

PRI

THE BUSINESS OF RACING **STARTS HERE**

2021
KIT
MEDIA



**PERFORMANCE RACING INDUSTRY
TRADE SHOW & MEDIA COMPANY**

DECEMBER 9-11, 2021 • INDIANAPOLIS, IN

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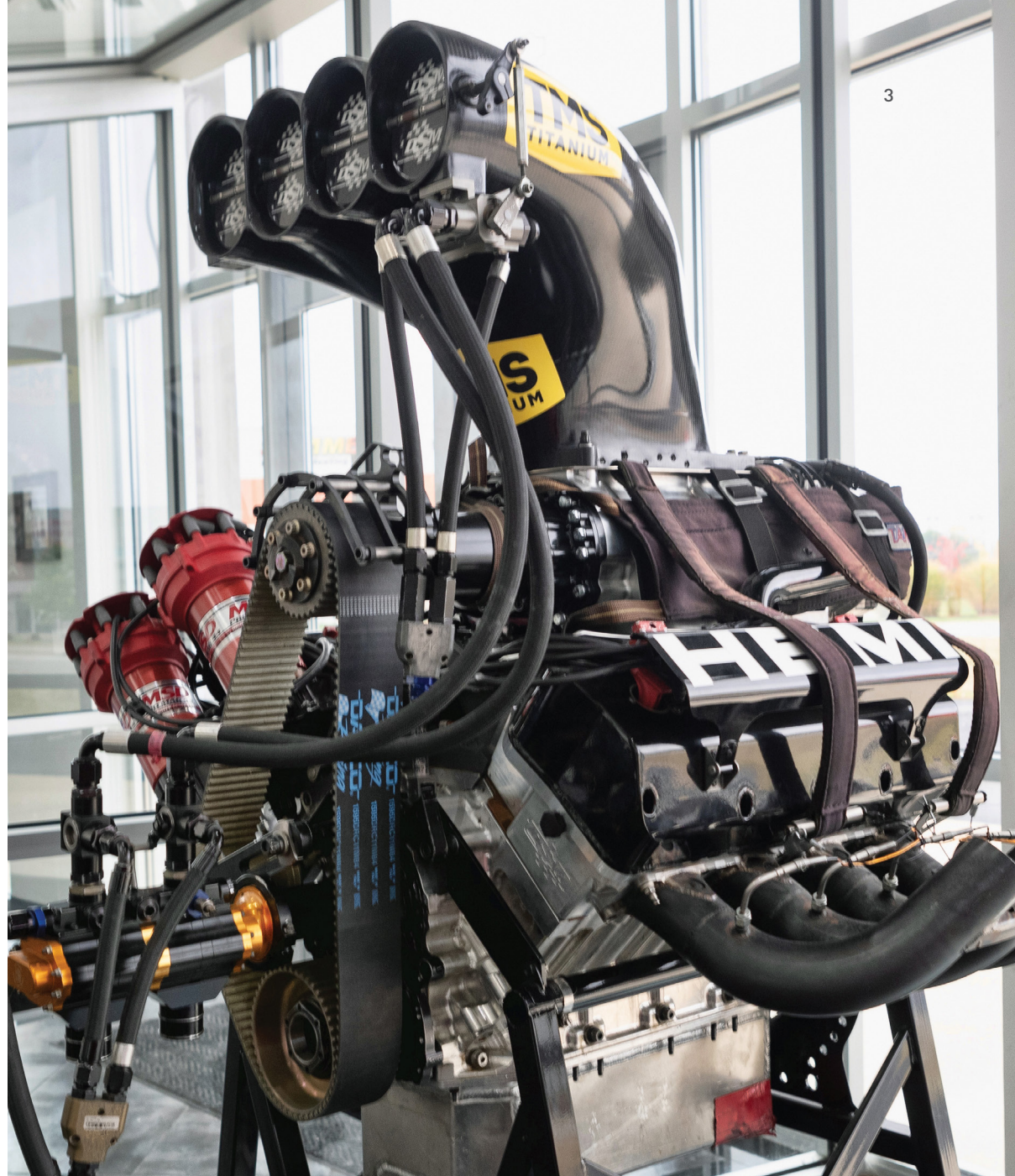
ABOUT US

Since its inception in 1986, Performance Racing Industry (PRI) has served as the motorsports industry's key source for trends, merchandising ideas, new products, business strategies, and more. Through the world's premier auto racing trade show in Indianapolis, Indiana, as well as PRI's award-winning monthly business magazine, digital platforms and social networks, motorsports industry members from all over the world remain at the cutting edge of the worldwide racing marketplace. Founded by racing entrepreneur Steve Lewis, PRI was purchased by SEMA in 2012.

The annual PRI Trade Show features over 1,100 companies exhibiting in more than 3,300 booths and showcasing the latest products, services, machinery, simulation and testing technologies, and trailers for the racing industry at the Indiana Convention Center and Lucas Oil Stadium in downtown Indianapolis. Launched in 1988, the Show encompasses all forms of racing and attracts attendees from all 50 states and across the globe, including professional race teams, retail shops, warehouse distributors, engine builders, fabricators, dealers, installers, jobbers and media.

PRI, whose sphere of influence includes drag racing, short track, stock car, road racing, off-road, vintage, endurance, karting, truck and tractor pulling, performance marine, and more, is known as the leading publishing and events company for racing and performance professionals. Value-added services include an extensive PRI Education program at the annual Trade Show, regular networking events at major racing hubs across the US, and hosting of best-in-class conferences during Race Industry Week, among others. The company is based in Aliso Viejo, California.

