

DRAG RACER



2018 MEDIA KIT

DRAG RACER

DRAGRACERMAG.COM

The individuals guiding DRAG RACER have devoted their lives to the Sport of Drag Racing.

Motorsports Director Tom “The Mongoo\$e” McEwen, World Champion and multiple racing hall of fame member, is an icon of this sport. In over six decades of competing, Mongoo\$e has driven and wrenched on everything from stockers to the fastest accelerating vehicles on the planet, Top Fuel Dragsters and AA Fuel Funny cars. In addition to his driving prowess, he has been a shrewd businessman and promotor, elevating drag racing to a high degree of visibility and professionalism. Now with DRAG RACER, he brings the combination of business acumen and “in the trenches” racing knowledge to guide advertisers in making enlightened advertising decisions.

Editor Pete Ward has had a passion for drag racing since the early 60’s and worked “on both sides of the flags” since the mid-70s, as a public relations specialist, journalist and professional race team crew member. His love and knowledge of the sport, years of experience and access to “behind the scenes” information, give him the ability to provide readers and advertisers a quality publication from cover to cover.

The fastest-accelerating vehicles on the planet, that’s America’s sport of drag racing.

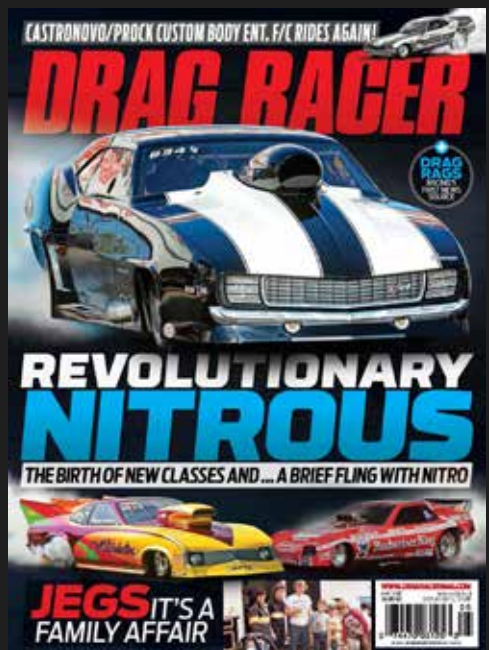
DRAG RACER MAGAZINE offers its readers a unique perspective on this high-impact test of man and machine. The most respected individuals in the sport provide informative and interesting technical articles, driver profiles, factory tours, hot car features, thought-provoking columns and “behind the scenes” race coverage. DRAG RACER’S main objective is to provide a comprehensive package, with each issue covering all that’s relevant to Sportsman, Pro and Nostalgia racing.

DRAG RACER benefits from the fact that all involved with its creation - editorial, photography, art and advertising - are diehard drag racing fanatics. Everyone at DRAG RACER fully understands the needs of the readers and advertisers and is passionate about producing the best magazine possible. From the newly redesigned cover and interior graphics to the editorial meat and accompanying eye-catching photography, DRAG RACER never slacks off or fails to deliver.

Readers are primarily male and run the entire socio-economic spectrum from blue collar to corporate executives. You’ll find DRAG RACER in the hands of teenagers working on their first car through baby boomers with ample time and money to spend on automotive interests. Whether working in the backyard garage or turning the work over to pros, readers are continually focused on improving the performance of their vehicles, whether full out racers, street/strip performers or hot streeters. Additionally, this magazine’s fans flock to the the stands and pit areas of racing events, local and national, on a weekly basis.

DRAG RACER celebrates its wide and diverse readership by providing editorial content tailored to all racers and race fans. Those on both sides of the guard rail and with all levels of expertise, know DRAG RACER will provide hours of reading and rereading pleasure. The in-depth tech pieces and high-impact photography guarantee each issue will remain active for many months past its publication date.

DRAG RACER provides a favorable response rate for its advertisers, many of which report an impressive four-to-one call volume over its competition. Now in its second decade of publication, DRAG RACER is the numberone newsstand periodical covering America’s original extreme sport.



DRAG RAGER

DRAGRACERMAG.COM

READERSHIP PROFILE

- Average Age - 44 Yrs
- Average Income - \$78,500
- 97% are male
- 3% are female
- 89% own their own homes
- 83% may attend an event this year
- 61% of readers spent time at events more than 3x each year



DISTRIBUTION

We have increased distribution in major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers and 7-11.

For 2017, we will add even more copies to our current distribution numbers. Engaged Media's circulation business model is designed to aggressively acquire the most influential and esteemed readership in all key niche markets.



DRAG RAGER

2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Mar '18	10/15/17	11/23/17	01/09/18
May '18	01/17/18	01/25/18	03/13/18
Jul '18	03/14/18	03/22/18	05/08/18
Sep '18	05/16/18	05/24/18	07/10/18
Nov '18	07/11/18	07/19/18	09/04/18
Jan '19	09/12/18	09/20/18	11/06/18
Mar '19	11/15/18	11/23/18	01/09/19

**Dates subject to change.*

2018 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	3,740	3,366	2,805
2/3 Page	2,805	2,525	2,104
1/2 Page	2,244	2,020	1,683
1/3 Page	1,870	1,683	1,403
1/4 Page	1,496	1,346	1,122
1/6 Page	1,122	1,010	842
2 Page Spread	7,106	6,395	5,330
Cover 2	4,488	4,039	3,366
Cover 3	4,114	3,703	3,086
Cover 4	4,862	4,376	3,647

Gabe Frimmel

Advertising Sales Director

Phone: 800-332-3330 ext 1930

Fax: 800-249-7761

Email: gfrimmel@engagedmediainc.com

AD SIZES AND SPECIFICATIONS

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live area) *	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep
1/6 page (vertical)	2.125" x 4.75" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:

7.75" x 10.5" deep

Full-Page Bleed (all 4 sides):

8" x 10.75" deep

Non-Bleed Spread:

14.75" x 9.75" deep

Full-Bleed Spread (all 4 sides):

15.75" x 10.75" deep

(keep live matter centered to 14.75" x 9.75")

ENGAGED
MEDIA, INC.

17890 Sky Park Circle, Suite 250
Irvine, CA 92614