

FASTEST STREET CAR

The Official Publication of NMRA & NMCA Drag Racing

FAST FACTS



Representing the street, muscle car and drag racing enthusiast since 2001, *Fastest Street Car* Magazine has become the voice of street legal drag racing. With coverage of all NMRA & NMCA events, technical stories, timely features, and the personalities behind the huge and growing heads-up drag racing movement, *Fastest Street Car* embodies the culture, the people, and the mechanics of yesterday and today's muscle cars. Through highly targeted and effective distribution, *Fastest Street Car* reaches serious parts-buying consumers and enthusiasts that influence tens of millions of dollars in performance parts sales each year.

FASTEST STREET CAR DIGITAL

Each issue of *Fastest Street Car* is available digitally for free access or download to highly qualified muscle car fans around the world. *Fastest Street Car* digital is promoted aggressively through Facebook and e-mail newsletter marketing. The

best part is that *Fastest Street Car* digital issues are smart phone and tablet "friendly," automatically formatting to the reader's device. *Fastest Street Car* digital issues are a complete version of the printed magazine including with advertising, editorial content, and vibrant images.



TARGETED DISTRIBUTION TO HIGH-QUALITY CONSUMERS

Fastest Street Car is distributed monthly and has readership upwards of 70,000 people per issue. *Fastest Street Car* is sent to serious enthusiasts, "influencers", who either race with NMRA and NMCA, or frequent high performance retailers such as speed shops, performance warehouses, engine builders, chassis shops, and dyno facilities, and select events across the U.S.

FASTEST STREET CAR IS AN EXCELLENT BUSINESS-TO-BUSINESS OPPORTUNITY

Because of *Fastest Street Car's* targeted distribution the magazine is available at qualified speed shops, performance warehouses, engine builders, chassis shops, and dyno facilities, reaching not only the parts-buying consumers, but also the all-important shop owners, counter-men, and decision makers. Very few of today's publications can boast that they are an excellent way to reach both high quality consumers and performance businesses.

REACH the Huge Street/Strip Performance Market

Fastest Street Car allows your company to target the huge muscle car and street performance market. If the street/strip market is important to your company's sales, then *Fastest Street Car* should be a crucial part of any company's marketing plan. We recognize that most companies need to advertise with the larger supermarket automotive titles, however, exposure *Fastest Street Car* allows your company to reach serious enthusiasts and performance shop owners who have advanced well beyond the entry-level performance publications.



Monthly Print Readership 70,000+

Monthly Digital Readership 25,000+