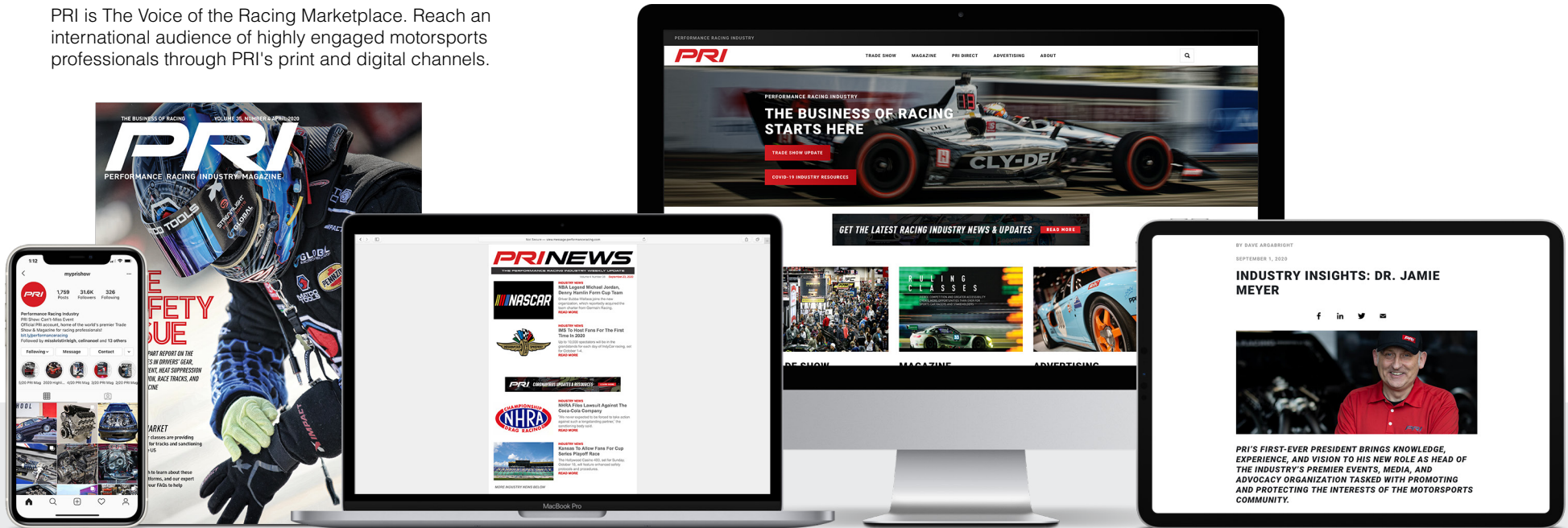
**PERFORMANCE RACING
INDUSTRY MEANS BUSINESS**



ENGAGEMENT

OVER **2.2 MILLION**
IMPRESSIONS PER MONTH

PRI is The Voice of the Racing Marketplace. Reach an international audience of highly engaged motorsports professionals through PRI's print and digital channels.



SOCIAL MEDIA
1.65 MILLION+
total impressions per month

MAGAZINE
27,000
qualified industry subscribers

eNEWS
100,000+
weekly distribution

WEB
2,049,763
views annually

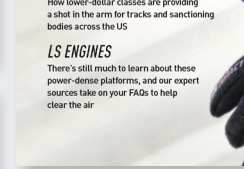
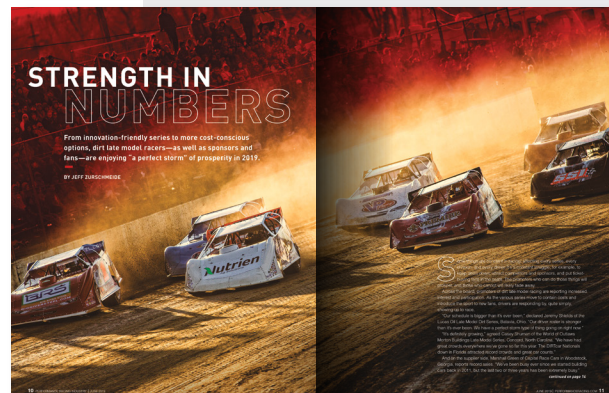
**7/10 READERS SHARE ADVERTISING WITH
CO-WORKERS, CLIENTS OR CUSTOMERS**

PRINT

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.

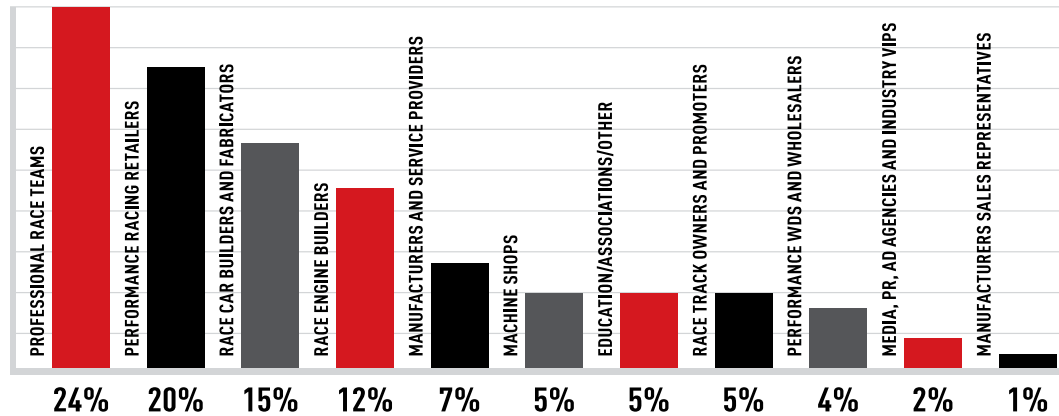
27,000 PRINT



READER PROFILE

More than 27,000 qualified motorsports professionals read PRI magazine in print every month.

