



SOCIAL + DIGITAL + PRINT + CAR SPONSORSHIP + HOSPITALITY + SAMPLING + TRACK ACTIVATION

2020 MARKETING OPPORTUNITIES



FUELED BY  **POLE** POSITION

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/services.



Is the No. 1 spectator sport **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

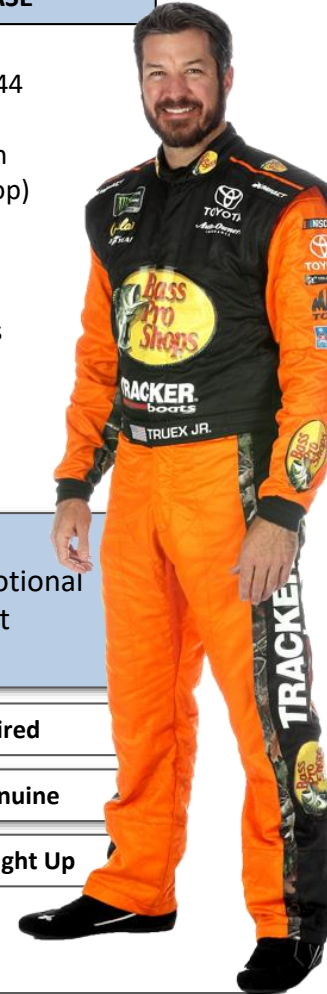
"Regular" People

Genuine

Honorable

Straight Up

Like a Big Family





NASCAR CUP SERIES

The NASCAR Cup Series is the top racing series of NASCAR and features the sport's racing superstars.



NASCAR XFINITY SERIES

The NASCAR XFINITY Series is the proving ground for up and coming drivers, and also an additional opportunity for the sport's top drivers to compete.



NASCAR GANDER OUTDOORS TRUCK SERIES

The NASCAR Gander Outdoors Truck Series features great drivers, up-and-coming stars and has a cult-like following among racing fans.



NASCAR HOME TRACKS

The NASCAR Home Tracks program is called the "Soul of NASCAR". It features seven separate series that run at more than 100 tracks across the world.



Tie your campaign together across the full spectrum of media channels available for reaching the NASCAR audience.

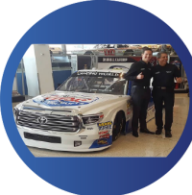
Social Media

Keep the conversation going online with a daily drum beat of sharable content and giveaways for fans



Car Sponsorship

Race team car sponsorships can be scaled to size for any business.



Out of the Groove

One of the most popular NASCAR creators on YouTube, Eric helps drive the weekly conversation around the sport.



Email Campaign

Every issue of ROAR, along with important updates from Pole Position and our partners, go out every week to over 90,000 core fans



NASCAR Pole Position

Our flagship publication provides premium, insider content covering all things NASCAR, including drivers, fans, esports pros, and influential personalities.



ROAR!

The viewer's guide for the modern NASCAR fan provides a twice-weekly digest of the most important information, trends, and storylines before and after every race.



Race Hospitality

Create an exciting experience for customers and employees.



NASCAR Trackside Sampling

Fans line up early to get their hands on the latest products from our partners, along with our signature complimentary totes





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

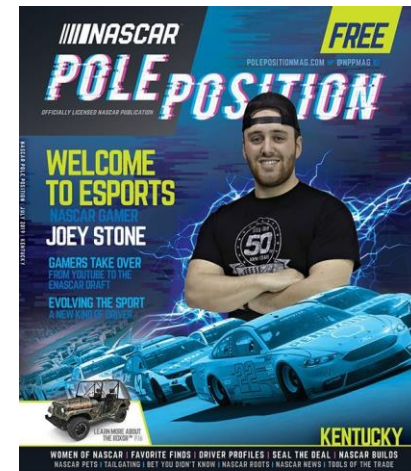
YouTube: Eric Estep's "Out of the Groove"

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.



