



THE BUSINESS OF RACING **STARTS HERE**

NOISE

PRI

PERFORMANCE RACING INDUSTRY MEDIA KIT

YOUR ADVERTISEMENTS ARE AN INVESTMENT

Thank you for your interest and support of Performance Racing Industry (PRI) Magazine. Since its inception over three decades ago, and like our Trade Show, the Magazine has served the motorsports industry exclusively.

"The voice of the racing marketplace" was our mantra when this publication first launched. Today that commitment is unwavering. What has changed is a deliberate integration of our most valuable assets. Bolstered by our industry-leading business event—the PRI Show—our database of racing parts buyers is as strong as ever. That list of global buyers is ours exclusively, and it serves as a foundation for our monthly magazine distribution. Joining us each month as an advertiser keeps you top of mind and at the forefront of purchasing decisions.

Like our print publication, we are paying particular attention to the web—specifically, we are actively leveraging your investment in the publication with our online efforts. In fact, we've recently launched an online strategy that is designed to keep your brand and products up front, top of mind, and connected to the buyers you want to reach. For example, just last year we significantly increased the frequency of PRI's eNewsletter, quadrupling the number of readers each month.

We are excited about the year ahead and invite you to consider our fantastic calendar of motorsports topics and advertising packages. Our best asset, the team of professionals that make up our staff production, trade show, editorial and sales, have built a reputation for going the extra mile for PRI stakeholders like you. It's our pleasure to play a role in your business, and we thank you for making our publication the best ever.



Reserve your ad space or learn more! primag.com • 949.499.5413

2020 READER PROFILE

MORE THAN 27,000 QUALIFIED MOTORSPORTS PROFESSIONALS READ PRI MAGAZINE IN PRINT EVERY MONTH, AND IT'S DISTRIBUTED TO NEARLY 100,000 WORLDWIDE READERS ONLINE.

CUSTOMER BASE



Subscribers

94% of subscribers save an issue for an average of 11 months



Buyers

97% of readers are involved in their company's purchasing



Subscribers

83% of subscribers share their copies of the magazine with others



Executives

88% of readers are either a company executive or manager

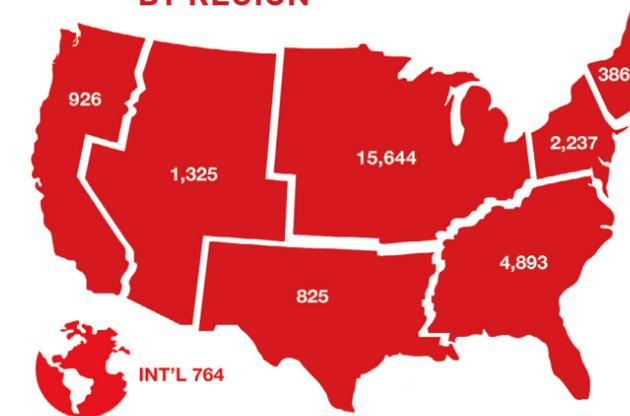
BY BUSINESS TYPE

- 24% Professional Race Teams
- 20% Performance Racing Retailers
- 15% Race Car Builders and Fabricators
- 12% Race Engine Builders
- 7% Manufacturers and Service Providers
- 5% Machine Shops
- 5% Education/Associations/Other
- 5% Race Track Owners and Promoters
- 4% Performance WDs and Wholesalers
- 2% Media, PR, Ad Agencies and Industry VIPs
- 1% Manufacturers Sales Representatives

TYPES OF RACING REPRESENTED



BY REGION



Statistics from 2018 PRI Trade Show registration and Show Survey results



PRINT

PRI MAGAZINE

Published monthly, the award-winning PRI Magazine is the most closely read business magazine in the racing trade. From its inception in 1986, PRI has served tens of thousands of racing entrepreneurs as their key source for industry trends, merchandising ideas, new products, business strategies and much more. Issues range between 120 and 400 pages, and the Magazine is available in both print and digital formats. In addition to display advertising, special inserts, cover gatefolds and belly band options provide unique opportunities for added exposure.

