



# DRAG RACER

## 2012 MEDIA KIT



### MARKET DEMOGRAPHICS

- ADVERTISING RATES
- ADVERTISING CLOSING DATES



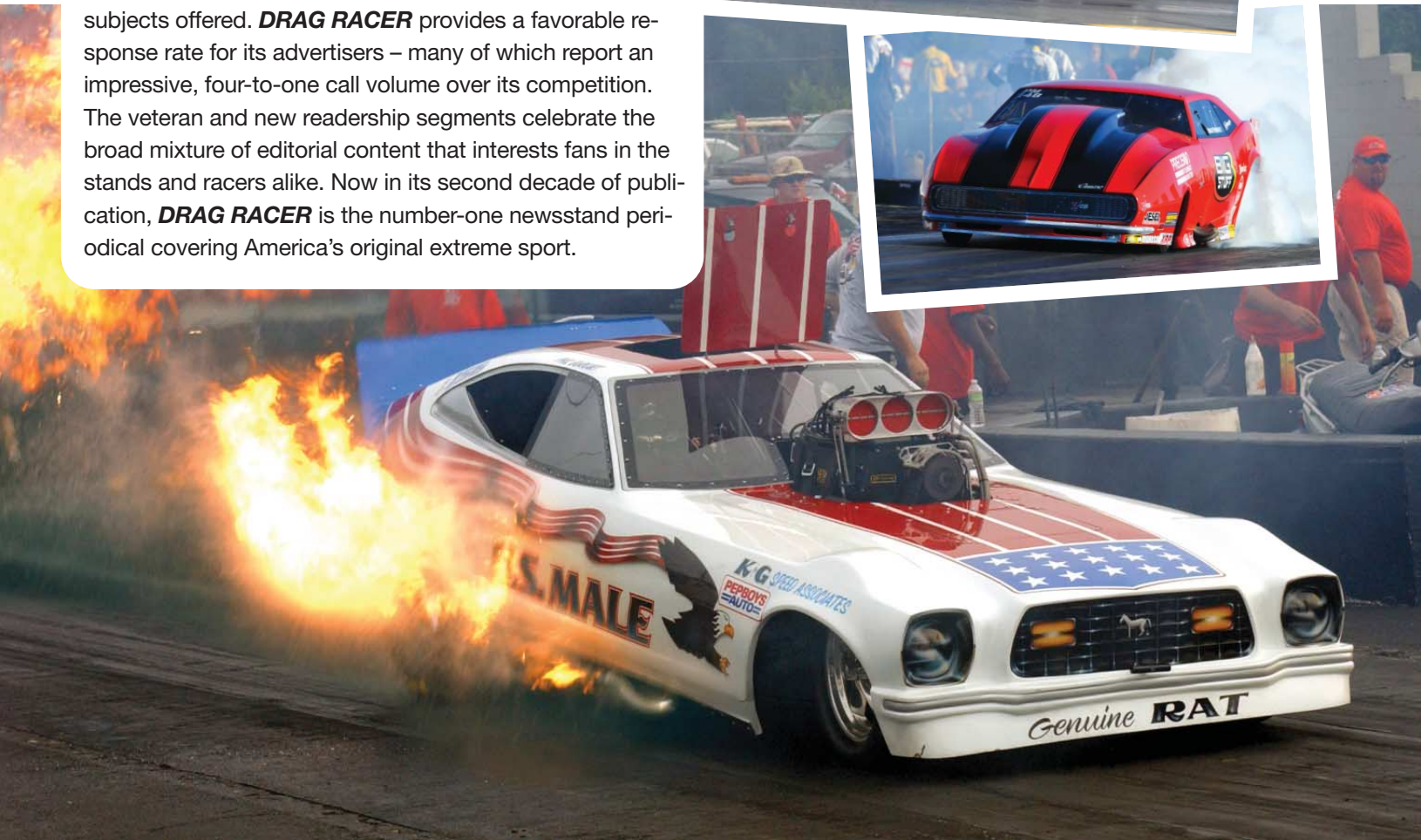
# DRAG RACER

MAGAZINE

Covering the fastest accelerating vehicles on the planet, **DRAG RACER** magazine 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, using nitrous oxide injection, and towing. The main objective is dedicated to providing a comprehensive package each time out that covers Sportsman, Pro 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 attractive 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 high school to their 60's. And while the senior reader base embraces the nostalgia coverage, they also enjoy reading about the contemporary subjects offered. **DRAG RACER** provides a favorable response rate for its advertisers – many of which report an impressive, four-to-one call volume over its 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.



# DRAG RACER

MAGAZINE

## READERSHIP PROFILE

Average Age - **44**

Average income - **\$78,500**

**97%** are male

**3%** are female



## DISTRIBUTION

We have increased distribution in major retailers such as Safeway/Vons, Wal-Mart, 7-11, and Albertson's. As we move into 2012, we expect to add even more copies to our current distribution numbers. Beckett Media's Circulation business model is designed to aggressively acquire the most influential and esteemed readership in key niche markets. Our premium pricing strategy goes hand in hand with product improvements and therefore our readership consists of the most dedicated individuals who have the highest propensity to purchase advertisers' products.



# DRAG RACER

## MAGAZINE



### ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
May	01/25/12	02/02/12	03/20/12
Jul	03/21/12	03/29/12	05/15/12
Sept	05/23/12	05/31/12	07/17/12
Nov	07/25/12	08/02/12	09/18/12
Jan	09/19/12	09/27/12	11/13/12
Mar	11/21/12	11/28/12	01/15/13

### RATES

#### 4 COLOR RATES

	1X	6X	12X
Full Page	\$3,740	\$3,366	\$2,805
2/3 Page	\$2,805	\$2,525	\$2,104
1/2 Page	\$2,244	\$2,020	\$1,683
1/3 Page	\$1,870	\$1,683	\$1,403
1/4 Page	\$1,496	\$1,346	\$1,122
1/6 Page	\$1,122	\$1,010	\$842
1/8 Page	\$935	\$842	\$701
1/16 Page	\$561	\$505	\$421
2 Pg Spread	\$7,106	\$6,395	\$5,330
Cover 2	\$4,488	\$4,039	\$3,366
Cover 3	\$4,114	\$3,703	\$3,086
Cover 4	\$4,862	\$4,376	\$3,647

### Short Cut-Off Ad Sizes and Specifications

#### Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

#### Material Requirements

- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett Media LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

#### Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live)	7" x 9.75" deep*
2/3 page (2 columns)	4.5" x 9.625" deep
1/2 page (3 columns)	6.75" x 4.75" deep
1/2 page (2 columns)	4.5" x 7.25" deep
1/3 page (2 columns)	4.5" x 4.75" deep
1/3 page (1 column)	2.125" x 9.625" deep
1/4 page (2 columns)	3.25" x 4.75"
1/6 page (1 column)	2.125" x 4.75" deep
1/6 page (2 columns)	4.5" x 2.25" deep
1/12 page (1 column)	2.125" x 2.25" deep

\*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

Magazine Trim Size:  
7.75" x 10.5" deep

Full Page Bleed (all 4 sides):  
8" x 10.75" deep

Non-bleed Spread:  
14.75" x 9.75" deep

Full Bleed Spread  
(all 4 sides):  
15.75" x 10.75" deep  
(keep live matter centered  
to 14.75" x 9.75")

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