

FSC

FASTEST STREET CAR MAGAZINE

RACE PAGES



Targeted Distribution and Readership

Race Pages and *FSC* 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 approximately three people.) The magazines are sent to a targeted group of people: those 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 or dyno facility).

Race Pages is sent to all NMRA members. *FSC* is sent to all NMCA members. The balance of the magazines printed each month goes 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:

Magazine	Race Pages Issue.
Copies Printed	August '08
NMRA Members	25,000
NMRA II Event	-4,981 copies sent to NMRA members
Balance	-5,000 copies distributed at NMRA event
	15,019

15,019 copies will be split between approximately 800 qualified performance facilities and retailers 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 published in each issue of *Race Pages* and *FSC*.

Important to note: Because of our targeted distribution, our magazines are available at qualified speed shops, performance warehouses, engine builders, chassis shops, and dyno facilities; reaching not only the enthusiasts who buy products, but the all-important decision makers of each shop where the magazines are shipped. And since both magazines are available to customers for no charge at the counter, there is no cost barrier to the consumer. What other publications on the market today can boast this unique, targeted distribution model?

Affordable Rates and Advertising Programs

Race Pages and *FSC* 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 Racing, Edelbrock, Nitto Tire, 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 represents leaders in their fields who can provide the best information for our readership.

Target the Huge Street/Strip Performance Market

Race Pages and *FSC* 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 magazines 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 *FSC* allows your company to reach serious enthusiasts and performance shop owners who have advanced well beyond the entry-level performance publications.

