

SPECIAL EDITION MAGAZINE EXCLUSIVELY DISTRIBUTED AT WALMART

NASCAR

2018 YEAR IN REVIEW MEDIA KIT

(AE)ENGINE

**WE'LL TAKE YOUR COMPANY FROM ZERO TO
A 2018 NASCAR TITLE**



PRINT + DIGITAL + TICKETS + PIT PASSES + HOSPITALITY 2018

NASCAR Delivers Marketing Horsepower



- ✓ Is the No. 1 sport in brand loyalty. Fans are **three times** as likely as non fans to try and purchase sponsors' products and services.
- ✓ Is the No. 1 spectator sport, with **17 of the 20 most attended sporting events** in the U.S.
- ✓ Has an average of over 120,000 spectators at each Cup event.
- ✓ Is the No. 2 rated regular season sport on U.S. television.
- ✓ Has more Fortune 500® companies rely on them to build their brands than any other sport.



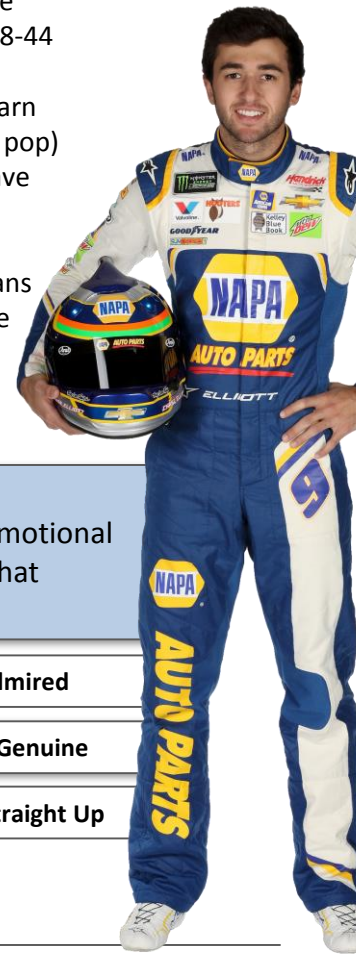
DEMOGRAPHICS OF THE FAN BASE

Gender: 63% male / 37% female
Age: 45% of NASCAR fans are 18-44 (96 index vs. U.S. pop)
Income: 54% of NASCAR fans earn \$50,000+ (104 index vs. U.S. pop)
Family: 38% of NASCAR fans have children under the age of 18 (97 index vs. U.S. pop)
Geographic regions: NASCAR fans live in regions that mirror the U.S. population
Minorities: 1 out of 5 NASCAR fans is multicultural

NASCAR REFLECTS LIFE

NASCAR brings a series of emotional qualities to create a brand that resonates with fans:

| | |
|-------------------|-------------|
| Down-to-Earth | Admired |
| "Regular" People | Genuine |
| Honorable | Straight Up |
| Like a Big Family | |





Three Million Impressions and Counting

The Only NASCAR Magazine Published Season-Long

Launched in 2005, *NASCAR Pole Position* is an officially licensed magazine, and the only season-long magazine published in a multiple-edition format for NASCAR. NASCAR Pole Position provides the broadest reach and distribution of any NASCAR magazine.

Digital & Social Media

ROAR!, *Weekly Race Preview* magazine is available as a desktop and mobile application. Additionally, a digital edition of *NASCAR Pole Position* is made available on the official website.

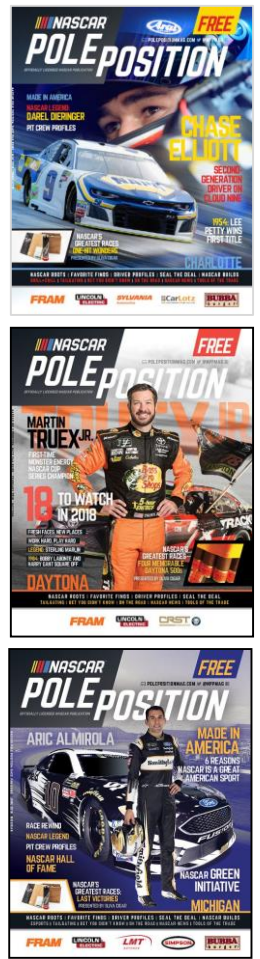
Official website: polepositionmag.com
Twitter: @NPPmag

Best Value in NASCAR

NASCAR Pole Position and *ROAR! Weekly Race Preview* magazines are complimentary distributed via major retailers and social media partners to millions of NASCAR fans throughout the country, from February through November.

Event Activation

During select race weekends, the NASCAR Pole Position Event Team executes at-track sampling events exclusively for our magazine partners.