- 27,000 PRINT
- 100,000+ DIGITAL DISTRIBUTION

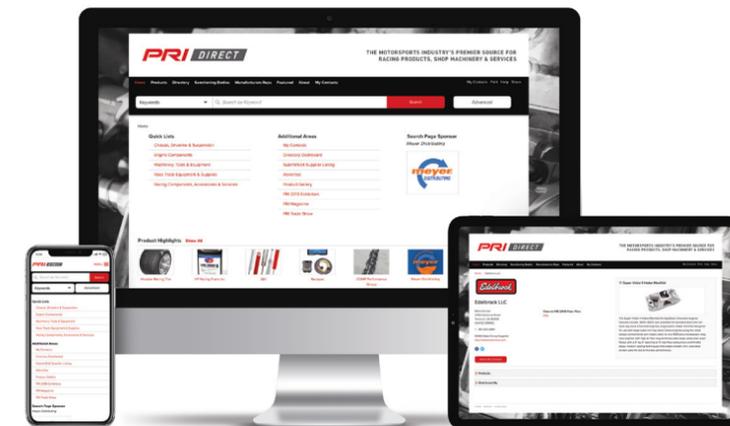


ONLINE

PRI DIRECT & eNEWSLETTER

PRI Direct: For more than 30 years, motorsports professionals have relied on the PRI Buyers Guide to source products and services. Now, PRI Direct gives users unlimited access to all of the valuable information found in the print publication—online and free of charge. PRI Direct instantly connects industry suppliers to racing businesses and buyers 24/7, and features product photos, videos, intuitive search tools and high-visibility sponsorship options.

- 2,400+ INDUSTRY SUPPLIERS
- 100,000+ RACE PROFESSIONALS & HIGH-VOLUME BUYERS



PRI News: Emailed weekly, the PRI eNewsletter delivers current industry news, Trade Show updates, and select PRI magazine articles directly to the racing industry. Banner advertising, sponsored editorial content and special Show Day editions offer unbeatable platforms to reach your target audience.

- 100,000+ DISTRIBUTION



TRADE SHOW

INDIANAPOLIS

December 10-12, 2020: The PRI Trade Show is the racing industry's No. 1 venue for new technology, ideas and business opportunities. Market your company's new racing products and services to the worldwide racing industry. Conduct business face-to-face with racing's volume buyers, and connect with thousands of pre-qualified motorsports professionals representing all forms of racing. In addition to exhibit space rentals, a number of pre-Show marketing and on-site sponsorship opportunities are available to provide maximum marketplace exposure.

- 1,100+ EXHIBITING COMPANIES • 3,400 BOOTHS
- 900,000 GROSS SQ. FT. • 65,000 ATTENDEES

Statistics measured June 2018-June 2019



2020 ADVERTISING RESERVATION CALENDAR

JANUARY

AD CLOSE 11/13
ARTWORK DUE 11/19

FEATURES:

- Drag Racing Market
- SPECIAL REPORT: Tariffs
- Camshafts - PRODUCT FOCUS
- TECH SUPPORT: CAD/CAM
- Data Acquisition & Video Logging
- Carburetors
- Grassroots Endurance Racing
- Crate & Spec Engine Rebuilding
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

APRIL

AD CLOSE 2/13
ARTWORK DUE 2/19

FEATURES:

- Modified Market
- SPECIAL REPORT: Safety - PRODUCT FOCUS
 - * Drivers' Safety * Vehicle Safety
 - * Heat Suppression & Fire Protection
 - * Scientific/Medical Advances * Race Track Safety
- TECH SUPPORT: LS Engines
- Machine Tooling, Cutters & Abrasives
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

JULY

AD CLOSE 5/14
ARTWORK DUE 5/20

FEATURES:

- Drift/Import/Tuner Market
- SPECIAL REPORT: Employee Relations
- Gaskets - PRODUCT FOCUS
- TECH SUPPORT: Cylinder Head Development
- Top Drawer of the Tool Box
- Cooling Components
- Vintage Racing Market
- Batteries, Starters & Alternators
- Racing Business Profile

COLUMNS:

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OCTOBER

AD CLOSE 8/19
ARTWORK DUE 8/25

FEATURES:

- Off-Road Market (UTV sidebar)
- SPECIAL REPORT: PRI Trade Show Preview
- Exhaust Components - PRODUCT FOCUS
- TECH SUPPORT: Fuel Systems
- Youth Racing Market: Karting
- Tool Boxes & Pit Carts
- Truck & Tractor Pulling Products
- Sponsorship Marketing
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

FEBRUARY

AD CLOSE 12/13
ARTWORK DUE 12/19

FEATURES:

- Stock Car Market
- SPECIAL REPORT: PRI Trade Show Rewind
- Suspension Components - PRODUCT FOCUS
- TECH SUPPORT: Coatings
- Dynos
- Power Adders
- Rally/Rallycross
- Shop Management
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