ROAR! DIGITAL PREVIEW

ROAR! IS FOR NASCAR FANS
100% FREE

MAGAZINE-STYLE CONTENT FOR YOUR DESKTOP OR MOBILE DEVICE

COMMENTARY

IN JUST SAY

RUSTY WALLACE CASTS BRAD KESELOW'S CARLINGTON WIN

BY JAKE S. TURNER

One of the greatest moments of the Darlington race weekend occurred late Sunday night after the race when NASCAR Hall of Famer Rusty Wallace... **THE CLASS OF THE FIELD**

ANALYSIS

5 LESSONS LEARNED

DENNY HAMLIN & ERIC JONES ARE IN A BIND

BY JAKE S. TURNER

Has first two races of the Monster Energy Series playoffs have not gone anywhere near as Denny Hamlin and Eric Jones had hoped... **5**

COMPOSITION	Full-color throughout
EDITIONS	74 (Feb.-Dec.)
PLATFORM	Desktop, Mobile
DIGITAL REACH	Published twice weekly to 90,000 subscribers
ADVERTISING	Static, video and interactive; single page, two page spreads and editorial opportunities available
CONTENT & DESIGN	Features the latest news for the upcoming race weekend.
DISTRIBUTION DATE	Mondays, Fridays before each race weekend

VIEW THE LATEST ISSUE OF ROAR! at www.polepositionmag.com/roar-archives/

One of the biggest benefits ROAR! can provide NASCAR advertisers is the ability to engage readers in a unique and informative way.

The ROAR! advertising platform allows advertisers to update their messaging weekly and also provide multimedia capabilities, such as video, to inform and entertain subscribers.

Integrated, web-enabled advertising

INTEGRATED ADVERTISING

Energy NASCAR Cup Series: The performance in underfunded equipment eventually earned DiBenedetto his big break, as he was named to replace the injured Kurtzy Knight in the No. 95 Leavine Family Racing Toyota for the 2018 season.

Every time you race, DiBenedetto enjoys Cause's health and genetic health of his free time making performance modifications to client cars.

USE ON CUTS, SCRAPES, BURNS, ABRASIONS AND/ OR EVER-FRESH INTUOUS

ANIMAL INDOORS? IT'S NOT SAFE. BETTER BE HUMAN. PROTECT YOURSELF. PROTECT YOUR FAMILY.

LIVE SILVER STRONG™

SILVER BIOTICS®

GET A LAYER OF PROTECTION THE NATURAL WAY WITH OUR PATENTED NANO SILVER FIRST AID GEL.

Internal or External Video Player

CEMENT • TILE • PLASTIC • VINYL • RUBBER • METAL • FIBERGLASS • OIL SPILLS

Cleans Almost Everything!

TOUGH ON GRIME
SAFE ON THE ENVIRONMENT

Your FIRST choice to remove MUD and RUBBER from your RACECAR!

AVAILABLE AT SELECTED RETAILER LOCATIONS

MENARDS, AUTO PARTS, True Value, Beyer's, HOME DEPOT, AUTOPART, amazon, LAST CHANCE OIL, WOODMAN'S, ACE, TRUST WORTHY, ESCAPE R9

Claim your FREE sample at ExtremeKleaner.com

Cleaning tips, questions, or reorder contact us at: 1-800-EES-TEAM

OFFICIAL PARTNER OF: DAYTONA, NASCAR

NASCAR and Non-NASCAR affiliated company participation

3 KYLE BUSCH CAN'T BE BUT TOO UPSET WITH THIRD

PREMIUM QUALITY AUTOMOTIVE LUBRICANTS WITH...

THE POWER TO PROTECT

No. 108 Motor Assembly Grease

Clean & Cuddi Fluid Penetrating Oil

Pro-Grade 5W-30 Motor Oil

Spray Lube 'A' White Lithium Grease

Gear Shield Extra Heavy

Endurable Penetrating Oil

SYNTRIME HD-3 Grease

See for Sales Inquiries: 800.333.8333

Lubriplate Lubricants

AMERICAN AUTO PARTS

Editorial Inclusion

MSG: MAKING RACING SAFER

BY DAN GUTTENPLAN

MSG MOTORSPORTS SAFETY GROUP.

CONCussions

HEALTH AND WELLNESS

HYDRATION

NUTRITION

EDUCATION TO APPLICATION

PARTNERS TO WIN

MSG MOTORSPORTS SAFETY GROUP.

