



DRAG RACER MAGAZINE

Covering the fastest accelerating vehicles on the planet, DRAG RACER offers its readers a unique perspective, with a combination of interesting technical subjects, driver profiles, factory tours, and the hottest car features. Regular columns by respected industry leaders impart the latest knowledge on running a nitro car, carburetor tuning tricks, towing tips, and more. The main objective is dedicated to providing a comprehensive package that covers Sportsman, Pro, Outlaw, and Nostalgia action.

DRAG RACER benefits from having the most passionate editor and a talented art director who work hand in hand on each issue. Their combined experience is channeled towards the development of an appealing graphic presentation, regardless of whether they're designing the cover or an in-depth tech story. The goal is to make DRAG RACER explode with exciting visual displays that support its entire spectrum of action and static photography.

Readers are primarily male and run the gamut from blue to white collar, in age groups from young adults to their 60s and beyond. And while the senior reader base embraces the nostalgia coverage, they also enjoy reading about the contemporary subjects offered. DRAG RACER provides a very favorable response rate for its advertisers – many of which report an impressive, four-to-one call volume over the competition. The veteran and new readership segments celebrate the broad mixture of editorial content that interests fans in the stands and racers alike. Now in its second decade of publication, DRAG RACER is the number-one newsstand periodical covering America's original extreme sport.

KEY EDITORIAL GOALS FOR 2009:

- Increase exposure via exciting new Web initiative
- Expand existing hardcore tech platform with added content
- Strive to increase strong base of advertiser / editorial relationships
- Continue to reach out to Sportsman racers and increase awareness

WWW.DRAGRACERMAG.COM



2009 PRODUCTION SCHEDULE:

	MAR	MAY	JUL	SEPT	NOV	JAN 2010	MAR 2010
AD CLOSE	11/03/08	1/20/09	3/16/09	5/08/09	7/06/09	8/29/09	10/29/09
MATERIALS DUE	11/10/08	1/27/09	3/23/09	5/15/09	7/13/09	9/04/09	11/5/09
RELEASE DATE	1/13/09	3/17/09	5/12/09	7/07/09	9/01/09	10/27/09	12/29/09

Rates

4 COLOR RATES

	1X	6X	12X
Full Page	\$2,250	\$2,025	\$1,800
2/3 Page	\$1,688	\$1,519	\$1,350
1/2 Page	\$1,350	\$1,215	\$1,080
1/3 Page	\$1,125	\$1,013	\$900
1/4 Page	\$900	\$810	\$720
1/6 Page	\$675	\$608	\$540
1/12 Page	\$500	\$450	\$400
2 Pg Spread	\$4,275	\$3,848	\$3,420
Cover 2	\$2,700	\$2,430	\$2,160
Cover 3	\$2,475	\$2,228	\$1,980
Cover 4	\$2,925	\$2,633	\$2,340

BLACK & WHITE RATES

	1X	6X	12X
Full Page	\$1,500	\$1,350	\$1,200
2/3 Page	\$1,125	\$1,013	\$900
1/2 Page	\$900	\$810	\$720
1/3 Page	\$750	\$675	\$600
1/4 Page	\$600	\$540	\$480
1/6 Page	\$450	\$405	\$360
2 Pg Spread	\$2,850	\$2,565	\$2,280
P/D 1"x 2"			\$150

2008 EDITORIAL CALENDAR

JANUARY / FEBRUARY

- Holiday Gift Guide – Artwork, Apparel & More
- Nightfire Nationals NHRA Heritage Series
- TECH – Chute Launchers for Extra Safety

MARCH / APRIL

- Nostalgia Nitro Funny Car Issue
- TECH – 6-71 Blower Hop-Up Tips
- TECH – Funny Car Fuel Tank Fab

MAY / JUNE

- Battle of the Brands Outlaw 10.5 Action
- TECH — Outlaw Carbon Nose Install
- TECH — Top Dragster Engine Build-Up

JULY / AUGUST

- Two of the Quickest A/Econo Dragsters
- TECH – Top Dragster Engine, Part 2
- TECH – Better Exhaust for Tow Vehicles

SEPTEMBER / OCTOBER

- Top Alcohol Funny Car Issue
- TECH — Engine Accessories from RCD
- TECH – Top Dragster Engine, Part 3

NOVEMBER / DECEMBER

- Battle of the Brands Outlaw 10.5 Action
- TECH — Planetary Transmission for the Street
- TECH – Doorslammer Clutch Guide

Please note: Content subject to change according to drag racing trends

CALL: 714-939-9991

Tom McEwen—Ext. 214

E-mail: eric.gomez@apg-media.com