a year-round NASCAR experience

» at the track » digital » print

» at the track

- sampling and on-site demonstration



» at the track

- race day hospitality



» at the track

- car sponsorship



» print

- Pole Position magazine



» website

- polepositionmag.com



» digital

- ROAR! weekly preview magazine

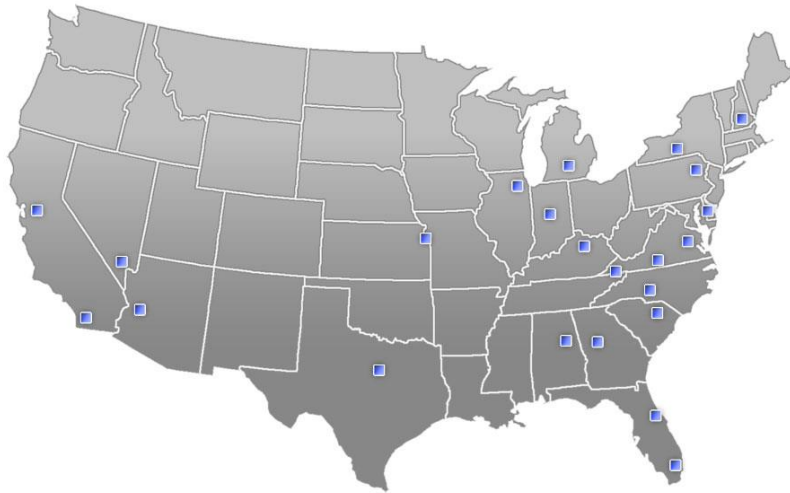


NASCAR
Officially licensed magazine



| | |
|-----------------------------|---|
| COMPOSITION | Full-color throughout |
| TRIM SIZE | 8 3/8" x 10 7/8" |
| STOCK | 8pt. Gloss Cover; 70# Gloss Text |
| BINDING | Perfect Bound |
| COVER | UV Coated |
| CONTENT & DESIGN | The magazine is packed with year in review NASCAR features, news and information. <i>NASCAR Pole Position</i> is not only a must read for both the casual and diehard NASCAR fan, but also a collector's item that is kept for years to come. |
| READERSHIP | 300,000 |
| DISTRIBUTION | Distributed exclusively at more than 700 Walmart stores in all 23 NASCAR race markets at the conclusion of the 2018 NASCAR season. |
| DIGITAL EDITION | A special digital edition of ROAR! will be published after the NASCAR awards banquet in Las Vegas in December. |

NASCAR Pole Position Year in Review Special Edition magazine is exclusively distributed at Walmart in 23 markets at the conclusion of the season.



Distribution Breakdown by State

Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Michigan, New Hampshire, Nevada, New York, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas, Virginia

Our Premier Distribution Partner



ROAR! DIGITAL PREVIEW

ROAR! IS FOR NASCAR FANS
100% FREE

MAGAZINE-STYLE CONTENT FOR YOUR DESKTOP OR MOBILE DEVICE

COMMENTARY

RUSTY WALLACE CASTS UNIQUE SHADOW ON BRAD KESLOWSKI'S CHARLINGTON WIN

BY JAKE S. TORRES

One of the most iconic moments of the Darlington race weekend occurred late Sunday night after the race when NASCAR Hall of Famer Rusty Wallace — being just engaged up his bride as an on-air emcee for Motor Racing Network — paid a visit to Victory Lane to celebrate with his former teammate and former Brad Keselowski. Wallace, who drove for Team Penske from 1998 through the final season of 2005, never managed to win in his 43 starts at Darlington. However, for seeing Keselowski do it — with Wallace's old car number and while sporting one of Wallace's old paint schemes — was understandably pleasing to the 1980 champion of NASCAR's premier

series. Keselowski, for his part, was thrilled to share the limelight with the man who brought his No. 14 car to prominence some five decades ago. "He's a legend in the sport, he's a Hall of Famer, so you can't deny what he's done for our sport," Keselowski said. "And it's great to be able to honor him, and the best way to honor him is to make the car run good and to win the race, and that just, of course, is going to make that car even more meaningful than it is already. So that's very special. I don't know what he's going to do with this car, but I hope they'll race it together and just to remember special moments. It would be really cool gift for Rusty and his family that we can do that." Some idea, it did.

ROAR! TO NASCAR ON THE WINNING OUT THIS WEEKEND

Somehow we've started about an hour later than scheduled due to lightning on the Darlington area. As expected, it might have been to drop the green flag with the track being dry, but it's still light by playing safe and making sure all lightning — something far more dangerous than rain — had ceased.

ANALYSIS

5 LESSONS LEARNED

As first two races of the Monster Energy Series playoffs have not gone anywhere near as Denny Hamlin and Erik Jones had hoped. Raging elimination this weekend at the new Charlotte Motor Speedway "ROCKS," Hamlin and Jones each have an uphill climb to advance to the Round of 16. Hamlin, ranked last among the 16 playoff drivers, is 28 points behind Ryan Blaney — the driver currently holding the first transfer spot. Jones, meanwhile, is 21 points to the left of the Round of 16 cutoff. To make it to the next round, Hamlin and Jones will likely need to finish in the top five at the ROCKS, and how some of the drivers ahead of them in points finish exceptionally closely also. At the wrong side of the cutoff but with a much more realistic chance of advancing past Clint Bowyer (four points behind Blaney) and Jesse Johnson (16).

| | |
|-------------------|---|
| COMPOSITION | Full-color throughout |
| EDITIONS | 1; Special Year in Review Edition |
| PLATFORM | Desktop, Mobile |
| DIGITAL REACH | Distributed to 90,000 subscribers |
| ADVERTISING | Static, video and interactive; single page, and editorial opportunities available |
| CONTENT & DESIGN | Recapping the 2018 NASCAR season at all levels of competition. |
| DISTRIBUTION DATE | Early December |

VIEW ROAR! At www.polepositionmag.com/roar-archives/

Formed in 2005, A.E. Engine provides publishing, marketing and production services to companies and associations across the country.

Based in Tampa, Florida, A.E. Engine concepts, develops and executes print, digital and event strategies for its partners at the professional, collegiate and scholastic level.

A.E. Engine is the longest standing NASCAR publishing licensee and the only publisher to deliver magazine that is distributed season long. *NASCAR Pole Position* is a nationally-distributed magazine distributed in all 23 NASCAR Series race markets, and published 38 times per year.

Other A.E. Engine partners include Celebrity Golf Tournaments, US Youth Soccer and more than 100 Fortune 1000 companies. A.E. Engine also owns and operates a youth sports property -- Friday Night Football (FNF) -- and has a rapidly-growing custom publishing unit.

A.E. Engine

11880 28th St. North
Suite 101
St. Petersburg, FL 33716
www.ae-engine.com
727.209.0792
info@ae-engine.com

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