BY BUSINESS TYPE



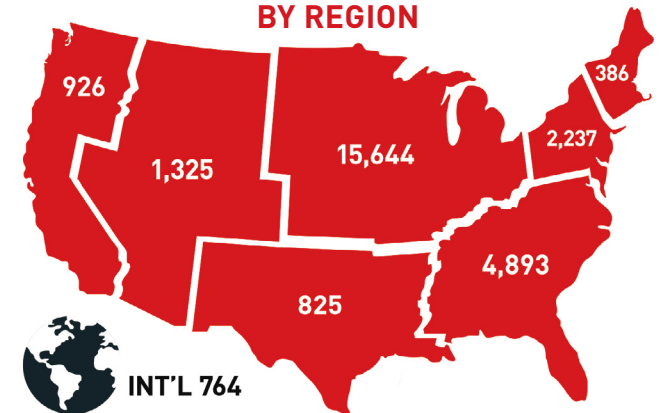
RACING REPRESENTATION



CUSTOMER BASE



BY REGION



Statistics from 2018 PRI Trade Show registration and Show Survey results.

EDITORIAL CALENDAR

IN EACH ISSUE

OP-EDS:

- From the President
- From the Editor
- Race Team Column

PHOTO SPREAD:

- Lead Position

COLUMNS:

- Ask the Experts
- Problem Solvers
- Technical Education
- Stop Doing That... Do This Instead
- Editors' Choice: Parts, Tools & Equipment
- Make The Case

Q&AS:

- New Hires
- Industry Insights

SPECIAL REPORT:

- What's Trending In Motorsports

DEPARTMENTS:

- Industry News
- Advocacy Corner
- Race Shop
- Catalogs
- Social Status

JANUARY

FEATURES:

- Drag Racing
- Camshafts
- Carburetors
- Data Acquisition & Sensors

AD CLOSE 11/17 • ARTWORK DUE 11/23

MAY

FEATURES:

- Open Wheel
- Valvetrain
- Driver & Vehicle Safety
- Drivelines

AD CLOSE 3/17 • ARTWORK DUE 3/23

SEPTEMBER

FEATURES:

- Off-Road *PRODUCT FOCUS*
- Trailers
- Intake Manifolds
- Chassis Construction & Welding

AD CLOSE 7/14 • ARTWORK DUE 7/20

FEBRUARY

FEATURES:

- Stock Cars
- Suspension
- CAD/CAM
- Power Adders

AD CLOSE 12/16 • ARTWORK DUE 12/22

JUNE

FEATURES:

- Dirt Late Models
- Engine Blocks
- Cooling Components
- Fuel Systems

AD CLOSE 4/14 • ARTWORK DUE 4/20

OCTOBER

FEATURES:

- EV Racing
- Exhaust Systems
- Crankshafts *PRODUCT FOCUS*
- Coatings

AD CLOSE 8/18 • ARTWORK DUE 8/24

MARCH

FEATURES:

- Road Racing
- Dynos
- Pistons
- Tooling, Cutters & Abrasives

AD CLOSE 1/20 • ARTWORK DUE 1/26

JULY

FEATURES:

- Diesel Motorsports
- Gaskets
- Connecting Rods
- Chassis Setup Equipment

AD CLOSE 5/12 • ARTWORK DUE 5/18

NOVEMBER

SPECIAL REPORT: PRI TRADE SHOW GUIDE

- Exhibitor Listing
- Featured Products Showcase
- Featured Vehicle Snapshot
- Event Schedule
- PRI Education Preview
- Indianapolis City Guide

FEATURES:

- Engine Technology
- Race Tracks & Sanctions
- Youth Market
- International Report

AD CLOSE 9/15 • ARTWORK DUE 9/21

APRIL

FEATURES:

- Modifieds
- Cylinder Head Development
- EFI
- Fluids, Oils & Lubricants

AD CLOSE 2/17 • ARTWORK DUE 2/23

AUGUST

FEATURES:

- Vintage Racing
- Shop Machinery
- Top Drawer & Tool Boxes
- Oil Systems *PRODUCT FOCUS*

AD CLOSE 6/16 • ARTWORK DUE 6/22

DECEMBER

2022 BUYERS GUIDE

AD CLOSE 10/13 • ARTWORK DUE 10/19

MAGAZINE AD RATES



ADVERTISING RATES

- All ad rates include 4-color.
- Advertising rates are effective January 2021 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.

	<u>1-TIME*</u>	<u>3-TIME</u>	<u>6-TIME</u>	<u>12-TIME</u>
Full page	\$4,080	\$3,835	\$3,570	\$3,325
23 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

	<u>1-TIME</u>	<u>6-TIME</u>	<u>12-TIME</u>
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

Per Column Inch..... 1-TIME 3-TIME 6-TIME
 \$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.

