



# FUELING THE DRAG RACING CONVERSATION FOR 10 YEARS

***DRAG  
ILLUSTRATED***

# INSIGHTFUL. HONEST. AUTHORITATIVE.

*With unparalleled access to drivers, tuners, manufacturers and industry members, DRAG ILLUSTRATED's respected and experienced team of journalists and photographers produce high-impact, opinion-forming stories that invoke passion and get racers talking.*

Welcome to DRAG ILLUSTRATED Media, the leading multi-platform media company focused on drag racing, both nationally and internationally. Since 2005 DRAG ILLUSTRATED magazine has presented world-class writing and photography from a unique perspective – examining the sport of drag racing from the inside looking around as compared to the outside looking in. DRAG ILLUSTRATED prides itself in its independence, perhaps more so than anything else. Not bound by an allegiance to any sanctioning body or organization, DRAG ILLUSTRATED is free to tell the stories of drag racers from a wide-variety of series, sanctions and tracks – many of which that are not covered anywhere else.

10 years and over 100 issues later, DRAG ILLUSTRATED continues to grow with the ever-changing media landscape at a breakneck pace. Our flagship print product is the definition of ultra-premium and our digital offerings are constantly expanding with the latest technology.

It's a potent combination. Our print-plus-digital strategy provides advertisers an array of options to engage with affluent, educated and action-oriented racers from all points of the globe.



# A MESSAGE FROM OUR FOUNDER & EDITOR-IN-CHIEF

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In October of 2005, I sat down with two of my friends and we began to draft the formula for what was to become *DRAG ILLUSTRATED*. The plan was specific: create a world-class, truly independent drag racing magazine that had something for everyone. In-depth racer profiles, opinionated editorials, long form interviews, race coverage and the best photography and graphic design in the industry – it could be nothing less. We needed to bridge the gaps; we needed to cover the entire sport of drag racing instead of pandering to a singular faction.

By our second year in print we were voted drag racing's best printed publication. Our collective passion for drag racing was apparent on every page, and the response from racers and manufacturers was overwhelming. Over the course of the following years, *DRAG ILLUSTRATED* continued to establish itself as the sport's leading magazine, as well as expand into the digital space.

In the summer of 2013, *DRAG ILLUSTRATED* entered into its most

explosive growth period with the launch of the all-new, daily updated and content-driven *DRAGILLUSTRATED.com*. The power of the print property's continually growing paid circulation and the reach of the digital expansion has cemented *DRAG ILLUSTRATED* as drag racing's premiere media outlet. By mid-2015, we were celebrating our 100th issue, and in the fall of that same year announced our first-annual *DRAG ILLUSTRATED* 30 Under 30 list for the most talented and promising young people in the drag racing community.

As it was from the beginning, *DRAG ILLUSTRATED* is dedicated to telling the incredibly relatable, inspiring and entertaining stories of the people who comprise the sport of drag racing, while examining and investigating the topics and subjects that are near and dear to the heart of racers. Join us as we continue to celebrate all things drag racing, and do our best to grow and build this sport that means so much to so many.

## Wes Buck

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

DRAG ILLUSTRATED creates content for a highly targeted audience of racers, and delivers it through an industry-leading four-channel network. Drag racing's best content, delivered just how the reader wants it. Anytime. Anyplace.

**305,000+**

**Total Estimated  
Monthly Audience**



**PRINT EDITION**

**42,000 readers**

- » Achieves the highest level of engagement with targeted drag racing demographic.
- » Perfect bound, full-color, all gloss pages.
- » 32% circulation growth since 2010.
- » 76% of subscriptions sold on location at drag strips across the country.



**DIGITAL EDITION**

**1.53 million annual views  
60,000 readers**

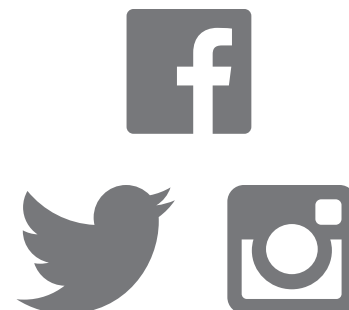
- » Complete digital archive available on computer, tablet and smartphone for FREE.
- » Searchable, shareable, downloadable.
- » Ads feature clickable live-links.
- » Delivers broader audience and unlimited shelf life.



**DRAGILLUSTRATED.COM**

**1.67 million annual page views  
750,000 annual visitors  
61,500 monthly visitors**

- » Updated daily with breaking news, exclusive interviews, opinionated editorials, race coverage, shop tours and photo galleries.
- » Product news and reviews.
- » 61% of visits via mobile device.
- » Ideal delivery system for advertiser-created content.



