



2024

AT THE CENTER OF MOTORSPORTS

Online. Print. Social:
RACER does more than
report the news.
We tell the stories that
capture the beauty,
passion and culture
of racing.



*RACER is not affiliated with F1, F1 Las Vegas or The Sphere. This recreation is not meant to depict or imply an actual sponsorship of the Las Vegas Grand Prix by RACER.



RACER REACHES THE LARGEST AUDIENCE OF MOTORSPORTS ENTHUSIASTS AND INSIDERS THROUGHOUT NORTH AMERICA

843,256

RACER.com
avg. monthly users¹

30,129

RACER
print+digital circ.²

502,026

RACER SOCIAL
avg. monthly engagements³

229,396

Apple News +
avg. monthly users⁴

¹May-August 2023, Google Analytics; ²2023 USPS Statement of Ownership; ³FB, TW, YT, IG ; Jan-Oct 2023; ⁴Jan-Oct 2023

DEFINING EXCELLENCE



Even in a digital world,
tangible things still matter.

RACER magazine remains one
of the last great magazines
focused on auto racing. It is

the soul of our brand and the foundation of our
authority in the marketplace.

- » Six issues annually
- » 95% of RACER's circulation is paid and the magazine has earned a strong 70% annual subscriber renewal rate

ACTIVELY ENGAGED WITH THE SPORT THEY LOVE:

RACER's audience goes beyond merely consuming content. Each month RACER.com and RACER's social media platforms are active with shares, comments and likes by audience members who are highly engaged with our content and the motorsports community.

In fact, there were **2,293,961** direct shares of stories from RACER.com in the first 10 months of 2023. Another **5,020,257** likes, comments, shares and views emanated from our social media platforms during the same period.*

*Based on aggregated data compiled by RACER from platform analytics.



THEIR ENGAGEMENT DRIVES INFLUENCE:

Experts within their peer groups, RACER's audience is highly influential in automotive-related purchases.

93%

Are regularly considered the automotive expert

64%

Are asked about new car purchases

67%

Are solicited for automotive advice more than three times per year

80%

Use racing a justifier for their opinions or advice



OPEN TO MESSAGING THAT SPEAKS TO THEIR PASSION:

Through advertising, native content and channel sponsorships, brands can reach a highly receptive audience.

79%

Discovered a new brand as a result of a driver, team or event sponsorship

62%

Find editorial content influential when making a purchase decision

71%

Have responded to an ad in RACER or on RACER.com by visiting the advertiser's website



RACER'S AUDIENCE IS IN THE PRIME AGE AND INCOME SEGMENT WITH TRUE SPENDING POWER

60%

Between ages 18 and 54*

70%

\$100,000+ Annual HHI

78/22%

Male/Female*

59%

Agree they are the first
among their peers to try a
new product or service

69%

Believe luxury cars are
worth the premium price

73%

RACER readers say they
will pay a premium for items
they desire.

IN THE DRIVER'S SEAT

More than just followers of the sport, RACER's audience are actively participating in motorsports across a range of levels and activities.

91%

Attend one or more motorsports events per year

58%

Have participated in a racing or driving school

51%

Participate in an auto race or track day six or more times per year

35%

Are members of a race sanctioning organization

21%

Own a race or track-day car

18%

Work in the automotive and/or motorsports industry



2023 Audience Survey

TOP MARKETS

- | | |
|-------------------------|--------------------------|
| 1. New York City | 11. Atlanta |
| 2. Indianapolis | 12. Charlotte |
| 3. Los Angeles | 13. Dallas/Ft. Worth |
| 4. Chicago | 14. Philadelphia |
| 5. San Francisco | 15. Minneapolis/St. Paul |
| 6. Milwaukee | 16. Washington D.C. |
| 7. Columbus | 17. Seattle/Tacoma |
| 8. Tampa/St. Petersburg | 18. Portland, Ore |
| 9. Phoenix | 19. San Diego |
| 10. Detroit | 20. Denver |