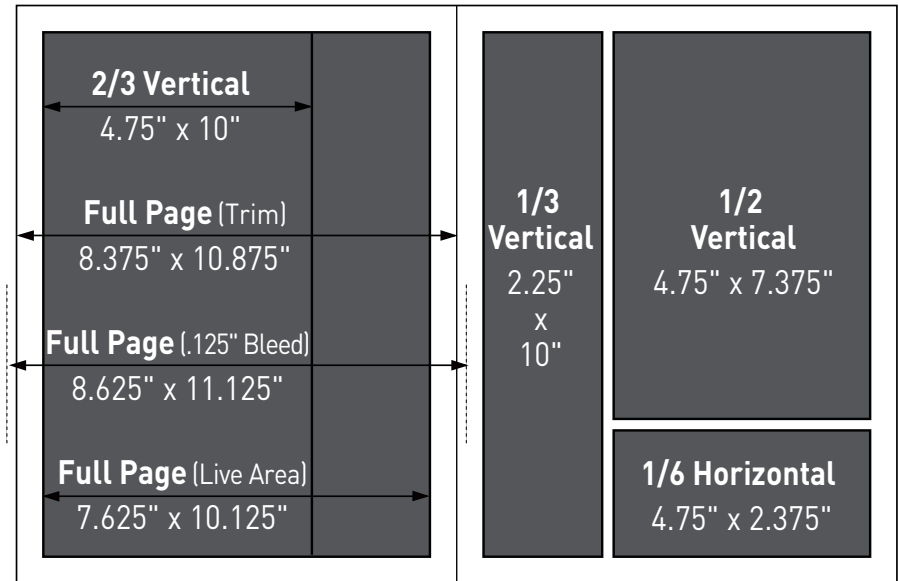
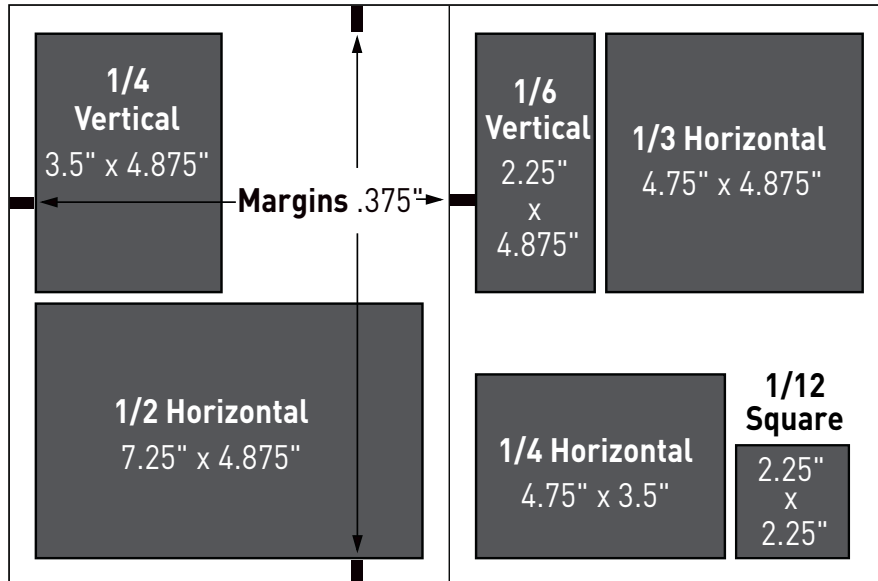
FURNISHED MATERIALS

- 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.

MAGAZINE AD SIZING



SIZE SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
SPREAD		
(trim size)	16.75"	10.875"
(with .125" bleed)	17.0"	11.125"

AD SIZES	WIDTH	HEIGHT
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"

AD SIZES	WIDTH	HEIGHT
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"

AD SIZES	WIDTH	HEIGHT
1/6 Horizontal	4.75"	2.375"
1/6 Vertical	2.25"	4.875"
1/12 Square	2.25"	2.25"

MAGAZINE AD SPECS

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.