**SOCIAL MEDIA**

**120,000+ Facebook likes**

- » Up to 1,000,000 weekly social reach.

**20,000+ Instagram followers**

**4,000+ Twitter followers**

| Issue No. | Cover Date     | Materials Due | Street Date | Issue Theme                            |
|-----------|----------------|---------------|-------------|--|
| DI 108    | April 2016     | 3/15/16       | 4/1/16      | The Hottest Women in Drag Racing Issue |
| DI 109    | May 2016       | 4/15/16       | 4/29/16     | The Outlaw Issue                       |
| DI 110    | June 2016      | 5/13/16       | 5/27/16     | The Sportsman Issue                    |
| DI 111    | July 2016      | 6/15/16       | 7/1/16      | The State of Drag Issue                |
| DI 112    | August 2016    | 7/15/16       | 7/29/16     | The Interview Issue                    |
| DI 113    | September 2016 | 8/15/16       | 8/26/16     | The Crew Chief Issue                   |
| DI 114    | October 2016   | 9/15/16       | 9/30/16     | The Technology Issue & DI Buyers Guide |
| DI 115    | November 2016  | 10/14/16      | 10/28/16    | The 2016 Photo Issue                   |
| DI 116    | December 2016  | 11/15/16      | 12/2/16     | The Tomorrow Issue: 30 Under 30        |
| DI 117    | January 2017   | 12/15/16      | 12/30/16    | The Champions Issue                    |

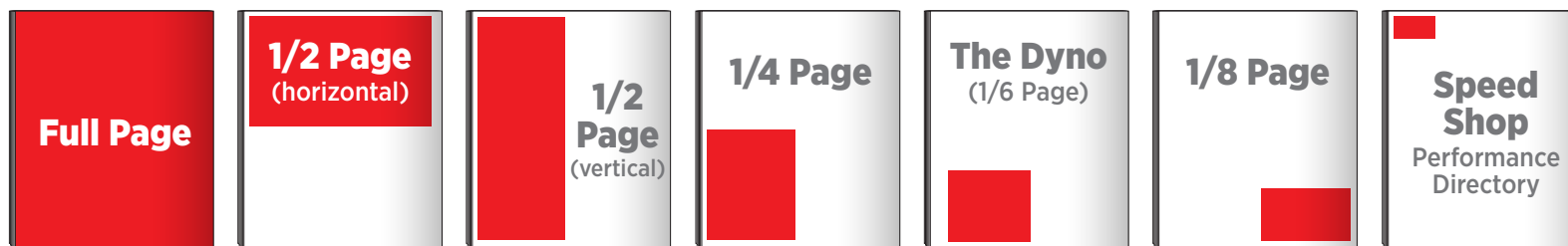


### Premium Placement



|     |         |         |         |         |         |
|-----|---------|---------|---------|---------|---------|
| 12x | \$2,284 | \$1,202 | \$1,637 | \$1,619 | \$2,546 |
| 6x  | 2,608   | 1,373   | 1,872   | 1,850   | 2,910   |
| 3x  | 2,935   | 1,545   | 2,106   | 2,081   | 3,274   |
| 1x  | 3,260   | 1,716   | 2,340   | 2,312   | 3,638   |

### Standard Placement



|     |         |       |       |       |       |                               |
|-----|---------|-------|-------|-------|-------|-------------------------------|
| 12x | \$1,093 | \$655 | \$382 | \$250 | \$218 | \$700 <small>ANNUALLY</small> |
| 6x  | 1,248   | 749   | 437   | 280   | 249   | N/A                           |
| 3x  | 1,404   | 843   | 491   | 310   | 281   | N/A                           |
| 1x  | 1,560   | 936   | 546   | 350   | 312   | N/A                           |

#### Polybag Inserts

Leverage the reader engagement of *DRAG ILLUSTRATED*'S print property by inserting a flyer, brochure, mini DVD or postcard into the high quality polybag every issue of *DI* is mailed in. Opportunities to tag along your brand's message with *DRAG ILLUSTRATED* 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    |
| 1/8 Page              | 4     | x | 2.375   |
| The 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.**

