



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

2020 PREVIEW

FUELED BY  **POLE**POSITION

DISTRIBUTED AT **Walmart** 



NASCAR | No. 1 sport to deliver brand loyalty

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

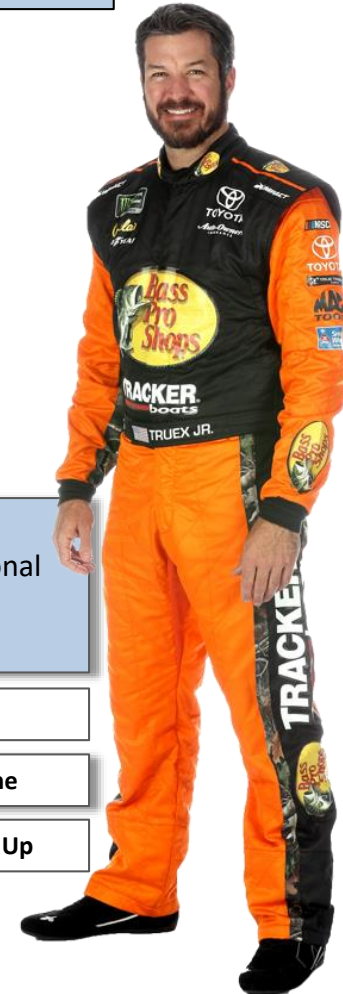
"Regular" People

Genuine

Honorable

Straight Up

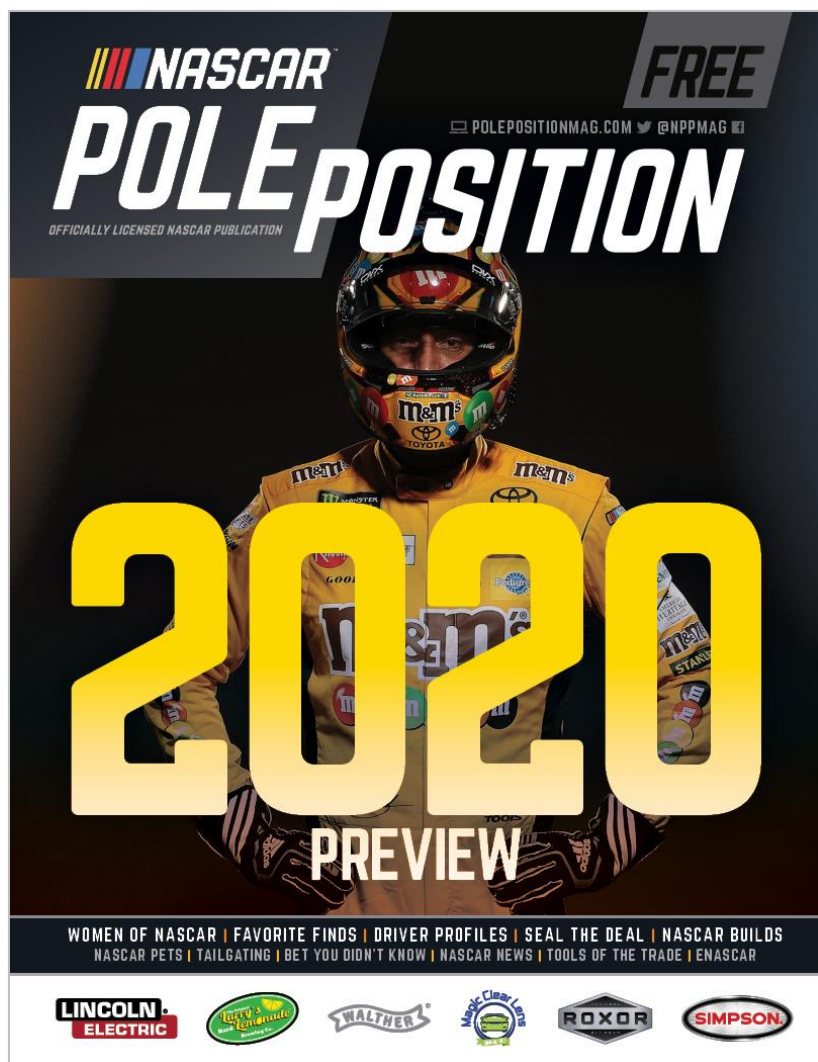
Like a Big Family





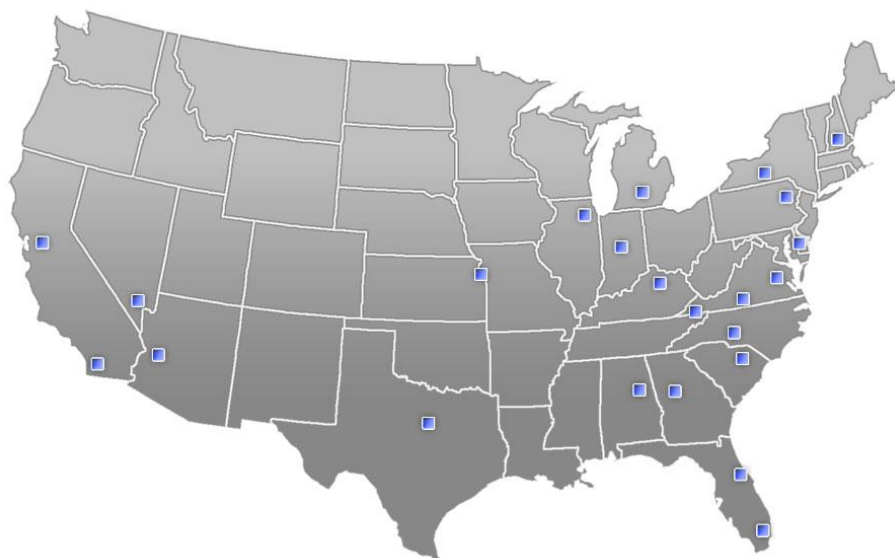
A.E. ENGINE and NASCAR | Partners since 2005





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 NASCAR exclusive content and photography. <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 to customers at more than 700 Walmart stores in every NASCAR race market in mid-January 2020, prior to the start of the season.
DIGITAL EDITION	A special digital edition of ROAR! will be published and distributed to the ROAR! database of more than 90,000 NASCAR fans.

NASCAR Pole Position 2020 Preview special edition magazine is exclusively distributed at Walmart in every NASCAR market in January 2020.



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





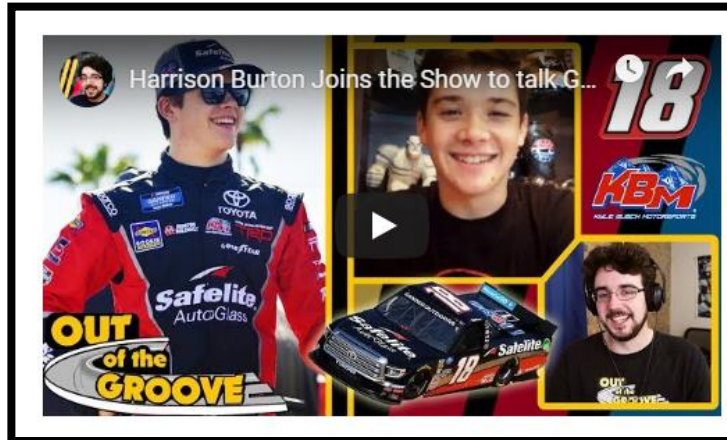
OUT OF THE GROOVE | YouTube Content Creation

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

LEARN MORE IN THE ENGINE ROOM >>>

Program Overview | [link](#)
Case Study: Permatex | [link](#)
The Modern NASCAR Fan | [link](#)



Sharable & Actionable Native Content Opportunities

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



Watch an Episode of Out of the Groove