INDIANAPOLIS

December 9–11, 2021: 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

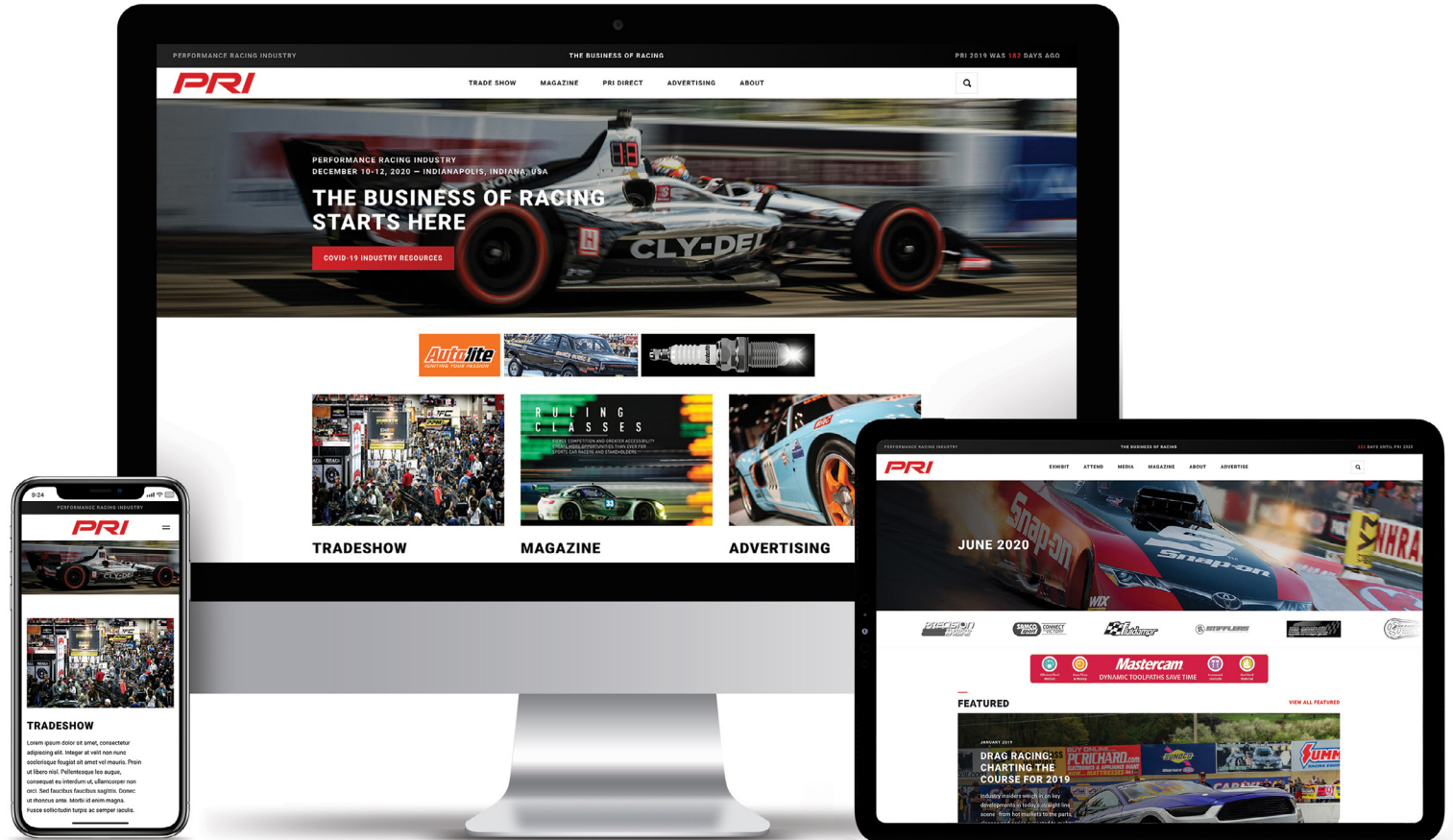
Statistics measured June 2018-June 2019



WEBSITE

There's only one place on the Internet to put your company message where the entire racing industry can see it: the PRI website. Your banner advertisement puts industry visitors only one click away from your website. There's only a limited number of banner advertisements available, so reserve early.

2,049,763 VIEWS ANNUALLY*



*Stats taken from one year span June 2019–June 2020

WEBSITE AD RATES & SPECS

HOME PAGE

Per month, 12 consecutive months\$580 NET

Specs:

- **Leaderboard:** 728 x 90 pixel banner ad. (Desktop)
- **Rectangle:** 300 x 250 pixel banner ad. (Mobile)
- Includes banner tracking (impressions and clicks).

Ads will be displayed in any of the two portal positions randomly but not at the same time.

LANDING & SUB PAGES

Advertise on PRI's popular News, Blog & Featured Product Pages.

Limit one per landing / sub page.