IN/NASCAR ARCA NHRA USAC

327.863.9707

www.msgsafetygroup.com

Facebook: @msgmotorsportsafetygroup

Twitter: @msgmotorsafety

Instagram: @msgmotorsafety

LinkedIn: msgmotorsafety

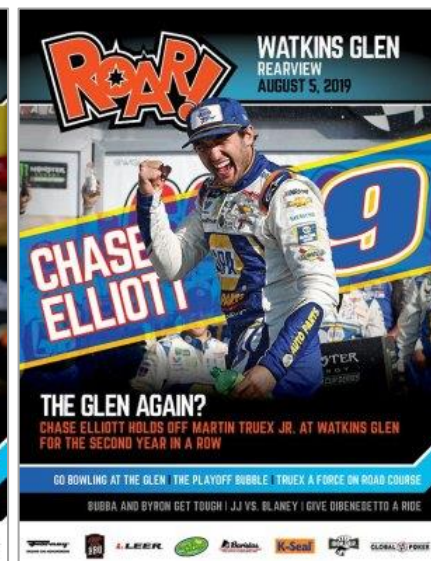
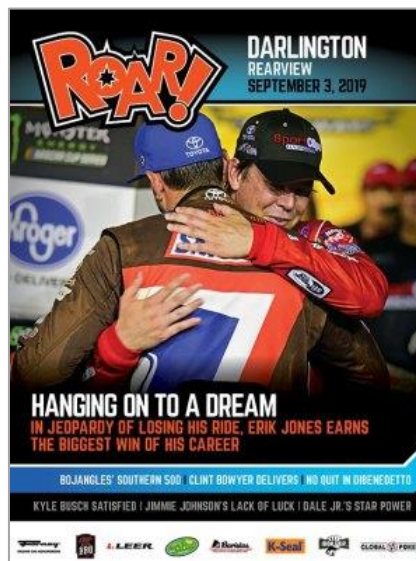
Month	Race	Race Date	Preview Issue	Review Issue	Material Due
FEBRUARY	Preview	1/27/2020	1/27/2020		1/20/2020
FEBRUARY	Daytona	2/16/2020	2/13/2020	2/17/2020	2/6/2020
FEBRUARY	Las Vegas	2/23/2020	2/20/2020	2/24/2020	2/13/2020
MARCH	California	3/1/2020	2/27/2020	3/2/2020	2/20/2020
MARCH	Phoenix	3/8/2020	3/5/2020	3/9/2020	2/27/2020
MARCH	Atlanta	3/15/2020	3/12/2020	3/16/2020	3/5/2020
MARCH	Miami	3/22/2020	3/19/2020	3/23/2020	3/12/2020
MARCH	Texas	3/29/2020	3/26/2020	3/30/2020	3/19/2020
APRIL	Bristol	4/5/2020	4/2/2020	4/6/2020	3/26/2020
APRIL	Richmond	4/19/2020	4/16/2020	4/21/2020	4/9/2020
APRIL	Talladega	4/26/2020	4/23/2020	4/27/2020	4/16/2020
MAY	Dover	5/3/2020	4/30/2020	5/4/2020	4/23/2020
MAY	Martinsville	5/9/2020	5/6/2020	5/11/2020	4/29/2020
MAY	Charlotte	5/24/2020	5/21/2020	5/25/2020	5/14/2020
MAY	Kansas	5/31/2020	5/28/2020	6/1/2020	5/21/2020
JUNE	Michigan	6/7/2020	6/4/2020	6/8/2020	5/28/2020
JUNE	Sonoma	6/14/2020	6/11/2020	6/15/2020	6/4/2020
JUNE	Chicago	6/21/2020	6/18/2020	6/22/2020	6/11/2020
JUNE	Pocono	6/27/2020	6/24/2020	6/29/2020	6/17/2020
JULY	Indianapolis	7/5/2020	7/2/2020	7/7/2020	6/25/2020
JULY	Kentucky	7/11/2020	7/8/2020	7/12/2020	7/1/2020
JULY	New Hampshire	7/19/2020	7/16/2020	7/20/2020	7/9/2020