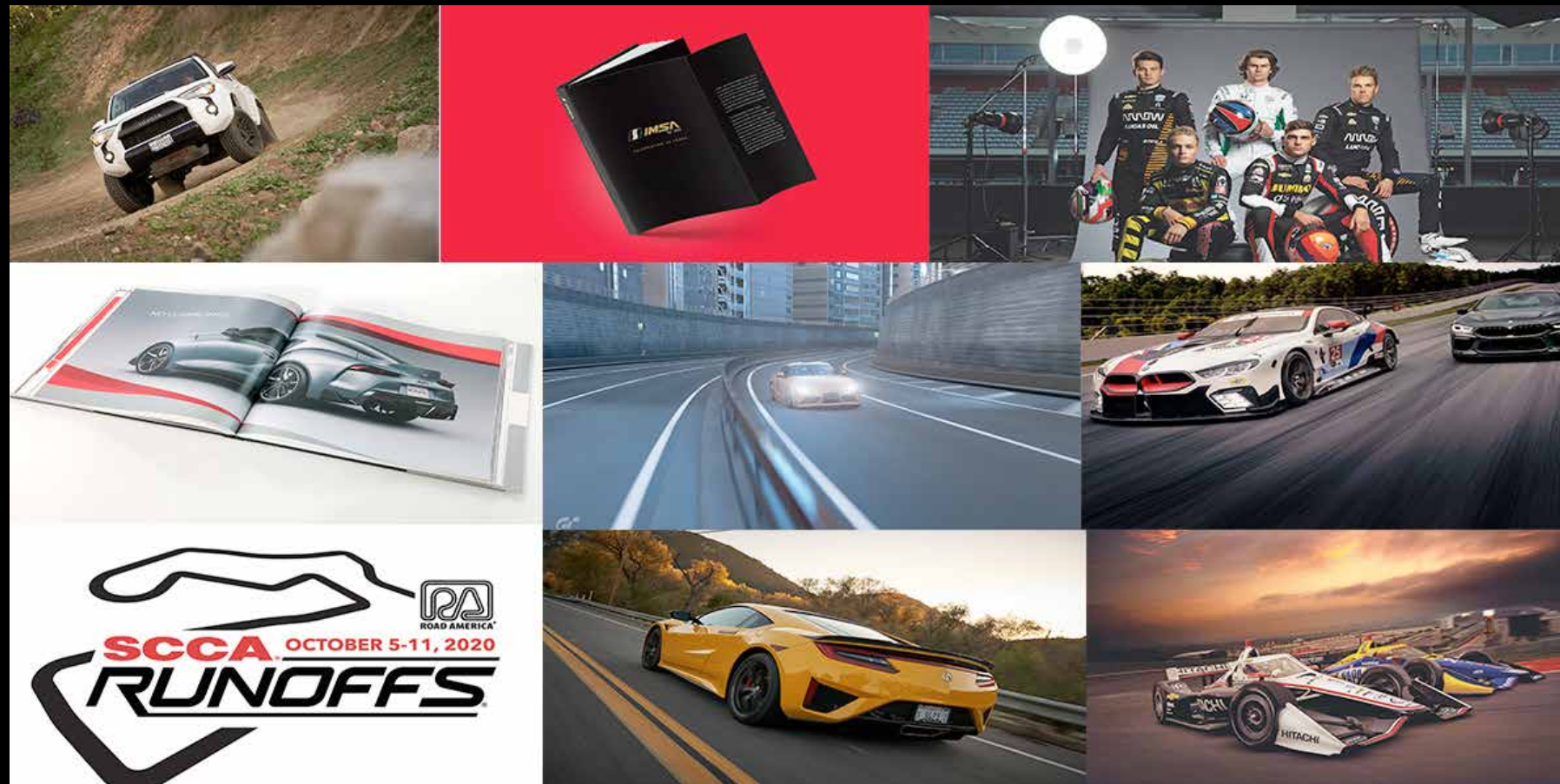
RACER and RACER.com anchor the RACER family of publications including *Vintage Motorsport*, the journal racing history. Cross platform packages expand the reach of branded messaging and content across the gamut of motorsports audiences where the passion for all things racing lives.





Story_Creative_Influence_Research

We work with automakers, participants and sanctioning bodies to produce authentic original creative and content that speaks to endemic and non-endemic audience alike.



..... Learn more at [RACERSTUDIO.com](https://www.racerstudio.com)

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