MAY

AD CLOSE 3/13
ARTWORK DUE 3/20

FEATURES:

- Sprint Car & Midget Market
- SPECIAL REPORT: Social Media
- EFI - PRODUCT FOCUS
- TECH SUPPORT: Valvetrain Pt. 1
- Race Brakes
- Plumbing Products
- Small Tire Drag Racing
- 3D Printing
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

AUGUST

AD CLOSE 6/17
ARTWORK DUE 6/23

FEATURES:

- Machinery Row Preview
- SPECIAL REPORT: Economics of Racing
- Diesel Market - PRODUCT FOCUS
- TECH SUPPORT: Oil Systems
- Shop Tools
- Connecting Rods
- Autocross Market
- Shipping Solutions
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

NOVEMBER

AD CLOSE 9/16
ARTWORK DUE 9/22

FEATURES:

- SPECIAL REPORT: PRI Trade Show Guide
- Event Schedule • Exhibitor Listing • Indianapolis City Guide
- Business Services - PRODUCT FOCUS
- Featured Products Showcase
- Keynote Q&A • Race Team Profile
- Racing Business Profile • International Report
- Engine Technology Update • Business Operations Primer
- Sales & Marketing Strategies
- Race Tracks & Sanctions Snapshot

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

MARCH

AD CLOSE 1/16
ARTWORK DUE 1/22

FEATURES:

- Sports Car Market
- SPECIAL REPORT: Racing Business Survey
- Pistons - PRODUCT FOCUS
- TECH SUPPORT: Chassis Construction/Welding
- Race Wheels
- Cylinder Head Prep Equipment
- EV Racing
- Communications
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

JUNE

AD CLOSE 4/15
ARTWORK DUE 4/21

FEATURES:

- Dirt Late Model Market
- SPECIAL REPORT: eSports
- Race Fluids - PRODUCT FOCUS
- TECH SUPPORT: Valvetrain Pt. 2
- Drivelines
- Engine Blocks, Main Caps & Bearings
- Parts Cleaning Equipment
- Motorsports Education
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

SEPTEMBER

AD CLOSE 7/16
ARTWORK DUE 7/22

FEATURES:

- Street/Strip Market
- SPECIAL REPORT: Racer Survey
- Sensors - PRODUCT FOCUS
- TECH SUPPORT: Chassis Setup Equipment
- PRI Show Trailer Preview (Graphics & Wraps, Trailer Accessories & Tie-downs sidebars)
- Crankshafts
- Intake Manifolds
- WDs
- Racing Business Profile

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

DECEMBER

AD CLOSE 10/14
ARTWORK DUE 10/20

FEATURES:

- Annual PRI Direct Buyers Guide
- Directory Of Manufacturers & Distributors
- Updated Supplier Contact Information & Web Addresses
- Thousands Of Product & Service Categories
- 2021 Product Preview
- Sanctioning Body Data
- Manufacturers Reps Listing
- Warehouse Distributors Index

COLUMNS:

- Sponsor Spotlight • Better Business • Social Status

PRI MAGAZINE

TARGETED BUSINESS EDITORIAL

PRI Magazine is the auto racing industry's leading B2B publication. Each month's issue includes updated and targeted information on industry trends, new product developments, retailing best practices, business strategies, merchandising ideas and much more. Considered a must-read among racing entrepreneurs, PRI Magazine delivers exclusive content and unparalleled access to the world's leading manufacturers, warehouse distributors and service providers across all forms of motorsports.

- * FEATURE ARTICLES
- * EXCLUSIVE INTERVIEWS WITH INDUSTRY LEADERS
- * TECHNICAL CONTENT
- * SOCIAL MEDIA TRACKER
- * SPONSOR SPOTLIGHT
- * SPECIAL REPORTS
- * INDUSTRY NEWS UPDATES
- * RACING BUSINESS PROFILES
- * BUSINESS & MANAGEMENT COLUMNS
- * TRADE SHOW ISSUE
- * BUYERS GUIDE

PUT TO THE TEST

Soundmaster
The Professional Choice For
Racing Performance Test Cells

- Light Footprint
- Compact Test Cells
- Multiple Test Cells
- Multiple Test Cells

45 YEARS
FUEL SYSTEM
EXCELLENCE

RACING
ACET
CUSTOM
RACING
400-526-5330

INDUSTRY INSIGHTS

GREG GILL

"We're very much engineering and data driven."