Per month, 3 consecutive months\$760 NET

Per month, 6 consecutive months\$645 NET

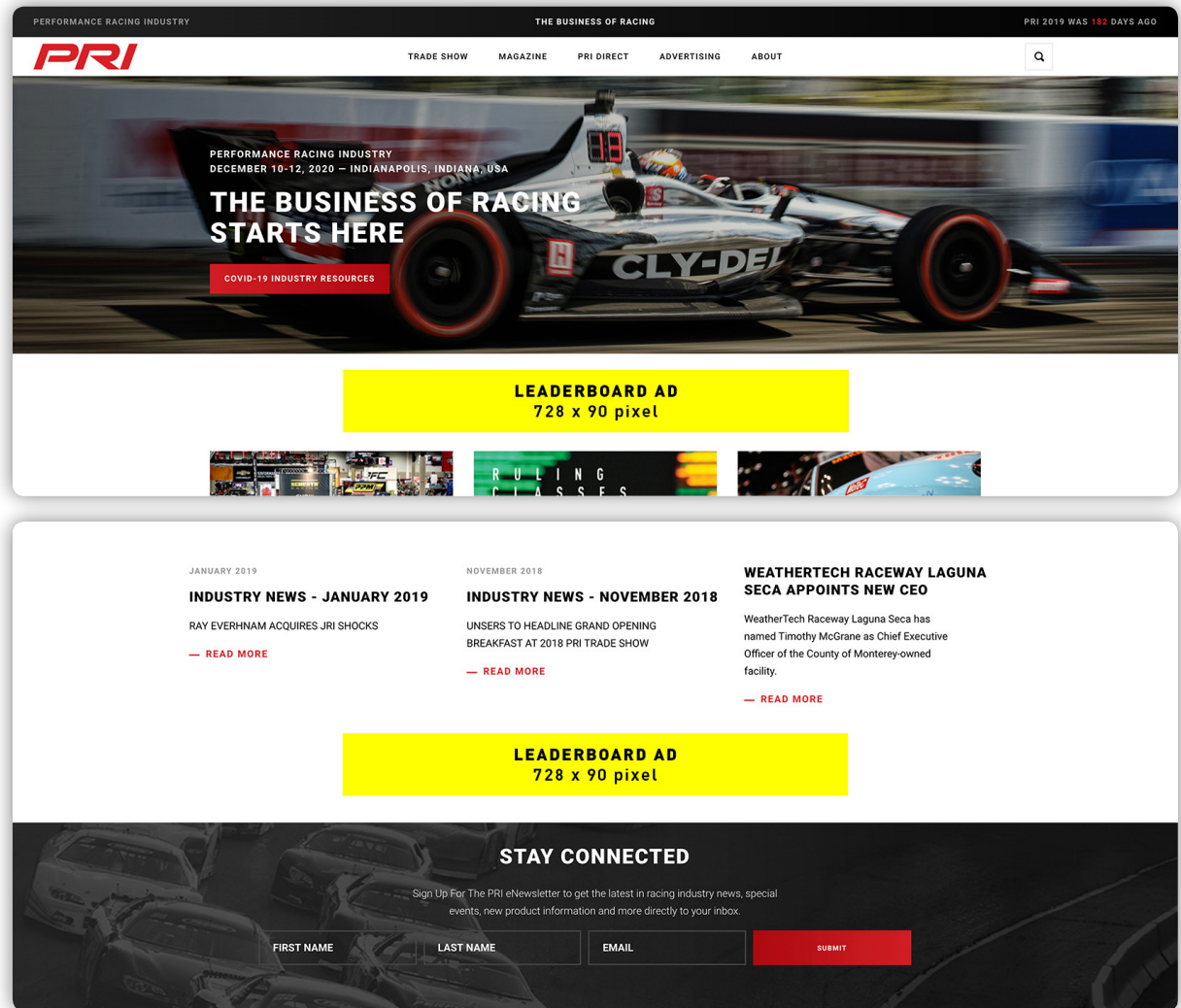
Per month, 12 consecutive months\$580 NET

Specs:

- **Leaderboard:** 728 x 90 pixel banner ad. (Desktop)
- **Rectangle:** 300 x 250 pixel banner ad. (Mobile)
- Includes banner tracking (impressions and clicks).

Ad Preparation:

- File format: jpg, png or gif. (40k max file size)
- Animated gifs ok up to :15 seconds.



WEBSITE AD RATES & SPECS

TRADE SHOW HOME PAGE

Breaking Show news, photo galleries, exhibitor and attendee information, event listings, press releases and more are featured on this landing spot that, in a 12-month period, received over 600,000 page views! When visitors access Trade Show information online, your company can be front-and-center with strategically placed banner advertisements.

Per month, 3 consecutive months	\$760 NET
Per month, 6 consecutive months	\$645 NET
Per month, 12 consecutive months	\$580 NET

Specs:

- **Leaderboard:** 728 x 90 pixel banner ad. (Desktop)
- **Rectangle:** 300 x 250 pixel banner ad. (Mobile)
- **Small Rectangle:** 300 x 100 pixel banner ad. (Desktop & Mobile)
- Limit 5. No advertisement rotation.

Ad Preparation:

- File format: jpg, png or gif. (40k max file size)
- Animated gifs ok up to :15 seconds.

TRADE SHOW LOGO SCROLLER

Price **\$1,000 NET + Purchase of Upgrade Show Listing**

Small Rectangle:

- Logo size 123 x 38 pixels.
- Scrolling logo on Show and Magazine home pages.
- Logos display 8 up per screen and rotate every 3-4 seconds.
- Logos link to advertiser's upgraded listing on floorplan.

