

DRAG RAGER



2013 MEDIA KIT



DRAG RACER

The fastest-accelerating vehicles on the planet, that's America's sport of drag racing.

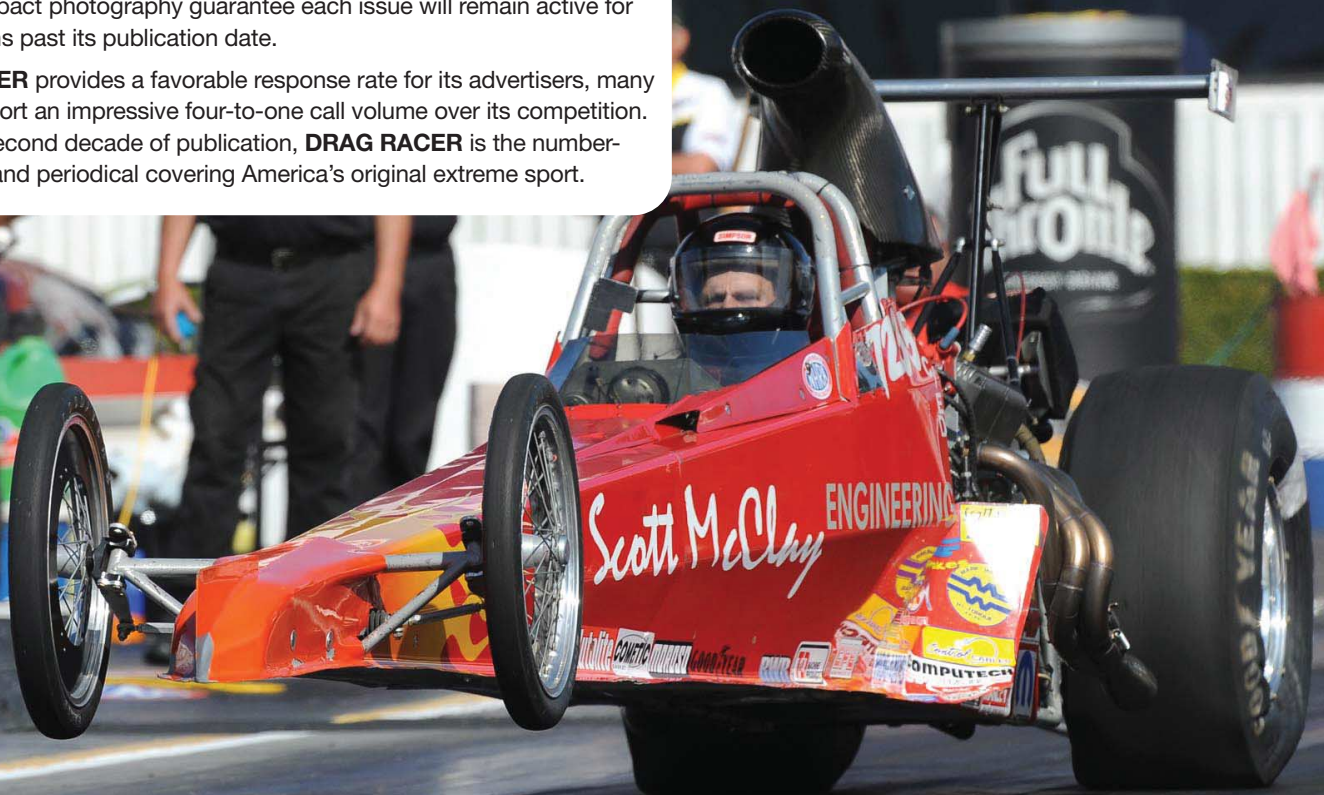
DRAG RACER MAGAZINE offers its readers a unique perspective on this high-impact test of man and machine. The most respected individuals in the sport provide informative and interesting technical articles, driver profiles, factory tours, hot car features, thought-provoking columns and "behind the scenes" race coverage. **DRAG RACER'S** main objective is to provide a comprehensive package, with each issue covering all that's relevant to Sportsman, Pro and Nostalgia racing.

DRAG RACER benefits from the fact that all involved with its creation—editorial, photography, art and advertising—are diehard drag racing fanatics. Everyone at **DRAG RACER** fully understands the needs of the readers and advertisers and is passionate about producing the best magazine possible. From the newly redesigned cover and interior graphics to the editorial meat and accompanying eye-catching photography, **DRAG RACER** never slacks off or fails to deliver.

Readers are primarily male and run the entire socio-economic spectrum from blue collar to corporate executives. You'll find **DRAG RACER** in the hands of teenagers working on their first car through baby boomers with ample time and money to spend on automotive interests. Whether working in the backyard garage or turning the work over to pros, readers are continually focused on improving the performance of their vehicles, whether full out racers, street/strip performers or hot streeters. Additionally, this magazine's fans flock to the the stands and pit areas of racing events, local and national, on a weekly basis.

DRAG RACER celebrates its wide and diverse readership by providing editorial content tailored to all racers and race fans. Those on both sides of the guard rail and with all levels of expertise, know **DRAG RACER** will provide hours of reading and rereading pleasure. The in-depth tech pieces and high-impact photography guarantee each issue will remain active for many months past its publication date.

DRAG RACER provides a favorable response rate for its advertisers, many of which report an impressive four-to-one call volume over its competition. Now in its second decade of publication, **DRAG RACER** is the number-one newsstand periodical covering America's original extreme sport.



DRAG RAGER

READERSHIP PROFILE

Average Age - **44**

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

97% are male

3% are female



DISTRIBUTION

We have increased distribution to major retailers throughout the nation. Moving into 2013, 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 as a result our readership consists of the most dedicated individuals who have the highest propensity to purchase our advertisers' products



DRAG RAGER



ON SALE/CLOSING DATES

	ADS CLOSE	ART DUE	ON SALE
May	01/23/13	01/31/13	03/19/13
Jul	03/27/13	04/04/13	05/21/13
Sept	05/22/13	05/30/13	07/16/13
Nov	07/24/13	08/01/13	09/17/13
Jan	09/25/13	10/03/13	11/19/13
Mar	11/20/13	11/27/13	01/14/14

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")

Gabe Frimmel

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