8</sub>"</b>
TRIM SIZE		<b>1/2 PAGE</b> VERTICAL		<b>1/4 PAGE</b>
BLEED SIZE		N/A		N/A
LIVE AREA		<b>4<sup>13</sup>/<sub>16</sub> X 6<sup>5</sup>/<sub>8</sub>"</b>		<b>3<sup>1</sup>/<sub>2</sub> X 4<sup>5</sup>/<sub>8</sub>"</b>



## Magazine Contacts

Laurie Waarvik, Client Services Manager  
Jim Duffy, Senior Editor

## Mailing Instructions

*World's Best* Magazine  
c/o Northbrook Publishing  
21420 W. Greenfield Ave.,  
New Berlin, WI 53146  
Attn: Laurie Waarvik  
Tel: (262) 650-3690  
Fax: (262) 650-9261  
E-Mail: [lwaarvik@northbrookpub.com](mailto:lwaarvik@northbrookpub.com)

Protective Clause: Advertisers submitting ads or other printed materials for publication in *World's Best* assume liability for all advertising content and also agree to indemnify Kenworth Truck Company or Northbrook Publishing, a division of Randall Publishing Co., Inc.

## Acceptable Media

CD, Jaz, and Zip disks  
(100 & 250)

## Layout Files

We accept QuarkXPress files on the Macintosh or PC platform. We also accept Photoshop and Illustrator files.

## Complimentary Copies

Advertisers will receive 5 complimentary copies. Additional quantities are available at cost.

# 2007 MEDIA GUIDE