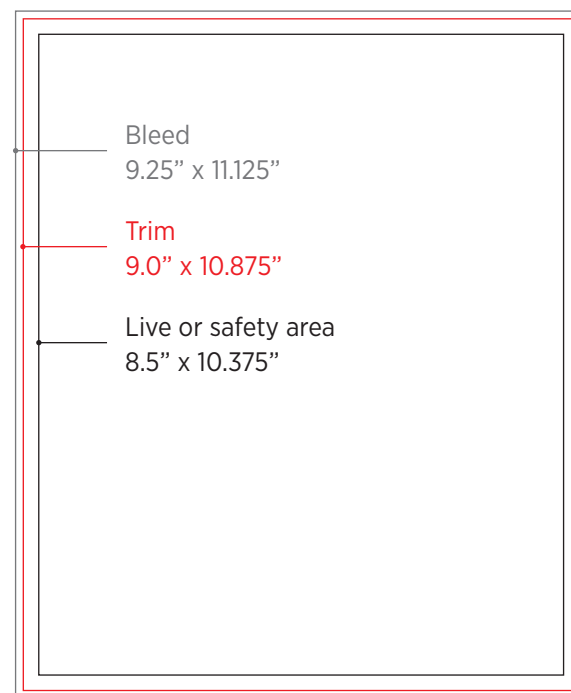
## Mechanical Assistance/Questions

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704.737.2299

## 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





## The Hottest Women in Drag Racing Issue

- » Celebrating women's involvement in drag racing
- » Focused entirely on talented and successful female drivers, tuners and crew members
- » Over 250,000 downloads of digital edition
- » Massive increase in pass-along and shelf-life



## The Outlaw Issue

- » Sharp focus on outlaw and grassroots drag racing
- » From drag radial and street-legal shootouts to high-stakes grudge racing and no-times-display events
- » Now legendary following with history of groundbreaking interviews, never-before-seen event coverage and overwhelming number of colorful characters and exciting race cars



## The Sportsman Issue

- » Dedicated from cover-to-cover to the sportsman and class racers that represent the lifeblood of the sport
- » Features, profiles, interviews and coverage from racers and races ranging from national event-level Stock and Competition Eliminator racers to weekend warrior Box, No Box and Footbrake racers
- » Consistently amongst leading subscriber-generating issues and best-selling single issues



## The State of Drag Issue

- » DRAG ILLUSTRATED'S annual "state of the union" issue that examines pressing issues, hot topics and growing trends
- » Filled with profiles and interviews with drag racing's key figures, powerbrokers and movemakers
- » Nearly 200,000 downloads of digital edition
- » In its 6th year, has become key identifier of drag racing's fastest growing segments, explosive trends and rising stars



## The Technology Issue & DI Buyers Guide

- » Focused entirely on the latest technology and trends the drag racing world has to offer, as well as the men and women responsible for setting those trends and spearheading the development of those new technologies

## The Photo Annual Issue

- » Our annual look back at the greatest photos from all corners of the sport by the talented DRAG ILLUSTRATED photography team



- » The Technology Issue and DI Buyers Guide are in readers' hands before they gear up for the offseason and enjoy increased distribution and pass-along at the SEMA Show



## The Tomorrow Issue: 30 Under 30

- » Dedicated to the next generation of drag racers and gearheads that will steer the sport of drag racing into the future
- » Featuring the most promising young people from Junior Dragsters and street-legal racing to the Pro Stock, Pro Mod, Top Fuel and Funny Car ranks, as well from the pits, parts manufacturers and media centers around the globe
- » In 2015, online nominations for first-annual 30 Under 30 generated over 5,000 nominations in 10 days



- » Bonus circulation
- » Press conference and list unveil



*DRAGILLUSTRATED.com* garners more than 1.6 million page views per year. With everything from page sponsorships to sponsored content, along with all the traditional ad placements, *DRAGILLUSTRATED.com* is

your link to our audience. From personal computer, to tablet, to mobile, *DRAGILLUSTRATED.com* offers a wide range of digital options tailored to your needs.

### 728x90 Run-of-Site Display Units

- » Positioned at the top of every page
- » Rich media opportunities exist

### 300x300 Run-of-Site Display Units

- » Positioned along the right column of the homepage adjacent to editorial marquee
- » Positioned in the right column of all interior pages adjacent to editorial content
- » Rich media opportunities exist

### 300x600 (Skyscraper) Run-of-Site Display Units

- » Positioned in the right column of every page
- » Limited availability
- » Rich media opportunities exist



*DRAG ILLUSTRATED* e-mail marketing is a cost effective way to deliver your brand's message directly to your target consumer's inbox. Our e-mail marketing programs offer immediate, highly measurable results, and deliver a high return on investment. The *DRAG ILLUSTRATED* e-newsletter is sent at least once monthly to an opt-in, highly engaged audience. These e-newsletters are an effective way to reach the drag racing enthusiast and consumer.