TRENDS TO TRACK IN MODIFIED RACING

One of the largest markets in US motorsports, this oval track segment benefits from stable value packages and relative affordability, as well as new developments in products, parts and event promotion.

ESSENTIAL OILS

ADVANCED FACTORS

BETTER BUSINESS

6 SOLVING THE COMPLIANCE CONUNDRUM

There is a heightened awareness of how employees should be treated in the workplace, and it impacts all our businesses.

6 EMPLOYEE HANDBOOK

6 STATE LAW

2 PERFORMANCE

1 FINANCE

5 HUMAN RESOURCES

3 MAKE AND YOUR LAWS

PAID
HOW
DARTON SLEEVES

TRENDS TO TRACK IN MODIFIED RACING

One of the largest markets in US motorsports, this oval track segment benefits from stable value packages and relative affordability, as well as new developments in products, parts and event promotion.

6 RACE SHOP BONUS

PRI TRADE SHOW
FEATURED
PRODUCTS

ARP

Wagner Competition Products

Manton Pushrods

AFCO Racing

A&D Technology

Altronics

HJC Motorsports

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ADVERTISING RATES

- All ad rates include 4-color.
- Advertising rates are effective January 2020 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 12-time, 6-time and 3-time frequency rates must be signed and returned to PRI.
- All orders noncancelable after closing date.
- Minimum rate holder is 1/12 page.
- A signed contract and/or an acknowledgement MUST be on file with PERFORMANCE RACING INDUSTRY in order to run an advertisement.

	1-TIME*	3-TIME	6-TIME	12-TIME
FULL PAGE.....	\$4,080	\$3,835	\$3,570	\$3,325
2/3 PAGE.....	\$3,185	\$2,925	\$2,780	\$2,420
1/2 PAGE.....	\$2,620	\$2,465	\$2,285	\$2,035
1/3 PAGE.....	\$2,025	\$1,905	\$1,735	\$1,520
1/4 PAGE.....	\$1,345	\$1,265	\$1,170	\$965
1/6 PAGE.....	\$1,125	\$1,060	\$970	\$855
1/12 PAGE.....	\$350	\$330	\$295	\$235

COVER RATES

- Noncancelable 30 days prior to closing date.
 - Cover rates include 4-color
- | | 1-TIME | 6-TIME | 12-TIME |
|-------------------|---------|---------|---------|
| INSIDE FRONT..... | \$5,280 | \$4,770 | \$4,130 |
| INSIDE BACK..... | \$5,560 | \$4,630 | \$4,060 |
| BACK..... | \$5,840 | \$5,090 | \$4,460 |

BUYERS GUIDE TAB PAGE RATES

TAB PAGE.....\$5,250 gross

CLASSIFIEDS RATES

- | | 1-TIME | 3-TIME | 6-TIME |
|----------------------|--------|--------|--------|
| PER COLUMN INCH..... | \$65 | \$60 | \$55 |
- Up to 4 BOLD FACED words free. Extra words \$0.25 each.

AGENCY & CASH DISCOUNTS

- 15% discount to recognized agencies. All orders accepted subject to publisher's credit requirements. Production charges are not subject to agency commission or cash discount.

FURNISHED MATERIALS

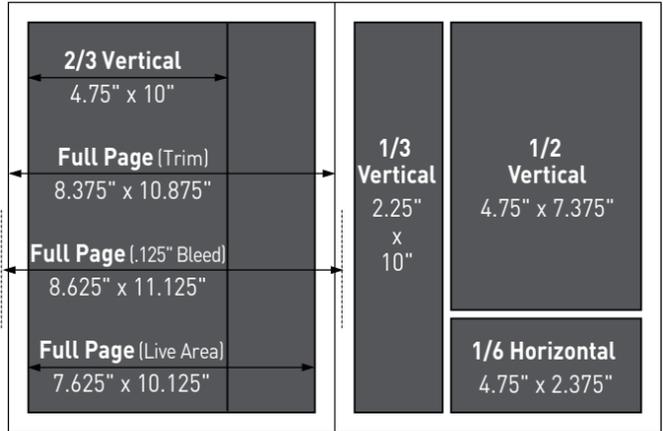
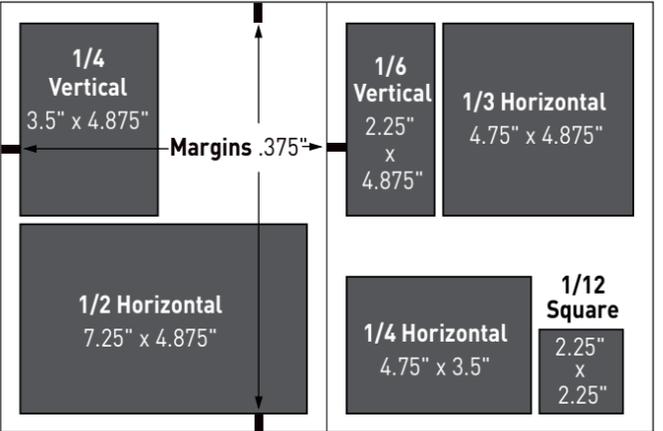
- Pre-printed inserts and belly bands will require a non-refundable 50% deposit to hold the advertising space reservation. The deposit is due five business days after the insertion order is written, along with the signed order acknowledgement. If the advertiser does not fulfill all of these requirements to secure the space reservation, the space will be forfeited immediately and offered to the next interested party.
- Inserts of four or more pages are discounted 50% off earned rate plus a binding charge. Contact an advertising sales manager for a binding charge quote for all issues. Quantity and shipping instructions available on request.

