

**STREET DRIVEN.  
RACED ANYWHERE.**



**STREET RACE**  
MAGAZINE

# #STREETCRED

**With unrivaled passion and hands-on experience, STREET/RACE Magazine's team of highly-respected drivers, tuners, journalists and photographers create content that gets your customers talking.**

Welcome to *STREET/RACE Magazine*, the only magazine dedicated entirely to modern-day, high-performance street cars and the men and women who cruise, race and show them. Founded by the same tight-knit group of gearheads and go-fast junkies that created *DRAG ILLUSTRATED*, the award-winning, monthly drag racing magazine and multimedia platform, *STREET/RACE Magazine* is a throwback to simpler times for car culture – when it wasn't about tractor trailers, corporate sponsors and big payouts. When the car you drove to work was also the car you raced on the weekends; when you worked on your car and raced it simply because you loved to do it.

At *STREET/RACE Magazine* we live the subjects we cover, and we've been doing so our whole lives. It's not a hobby or a passing interest, it's part of our being, and that's precisely why we're able to connect to today's street car community on such an impactful

level – because we're part of it, not just reporting on it.

Most of us, including our founder, Wes Buck, have incredibly deep ties to street cars and even street racing. In the fall of 2015, while discussing the growth and interest in high-horsepower daily drivers, street-legal drags, roll racing, dyno day events, standing half mile and mile races, as well as doing a little bench racing with friends, the idea of launching a magazine and media group to fill the massive void popped up, and *STREET/RACE Magazine* was born.

"It's not just street-and-strip anymore," says Buck. "It's street, strip, runway, road course – you name it and there are people racing on it. Fast, high-horsepower street car culture has changed and is growing rapidly, and we want to make sure the world knows about it."

**On three.**



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**Print. Digital. Web. Social.**

STREET/RACE Magazine creates content for a highly targeted audience of racers and enthusiasts, and delivers it through an industry-leading four-channel network. The high-performance street car community's best content, delivered just how the reader wants it. Anytime. Anyplace.

**PRINT EDITION**

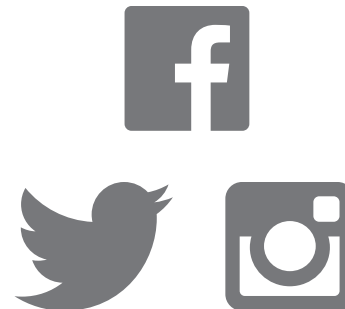
- » Achieves the highest level of engagement with targeted racing demographic.
- » Perfect bound, full-color, all gloss pages.
- » Rate circulation established through free print subscriptions.
- » Distributed at more than 24 street car events annually.
- » On shelves and counters at dyno shops and race shops worldwide.

**DIGITAL EDITION**

- » Complete digital archive available on computer, tablet and smartphone for FREE.
- » Searchable, shareable, downloadable.
- » Ads feature clickable live-links.
- » Delivers broader audience and unlimited shelf life.

**STREETRACEMAG.COM**

- » Updated daily with breaking news, exclusive interviews, opinionated editorials, race coverage, shop tours and photo galleries.
- » Product news and reviews.
- » 100% mobile-ready.
- » Ideal delivery system for advertiser-created content.

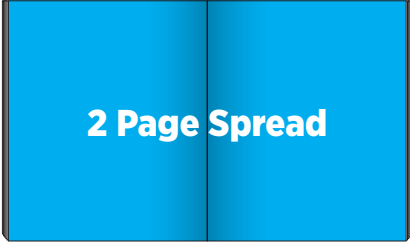
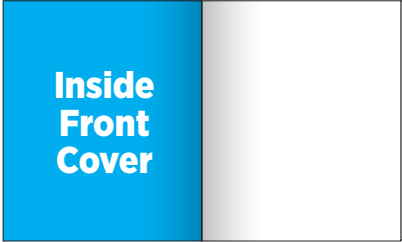