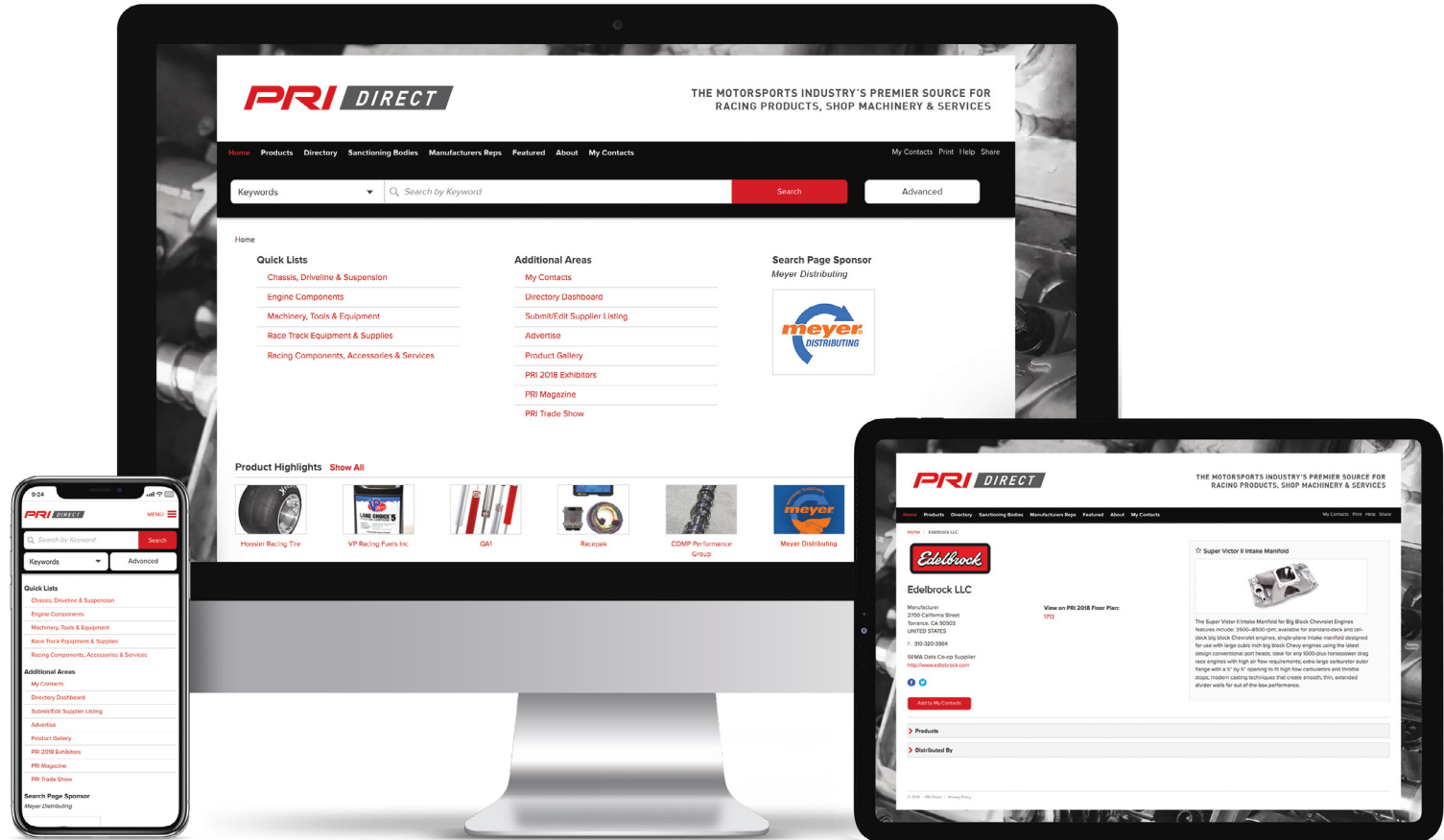
The screenshot displays the PRI website layout with several key features and ad placements highlighted:

- Top Navigation:** Includes buttons for "VIEW FLOORPLAN", "SEARCH EXHIBITORS", "MY SHOW PLANNER", and "EXHIBITOR DASHBOARD".
- Content Columns:** Three columns of text-based content:
 - REVEALS STRENGTH AMONG RETAILERS:** Text about COVID-19 impact and a "LEARN MORE" button.
 - RACING INDUSTRY:** Text about the 2020 Performance Racing Industry (PRI) Trade Show and a "LEARN MORE" button.
 - SHOW:** Text about exhibit space and a "LEARN MORE" button.
- Ad Placements:** Three yellow boxes labeled "SMALL RECTANGLE AD 300 x 100 pixel" are positioned below the content columns.
- Sticky Bar:** A dark grey bar with the text "STAY CONNECTED" and a sign-up form for the PRI eNewsletter (fields for First Name, Last Name, Email, and a Submit button).
- Logo Scroller:** A horizontal banner featuring logos for PRI, SUNNER, COMETIC, QAL, BUFFALO TURBINE, and WPC. A yellow box highlights the "COMETIC" logo with the text "LOGO SCROLLER AD 123 x 38 pixel".
- Footer:** Three red buttons: "BUY A BOOTH", "SPONSORSHIP OPPORTUNITIES", and "FEATURED PRODUCT SHOWCASE".
- Bottom Ad:** A large yellow box at the bottom labeled "LEADERBOARD AD 728 x 90 pixel".

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

eNEWSLETTER

With an email list of over 100,000+ racing industry entrepreneurs, PRI's weekly eNewsletter goes to the prequalified volume buyers you want to reach. Limited banner positions per eNewsletter means your company gets more focus.

100,000+
WEEKLY
DISTRIBUTION

PRI NEWS

THE PERFORMANCE RACING INDUSTRY WEEKLY UPDATE

Volume 4 Number 38 September 24, 2020



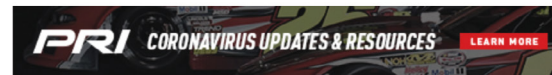
INDUSTRY NEWS
NBA Legend Michael Jordan, Denny Hamlin Form Cup Team

Driver Bubba Wallace joins the new organization, which reportedly acquired the team charter from Germain Racing.
[READ MORE](#)



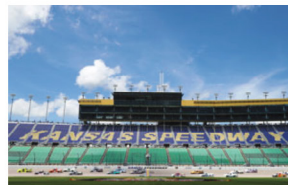
INDUSTRY NEWS
IMS To Host Fans For The First Time In 2020

Up to 10,000 spectators will be in the grandstands for each day of IndyCar racing, set for October 1-4.
[READ MORE](#)



INDUSTRY NEWS
NHRA Files Lawsuit Against The Coca-Cola Company

'We never expected to be forced to take action against such a longstanding partner,' the sanctioning body said.
[READ MORE](#)



INDUSTRY NEWS
Kansas To Allow Fans For Cup Series Playoff Race

The Hollywood Casino 400, set for Sunday, October 18, will feature enhanced safety protocols and procedures.
[READ MORE](#)

MORE INDUSTRY NEWS BELOW



MAGAZINE
How The Online Sales Has Swung

Experts predict what's next for storefronts as racers get used to the convenience of clicking the 'buy' button.
[READ MORE](#)



MAGAZINE
Crank Suppliers Weigh Counterweights, Special Designs

Insiders reveal the latest trends in manufacturing processes.
[READ MORE](#)

PRI NEWS

THE PERFORMANCE RACING INDUSTRY WEEKLY UPDATE

Volume 2 Number 1



BREAKING NEWS
What's The Largest Category? The Industry's New Online Tool?