CREDIT APPLICATIONS

- All new advertisers are required to complete and return a credit application. Advertisements for new advertisers will NOT be run until the credit application has been received AND approved by PERFORMANCE RACING INDUSTRY.

SIZE SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
SPREAD (trim size).....	16.75"	10.875"
(with .125" bleed).....	17.0"	11.125"
FULL PAGE (trim size).....	8.375"	10.875"
(live image area).....	7.625"	10.125"
(with .125" bleed).....	8.625"	11.125"
2/3 VERTICAL.....	4.75"	10.0"
1/2 HORIZONTAL.....	7.25"	4.875"
1/2 VERTICAL.....	4.75"	7.375"
1/3 HORIZONTAL.....	4.75"	4.875"
1/3 VERTICAL.....	2.25"	10.0"
1/4 HORIZONTAL.....	4.75"	3.50"
1/4 VERTICAL.....	3.50"	4.875"
1/6 HORIZONTAL.....	4.75"	2.375"
1/6 VERTICAL.....	2.25"	4.875"
1/12 SQUARE.....	2.25"	2.25"



PRINTING SPECIFICATIONS

- **Printing:** Web Offset; 4-color process (CMYK).
- **Line Screen:** 175-line.
- **Trim size:** 8.375" wide x 10.875" high. Keep all live matter .375" from outside trim and gutter.
- **Bleed:** Only permitted on full page, spread, and tab pages. Must extend .125" beyond trim size on all sides and include printer's trim marks.
- **Spreads:** Account for gutter (inside margin) when running type and art across left- and right-hand pages.
- **Please Note:** Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Design assistance is subject to hourly charge.

AD PREPARATION

- **PERFORMANCE RACING INDUSTRY** requires that all ad files be submitted as single-page, high-resolution PDF, or PDFx1a files. For multiple ads, send each ad in a separate PDF file.
- **Document Set Up:** Do not build ad on default paper size of 8.5 x 11. Set the document page size to match PRI's ad trim size exactly.
- **Export PDF:** Use PDFx1a settings.

PDF PRODUCTION REQUIREMENTS

- **Color:** Must be sent in CMYK format. No RGB files accepted. Color

- accuracy is the responsibility of the advertiser and will be held to GRACoL/SWOP standards. B&W art must be sent in Grayscale or Bitmap format.
 - **Images:** Minimum resolution of 300 ppi (color or grayscale files) and 1200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 ppi). Never resample up images, rather scan at high resolution to start. If using image compression, use only maximum quality or lossless compression.
 - **Fonts:** Embed all fonts in PDF file.
 - **PROOFS:** It is highly recommended that a GRACoL/SWOP certified color profile be applied to the ad. PRI will assume supplied materials are in compliance with current industry specifications.
- PRI does not accept responsibility for reproduction or color matching if not using an approved color profile. Printer will match color on press as closely to color profile as Web Offset printing allows.

AD SUBMISSION

- Email your ad to production@performanceracing.com
- For your protection, we will preflight your ad in preparation for printing. If there are any errors, you will be sent an email and given the opportunity to correct them.
- Your PRI ad files will be stored for two years at no charge. Two years from the date of your original ad submission your ad file will be removed from our archives. If you require other storage arrangements please contact the production manager.



27081 Aliso Creek Rd, Suite 150
Aliso Viejo, CA 92656
performanceracing.com

THE #1 BUSINESS MAGAZINE IN RACING FOR OVER 30 YEARS