<https://www.youtube.com/user/DoubleEdud>

BY THE NUMBERS

95,000
Subscribers

1 Million+
Monthly
Social
Impressions

750,000
Monthly
Views

SINCE 2005



OFFICIALLY LICENSED



ROAR! DIGITAL PLATFORM



COMPOSITION	Full-color throughout
EDITIONS	1; Special Season Preview Edition
PLATFORM	Desktop, Mobile
DIGITAL REACH	Distributed to 90,000 subscribers
ADVERTISING	Static, video and interactive; single page, and editorial opportunities available
CONTENT & DESIGN	Original and exclusive content previewing the 2019 season; custom content options available
DISTRIBUTION DATE	January 21

VIEW ROAR!

At www.polepositionmag.com/roar-archives/



**TRACKSIDE
SAMPLING**

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

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.

LEARN MORE HERE >>>

Overview of the program | [link](#)

YouTube Takeover | [link](#)

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



In 2020, sampling events will take place at these tracks :

February | Daytona

May | Charlotte

June | Pocono

September | Darlington

October | Talladega



ABOUT US | A.E. Engine Media Marketing

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 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 digital content creation unit (Digital Creators Network), a youth sports property -- Friday Night Football (FNF) -- and has a rapidly-growing custom publishing division.

A.E. Engine

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



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