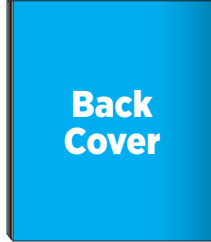
**SOCIAL MEDIA**

- » Facebook
- » Twitter
- » Instagram & more


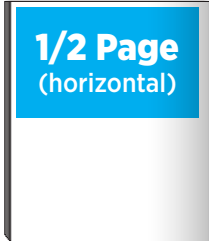
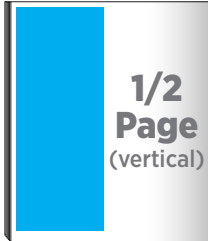
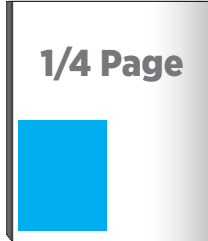


Issue No.	Cover Date	Materials Due	Street Date
S/R 1	Summer 2016	5/13/16	6/1/16
S/R 2	Fall 2016	7/15/16	8/1/16
S/R 3	Winter 2016	10/14/16	11/1/16
S/R 4	Spring 2017	1/13/17	2/1/17



**Premium Placement**

				
4x	\$4,956	\$3,097	\$2,849	\$3,469
1x	5,970	3,731	3,432	4,179

**Standard Placement**

						
4x	\$2,478	\$1,487	\$867	\$2,000 ANNUALLY	\$995 ANNUALLY	
1x	2,985	1,791	1,044	N/A	N/A	

**Polybag Inserts**

Leverage the reader engagement of *STREET/RACE Magazine's* print property by inserting a flyer, brochure, mini DVD or postcard into the high quality polybag every issue of *S/R* is mailed in. Opportunities to tag along your brand's message with *STREET/RACE Magazine* start at \$995 for 5,000 readers with more options available. *Design and print services available upon request.*

### Magazine Specs

- » Printed web offset
- » PMS inking available
- » Flood gloss UV coated covers and gloss text stock
- » Heatset
- » Perfect bound

### Size Width x Height (inches)

- » Trim size: 9.0" x 10.875"
- » Bleed: Add 1/8" to all sides (spread and full page ads only)
- » Live area: Keep all text and critical imagery at least 1/4" from trim edge (necessary on spread and full page ads only)

Size	Width	x	Height
Two-Page Spread	18	x	10.875
Full Page	9	x	10.875
1/2 Page (horizontal)	8.25	x	5
1/2 Page (vertical)	4	x	10.1875
1/4 Page (horizontal)	8	x	2.25
1/4 Page (vertical)	4	x	5
1/6 Page (The Dyno)	3.75	x	3.25
Speed Shop	1.875	x	1

### File Delivery Info

Please contact your sales representative for access to our advertiser upload and storage site. [Please do not email files.](#)

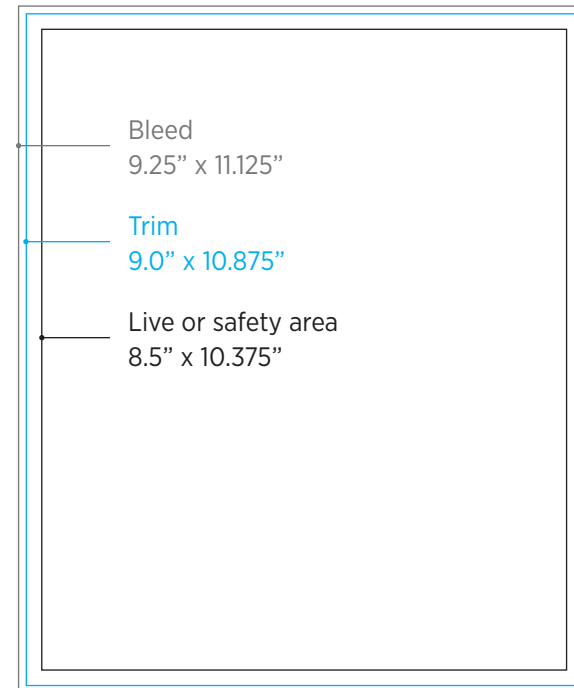
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### Acceptable Formats

- » PDF, JPEG, or TIFF (300 DPI) built to size
- » PDF preferred
- » PDF/X-1a files recommended
- » Output PDF with proper trim and bleed boxes set
- » Total ink density should not exceed SWOP 300%
- » Designing ad in Adobe Photoshop or other raster graphics application not recommended
- » If designing in Photoshop, output JPEG or TIFF rather than PDF

### Full Page Ad Diagram





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