



PRI *DIRECT*

BUYERS GUIDE 2021

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The PRI Direct Buyers Guide lists over 2,300 racing and performance manufacturers, distributors, suppliers, reps, tracks and sanctioning bodies. Published in December, this 300-plus page directory mails to subscribers just in time for the 2021 racing season.



PRI DIRECT BUYERS GUIDE:

- 2021 Product Preview
- Engine Components
- Chassis, Driveline and Suspension Components
- Racing Components, Accessories and Services
- Machinery Tools and Equipment
- Race Track Equipment and Supplies
- Race Sanctioning Organizations
- Manufacturers Reps
- Manufacturers & Distributors

Circulation: 27,000 Total Circulation | PLUS: 100,000+ Digital Circulation

SPECIAL OFFER FOR WAREHOUSE DISTRIBUTORS: SHOWCASE ALL YOUR RACING BRANDS THROUGHOUT 2021

STANDARD LISTING INCLUDES:
Company Name, Address, Phone, Website, Contact Name

SPECIAL UPGRADE PACKAGES

Option 1\$2,500
Includes Standard Listing Plus: Company Logo, Company description, territories covered, and lines carried.

Option 2\$10,000
Includes Items Above Plus: 3 Full Page advertisements (valued at over \$12,000)*



DEADLINE TO PARTICIPATE: FRIDAY September 25, 2020

All listing and profile information must be received by deadline to participate!

EXCLUSIVE BUYERS GUIDE MARKETING OPPORTUNITIES

MAXIMIZE YOUR EXPOSURE WITH TAB PAGE ADVERTISEMENTS

Stand out with a full-page, four-color advertisement on one of 12 tab options.

- » Magazine opens automatically to a tab page!
- » Coveted, premium positions!
- » High-profile, year-round exposure!
- » First right to renew for subsequent years!



TAB PAGE AD RATES: \$5,250

Tab pages will be reserved on a first-come, first-served basis.

Pole Position Incentive

Reserve your 1/6-page advertisement or larger by **SEPTEMBER 4** to receive a **FREE Product Preview Entry*** with your product showcased in the **2021 Product Preview** editorial feature!

Free Company and Product Listings**

Submit your company and product listing information by **SEPTEMBER 25** to receive your complimentary product listings.

**Advertisers receive unlimited boldface listings! Companies not advertising will have a 10-category limit.



The 2021 PRI Product Preview is a powerful photographic "sneak peek" at new racing products for the 2021 racing season.

AD SIZE	PRODUCT PHOTOS
1/6-PAGE AD	1 Free Product Photo
1/4-PAGE AD	1 Free Product Photo
1/3-PAGE AD	1 Free Product Photo
1/2-PAGE AD	2 Free Product Photos
2/3-PAGE AD	3 Free Product Photos
FULL-PAGE AD	4 Free Product Photos
TAB PAGE	5 Free Product Photos
2-PAGE SPREAD	8 Free Product Photos



IMPORTANT PRI DIRECT BUYERS GUIDE DATES:

SEPTEMBER 4..... Fax or mail enclosed listings, or go to primag.com/bg20 to reserve advertising space and receive bonus advertising opportunities.

SEPTEMBER 22..... Product Preview photos due to PRI.

SEPTEMBER 25..... Listing forms due to PRI to receive complimentary listings in the 2021 PRI Direct Buyers Guide.

OCTOBER 19..... Last day to reserve advertising space in the 2021 PRI Direct Buyers Guide!

For more information call 949-499-5413.