Find out by searching PRI Direct, the new resource for racing professionals that offers 24/7 access to over 2,400 top motorsports and service providers!
[ENTER PRI DIRECT](#)



Where INNOVATION is accelerated
Great ideas meet the road in Delaware, OH!
Offering A Dedicated Specialty Aftermarket Automotive Cluster Business Park!
www.delawaremeansbusiness.com



INDUSTRY NEWS
Jim France Named Interim Chairman At NASCAR

The vice chairman and executive vice president following the arrest of Brian France in New York, last weekend.
[READ MORE](#)



MAGAZINE
Discover How The Experts Restore Vintage Race Parts

Shop owners explain how to keep your vintage race car humming by locating—or creating—the right parts and restore historic road racing cars.
[READ MORE](#)

eNEWSLETTER AD RATES & SPECS

WEEKLY INDUSTRY eNEWSLETTERS

Published weekly on Wednesdays. Limit (4) positions per newsletter.

\$625 per eNewsletter

Specs:

- **Medium Leaderboard:** 468 x 60 pixel banner ad.
- File format: jpg or .png (40k max file size)
- No animation.
- Includes banner tracking (impressions and clicks).

SHOW DAY EDITIONS

Four special editions published at the PRI Trade Show. One newsletter per day Wednesday through Saturday, December 8–11, 2021. Limit (4) banner positions per newsletter.

\$2,500 per day/per ad (1 eNewsletter)

Specs:

- **Medium Leaderboard:** 468 x 60 pixel banner ad.
- File format: jpg or .png (40k max file size)
- No animation.
- Includes Banner tracking (impressions and clicks).

SPONSORED CONTENT

Ad featured content in the PRI eNewsletter. Limit (1) per eNewsletter.


\$2,500 NET

Specs:

- Featured position in PRI eNewsletter.
- Includes photo and article summary with link to full article.
- Maximum 1000 words. Text to be provided by advertiser and edited by PRI staff. Article also hosted on PRI Magazine website.
- Website content can also include photo slideshow with captions.
- Shared on PRI's social media accounts. (Facebook, Instagram, Twitter)


146 DAYS UNTIL PRI 2017 • REGISTER TODAY

PRI NEWS
THE PERFORMANCE RACING INDUSTRY WEEKLY UPDATE
Volume 1 Number 1 July 14, 2017



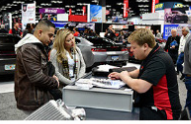
ONLINE EXCLUSIVE
How To Get The Most Out Of Your Ignition Systems
Discover how and why proper upkeep of these critical components is key in order for racers to extract maximum power and reliability from their vehicles.
[READ MORE](#)

AD POSITION #1: (468 X 60)




TRADE SHOW
Where Can A Racing Parts Buyer Shop 1100 Top Suppliers?
Register now for unbeatable access to the worldwide racing marketplace. All forms of motorsports will be represented at PRI 2017 in Indianapolis, December 7-9.
[READ MORE](#)

AD POSITION #2: (468 X 60)




TRADE SHOW
Exhibitors: Connect With Thousands Of New Buyers!
PRI Trade Show exhibitors are granted exclusive access to thousands of new buyers in the market for innovative racing products. Reserve exhibit space today for PRI 2017.
[READ MORE](#)

AD POSITION #3: (468 X 60)



PRODUCTS
Over 187 mJ Of Spark Energy From PerTronix Performance Products!
PerTronix Performance Products will be displaying its recently released Digital HP CD Ignition System in the new Featured Products Showcase at the 2017 PRI Trade Show. Exhibitors, submit your products today!
[READ MORE](#)




MAGAZINE
Coming Soon: The Future Of Muscle Cars, Revealed
PRI Magazine's September issue will examine bold predictions for this powerful segment, as well as in-depth coverage of the latest in Fuel Pumps & Filters, Intake Manifolds, Race Shop Software and much more. To secure advertising space, contact a PRI sales representative today at 949499-5413.


AD POSITION #4: (468 X 60)

146 DAYS UNTIL PRI 2017 • REGISTER TODAY


PRI NEWS
THE PERFORMANCE RACING INDUSTRY WEEKLY UPDATE
Volume 1 Number 1 July 12, 2017



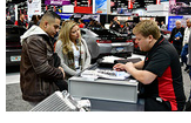
ONLINE EXCLUSIVE
How To Get The Most Out Of Your Ignition Systems
Discover how and why proper upkeep of these critical components is key in order for racers to extract maximum power and reliability from their vehicles.
[READ MORE](#)



SPONSORED TECH FEATURE
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[READ MORE](#)




TRADE SHOW
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[READ MORE](#)




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[READ MORE](#)

Save Our Race Cars
[Click Here Now](#)



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Coming Soon: The Future Of Muscle Cars, Revealed
PRI Magazine's September issue will examine bold predictions for this powerful segment, as well as in-depth coverage of the latest in Fuel Pumps & Filters, Intake Manifolds, Race Shop Software and much more. To secure advertising space, contact a PRI sales representative today at 949499-5413.

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