Month	Race	Race Date	Preview Issue	Review Issue	Material Due
AUGUST	Michigan	8/9/2020	8/6/2020	8/10/2020	7/30/2020
AUGUST	Watkins Glen	8/16/2020	8/13/2020	8/17/2020	8/6/2020
AUGUST	Dover	8/23/2020	8/20/2020	8/25/2020	8/13/2020
AUGUST	Daytona	8/29/2020	8/26/2020	8/30/2020	8/19/2020
SEPTEMBER	Darlington	9/6/2020	9/3/2020	9/7/2020	8/27/2020
SEPTEMBER	Richmond	9/12/2020	9/9/2020	9/13/2020	9/2/2020
SEPTEMBER	Bristol	9/19/2020	9/16/2020	9/21/2020	9/9/2020
SEPTEMBER	Las Vegas	9/27/2020	9/24/2020	9/28/2020	9/17/2020
OCTOBER	Talladega	10/4/2020	10/1/2020	10/5/2020	9/24/2020
OCTOBER	Charlotte	10/11/2020	10/8/2020	10/12/2020	10/1/2020
OCTOBER	Kansas	10/18/2020	10/15/2020	10/19/2020	10/8/2020
OCTOBER	Texas	10/25/2020	10/22/2020	10/26/2020	10/15/2020
NOVEMBER	Martinsville	11/1/2020	10/29/2020	11/2/2020	10/22/2020
NOVEMBER	SEMA	11/3/2020	10/31/2020	11/4/2020	10/24/2020
NOVEMBER	Phoenix	11/8/2020	11/5/2020	11/9/2020	10/29/2020

**TWO UNIQUE EDITIONS PER WEEK
EMAILED DIRECTLY TO SUBSCRIBERS**

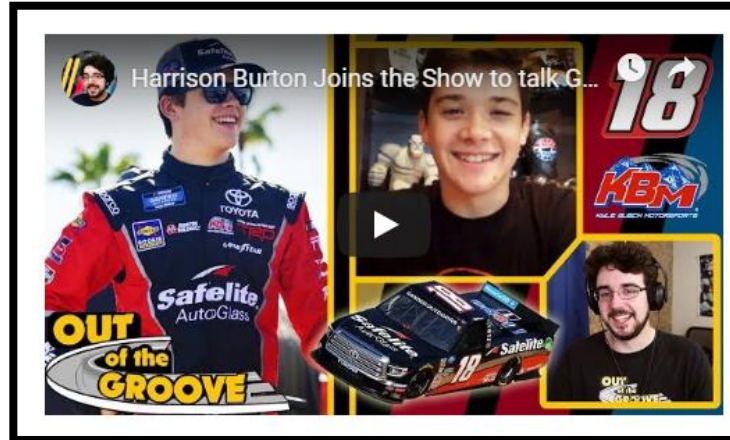
ROAR! is published twice weekly and distributed to 90,000 subscribers.

- Preview on Thursdays
- Review on Mondays



The #1 NASCAR content creator on YouTube, Eric Estepp hosts OUT OF THE GROOVE, a twice weekly talk show covering news and trending topics in the NASCAR fan community. As the top creator in the community, Eric is a major driver of the sport's online conversation each week. His content is exclusively provided by Pole Position.

- Coverage includes NASCAR Cup Series, Xfinity Series, Gander Outdoors Trucks, ARCA-K&N
- New episodes appear twice weekly



Sharable & Actionable Native Content Opportunities

- Native Video Segment
- Custom Video Episode
- On-Air Availability
- Product Placement
- Social Contests



BY THE NUMBERS

95,000
Subscribers

1 Million+
Monthly
Social
Impressions

750,000
Monthly
Views

LEARN MORE IN THE ENGINE ROOM >>>

Program Overview | [link](https://polepositionmag.com/out-of-the-groove/) | <https://polepositionmag.com/out-of-the-groove/>

Case Study: Permatex | [link](https://ae-engine.com/permatex-shines-with-landon-cassill-on-out-of-the-groove/) | <https://ae-engine.com/permatex-shines-with-landon-cassill-on-out-of-the-groove/>

Modern NASCAR Fan | [link](https://ae-engine.com/roar-magazine-viewers-guide-for-the-modern-mobile-nascar-fan/) | <https://ae-engine.com/roar-magazine-viewers-guide-for-the-modern-mobile-nascar-fan/>

Watch an Episode of Out of the Groove

<https://www.youtube.com/user/DoubleEdu>

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FEB	Phoenix	3/8/2020	3/4/2020	3/8/2020
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JULY	Kentucky	7/11/2020	7/8/2020	7/12/2020
JULY	Hampshire	7/19/2020	7/15/2020	7/19/2020

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NOV	Texas	10/25/2020	10/21/2020	10/25/2020
NOV	Martinsville	11/1/2020	10/28/2020	11/1/2020
NOV	Phoenix	11/8/2020	11/4/2020	11/8/2020

TWO UNIQUE EDITIONS PER WEEK

Out of the Groove is produced twice weekly.

