

# RACE PAGES

# FSC

FASTEST STREET CAR.COM

## Targeted Distribution and Readership:

Race Pages and Fastest Street Car both have a monthly distribution of 25,000 copies per issue with an estimated readership of 75,000 people per issue (our research has shown that the average copy is read by approx. 3 people). The magazines are sent to a targeted group of people, guys who are serious enthusiasts ("influencers") who either race with a sanction (NMRA, FFW, NMCA, NHRA, etc.) or they frequent a performance establishment (speed shop, performance warehouse, engine builder, chassis shop, dyno facility). Race Pages is sent to all NMRA members; Fastest Street Car is sent to all NMCA members. The balance of the magazines printed each issue go to qualified performance facilities that have regular walk-in traffic. We have found that almost every serious street/strip enthusiast regularly frequents (or hangs out at!) a performance facility in his area. The following is an example of how Race Pages, the official publication of the NMRA Ford Nationals is distributed:

<b>Magazine:</b>	<b>Race Pages</b>
<b>Issue:</b>	<b>August '07</b>
<b>Copies Printed:</b>	<b>25,000</b>
<b>NMRA Members:</b>	<b>-4,981 copies sent to NMRA members</b>
<b>NMRA IL Event:</b>	<b>-5,000 copies distributed at NMRA event</b>
<b>Balance:</b>	<b>15,019 copies left to send to over 800 qualified shops</b>

15,019 copies will be split between approx. Over 800 qualified performance facilities around the U.S., each receiving a bundle of 18 copies to give to their regular, walk-in customers. To see an example of these performance facilities, take a look at our "Elite Dealer" list in each issue of Race Pages and Fastest Street Car.

Important to note with our method of targeted distribution is the fact that each publication is an excellent way to reach the performance trade. Because the magazines are distributed through qualified speed shops, performance warehouses, engine builders, chassis shops, and dyno facilities, they reach the ever-important business owner, counterman, tuner etc. Race Pages and Fastest Street Car both target the serious enthusiast as well as the performance trade. What other publications on the market today can boast this unique, targeted distribution model?

## Affordable Rates and Advertising Programs:

Race Pages and Fastest Street Car both offer affordable advertising rates and programs. We purposely print our publications on bright newsprint to keep manufacturing costs low so we can offer affordable, quality advertising to our customers who range from big companies (Ford, BFGoodrich, Denso, etc.) to small engine builders and chassis shops. NMRA and NMCA official sponsors qualify for additional advertising discounts and we have multi-title discounts as well. Our editorial team is willing to work with every advertiser, knowing that each company is access to the leaders in their fields who can provide the best information for our readership.

## Target the Huge Street/Strip Performance Market:

Race Pages and Fastest Street Car allow your company to target the huge street/strip domestic performance market. If the street/strip and drag race market is important to your company's sales, then our books are a crucial part of your marketing plan. We recognize that most companies need to advertise with the larger supermarket automotive titles, however, exposure in Race Pages and Fastest Street Car allows your company to reach serious enthusiasts and performance shop owners who have advanced well beyond the entry level performance publications.