The open and click-through rates of these e-mail programs consistently exceed benchmark performance standards. Combine these e-mail marketing programs with your print and online advertising to drive consumer engagement, boost website traffic, and increase conversion and sales.

#### List Size Information

» Editorial e-newsletter: 25,000 opt-in subscribers

#### Email Performance

» Average open rate: 15%  
 » Average CTR: 30%

#### Available Ad Units

» 728x90  
 » 300x300  
 » 300x600  
 » Takeover / brand block (728x90, 200x200, background wallpaper)  
 » Video widget  
 » Branded editorial sections

Your weekly dose of behind-the-scenes drag racing action...

[View this email in your browser](#)

## DRAGILLUSTRATED.com

**QUARTER-MAX**  
 Chassis & Racing Components

GET THE SAME AWARD WINNING QUALITY  
 IN OUR RACE CARS  
 IN YOUR HOT ROD!  
[quartermax.com](http://quartermax.com)



### The Day Jamie Hancock Changed Outlaw Drag Radial

It's hard to believe you haven't already heard, but former ADRL Pro Nitrous world champion Jamie Hancock recently obliterated the standing Outlaw Drag Radial record with a 4.093-second blast down North Carolina's Shady Side Dragway in his nitrous-assisted Pro Nitrous-turned-Drag Radial Corvette. It's the talk of the proverbial drag racing town and, of course, DRAG ILLUSTRATED got the skinny from Hancock himself. [Read more about going fast on drag radials with a 867-cubic-inch nitrous-fed mountain motor at DRAGILLUSTRATED.com...](#)



#### GARLITS CHASING 200MPH MARK

"Big Daddy" Don Garlits and the "Quest for 200 MPH on Batteries" team are preparing for their pending 200-mph race into history. "Swamp Rat 37" (SR-37) continued its quest towards the 200 mark last weekend.

[Read More at DRAGILLUSTRATED.com...](#)

*DRAG ILLUSTRATED* sponsored e-mail marketing is the fastest way to engage the *DI* audience with your brand's message. Sponsored e-mails are proven to boost website traffic and increase conversions and online sales. Use our custom e-mail programs as an effective way to deliver custom surveys, contests and other unique branding promotions in a targeted and timely manner. Here are examples of how you can utilize sponsored e-mail blasts to help accomplish your marketing goals:

## Contests

Contests help to drive audience interaction with your brand and provide you with consumer opt-in data capture opportunities.

## Custom Surveys & Polls

Ask your target demographic the questions you want answered to better understand your market.

## Special Offers

Utilize a sponsored e-mail blast to offer unique discounts or special coupons exclusively to the *DI* audience.

## List Segmentation

Capitalize on *DRAG ILLUSTRATED'S* ability to send an e-mail blast out to a target geographic audience to promote your national or regional event.

## List Size Information

» Sponsored/custom e-mail: 25,000 opt-in subscribers

Are you looking for a new career?

[View this email in your browser](#)



## DISTRIBUTOR / ROUTE SALES FRANCHISE OPPORTUNITY



## EVERYTHING YOU NEED TO BUILD A SUCCESSFUL BUSINESS IS HERE

- Unique Route (Approximately 325 potential customers)
- No Cold Calls
- No experience necessary, we will train you.
- Financing for Qualified Candidates
- Initial Inventory
- Working capital to help your business grow
- Well established brand with a long history and heritage
- Top notch Training & Support

Get more information today!  
**CLICK HERE ►**

StanleyBlack&Decker



Mac Tools, a division of Stanley Black & Decker Inc., 505 North Cleveland Avenue, Westerville, Ohio 43082. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document. Certain jurisdictions require registration prior to the offer or sale of a franchise. We do not offer franchises in jurisdictions where we are not registered (or exempt from registration).



Drag Illustrated Media has the resources and experience to develop a creative marketing strategy that resonates authentically and credibly with the drag racing masses. *Contact your rep for more details.*

#### Services

- » Print
- » Digital
- » Video production & photography
- » Email marketing
- » Events
- » Marketing strategy

#### Recent Client List

- » Speedtech Nitrous
- » Pat Musi Racing Engines
- » FireAde 2000
- » M&M Transmission
- » Roy Hill's Drag Racing School
- » Bill Miller Engineering
- » Frank Hawley's Drag Racing School
- » Reher-Morrison Racing Engines
- » Switzer Dynamics
- & more







## SERVING ASPIRATIONAL CULTURE & ASPIRATIONAL BRANDS SINCE 2005

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