
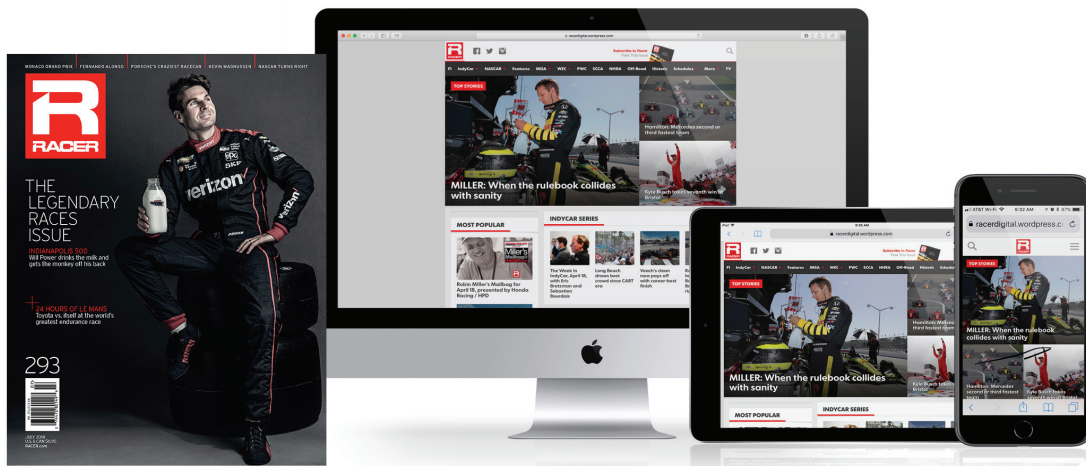




America's Leading
Multi-Platform Motorsports
 Media Brand

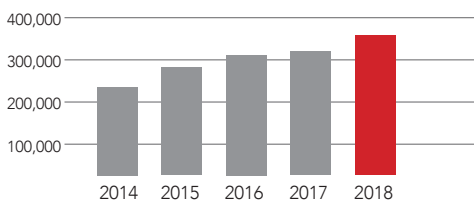


ONLINE. PRINT. DIGITAL.

RACER is North America's leading dedicated, multi-platform motorsports media brand. In print, online, digital and video – no other U.S.-based media covers Formula 1, IndyCar, IMSA, WEC, NASCAR, Formula E, World-Challenge, drag racing, historic racing and MotoGP through to the development and amateur ranks with original content that captures the beauty, passion and culture of racing like RACER.

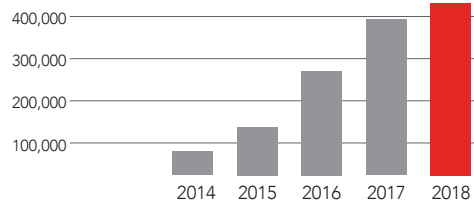
Steady Audience Growth

Since 2012, when the company's founders retook ownership, RACER has enjoyed steady audience growth across all properties and social media platforms.



350,000 avg. users

RACER.com average monthly users has grown 59%¹



432,035 likes & follows

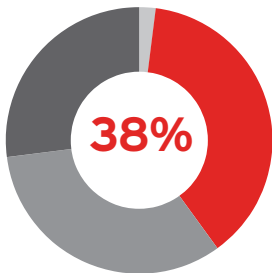
Cumulative social media has grown 613%²



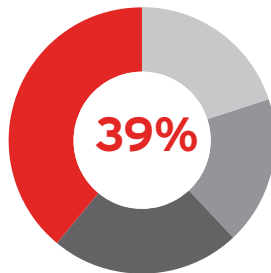
32,970 print+digital circulation

RACER magazine circulation grown 165%³

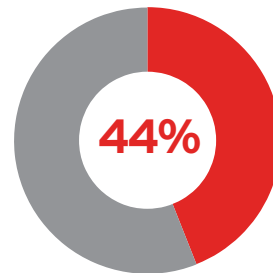
Our audience lives and breathes motorsports. They consume it in on television, online and in person and from behind the wheel. And because they love it so much, our audience members actively seek to support the brands that are active in the sport through their own personal buying choices⁴.



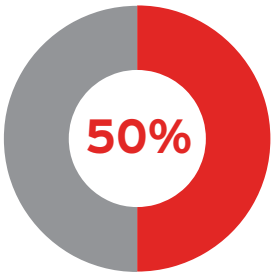
Are between age 25 and 54



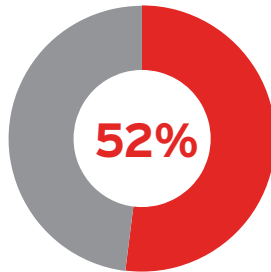
Have a HHI over \$100,000 per year



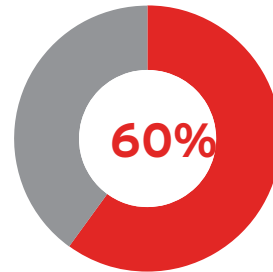
Have visited an advertiser's website



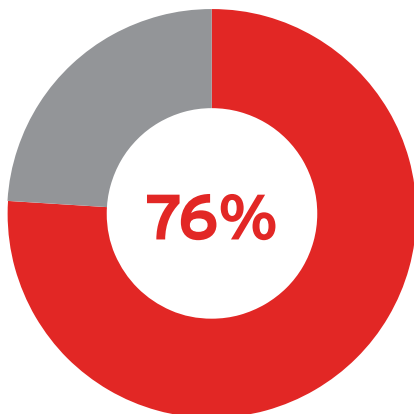
Drive a premium segment automobile



Say that RACER editorial can influence purchase intent



Enjoy both the magazine and the website



SAY THEY WILL SPEND MORE ON THE PRODUCTS AND SERVICES THEY DESIRE MOST.

>> Learn more at advertise.racer.com

RACER is also the publisher of SportsCar, the official magazine of the SCCA

Over 45,000 of them are full-time SCCA members, and SportsCar magazine reaches all of them 12 times a year. With club member profiles, event recaps, tech and racing tips, product features and more, SportsCar is the definitive way to reach this passionate group of hardcore racers.

- » SportsCar's audited circulation is 34,972* copies 12 times per year
- » 45% have an annual HHI of \$125,000 or above
- » 62% own at least one competition car



RACER can also expand the audience reach of advertising and content initiatives through strong alliances with:



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