- Preview on Thursdays
- Review on Mondays





In 2020, more than 225,000 partner products will be distributed to eager NASCAR fans.

- Thousands of brand-loyal race fans will fuel up with free products before each race at our Trackside Sampling Booth.
- The fans start lining up early outside the booth to receive their own “goody bag” full of products, coupons, and literature from our partners.



In 2020, sampling events will take place at the following tracks during Cup Series weekends:

- February** | Daytona International Speedway
- May** | Charlotte Motor Speedway
- June** | Pocono Raceway
- September** | Darlington Raceway
- October** | Talladega Superspeedway

LEARN MORE HERE >>>

Overview of the program | [link](#) |

<http://www.polepositionmag.com/sampling/>

YouTube Takeover | [link](#) |

<https://ae-engine.com/lessons-from-youtube-community-takeover-of-trackside-sampling/>

Secrets to a Sampling Bag | [link](#) |

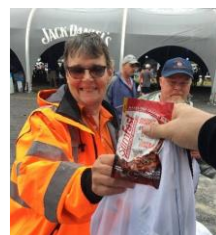
<https://ae-engine.com/how-you-can-turn-nascar-fans-into-super-happy-nascar-fans/>





TRACKSIDE
SAMPLING

EVENT ACTIVATION | Getting your brand in the hands of the fans





Tickets & Pit Passes

Securing tickets sounds easy, but finding the right seats at each event takes expertise. Pit passes put you in the middle of the action. Let A.E. Engine assist you in finding the best seats in the house.

Hospitality

A.E. Engine has a variety of trackside hospitality for your company to choose from, including VIP race tickets, cold passes, sky suite seating, exclusive catered hospitality suites and climate controlled dining.

Gift Cards

Via longstanding corporate relationships, your A.E. Engine rep is able to provide gift cards to many major retailers and companies. Just ask and we can deliver.

Merchandise

Our merchandise options provide your company with a large selection of gift items to help show appreciation to key clientele or to say “thank you” to your employees.

Experiences

Do you have a need for speed? If so, let our team put you behind the wheel of a race car at your favorite NASCAR track. Packages are available for year-round use.

Testimonial | Driving Experience

“My day was a truly amazing experience. It is a first-class operation. The opportunity to spend a day at the track with a state-of-the-art 500 horsepower race car in a safe, fun environment fulfilled something I had wanted to do since I was a little kid. My only regret is waiting so long to do it. I will definitely go back.” – current A.E. Engine client



2.8 MILLION PRINT IMPRESSIONS

NASCAR Pole Position magazine is distributed until all copies are in the hands of NASCAR fans. This provides partners with up to 2.8 million print impressions.



MASSIVE DIGITAL IMPRESSIONS

The combination of our YouTube platform and ROAR! digital magazine, a twice-weekly magazine, digitally pushes your message to core NASCAR fans.



AT-TRACK SAMPLING OPPORTUNITIES

The Trackside Sampling team will pass out your promotional products/literature to thousands of race fans at race weekends during the season.



SUPER FANS, SUPER SUPPORT

NASCAR has a higher percentage of its total fan base (Avid and Casual) willing to try sponsors' products and services than other sports leagues. Source: NASCAR Research



OFFICIALLY LICENSED MAGAZINE

Advertising in NASCAR Pole Position enables you to tie your company to the NASCAR brand and its brand-loyal legion of followers.



HIGH QUALITY STANDARDS

Our commitment to original and excellent content and design ensures each edition of the magazine has an extended shelf life which will drive more impressions for your brand.



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 conceives, 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 36 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

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A.E. ENGINE | CREATORS OF COMPELLING CONTENT AND PREMIUM PLATFORMS

