

SPECIAL EDITION OPPORTUNITY



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

2021 PREVIEW

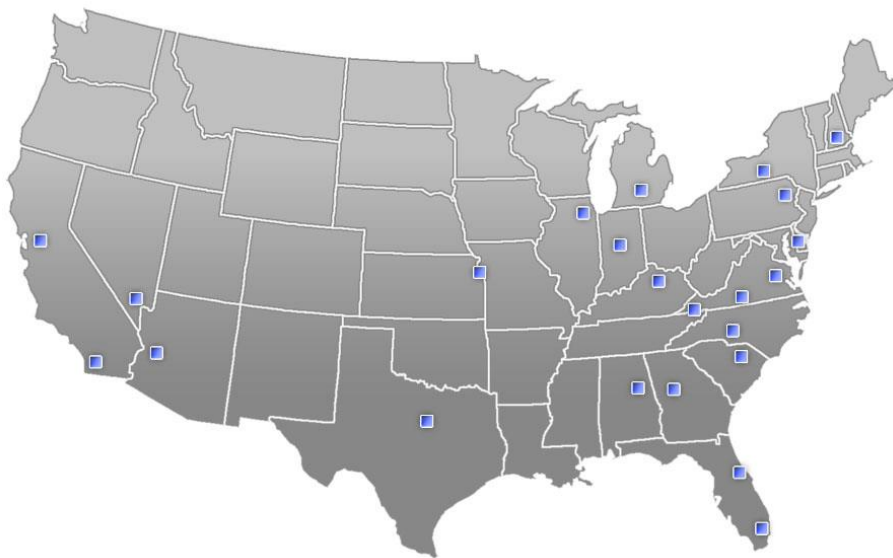
FUELED BY  **NASCAR**
POLE **POSITION**

DISTRIBUTED AT **Walmart** 



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 contains exclusive content and photography. <i>NASCAR Pole Position</i> is a must read for casual and diehard NASCAR fan, but also a collector's item. View the 2020 preview edition here: https://polepositionmag.com/nascar-pole-position-2020-season-preview/
READERSHIP	300,000
DISTRIBUTION	Distributed exclusively to customers at more than 700 Walmart stores in every NASCAR race market in mid-January 2021.
DIGITAL EDITION	A special preview digital edition will be published and distributed to our database of more than 120,000 fans.

NASCAR Pole Position 2021 Preview special edition magazine is exclusively distributed at Walmart in every NASCAR market in January 2021.



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 Influencer

The #1 NASCAR content creator on YouTube, Eric Estepp hosts OUT OF THE GROOVE, a daily 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.

- Covering the entire NASCAR universe
- New episodes air 5 times weekly

LEARN MORE IN THE ENGINE ROOM >>>

Why Use An Influencer? | [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

[Click Here to Watch an Episode of Out of the Groove](#)

BY THE NUMBERS

135,000
YouTube
Subscribers

3.5
Million+
Monthly
Social
Impressions

1.5
Million+
Monthly
Views

SINCE 2005



OFFICIALLY LICENSED





OUT OF THE GROOVE | Digital Magazine

DIGITAL PLATFORM



COMPOSITION	Full-color throughout
EDITION	Special Season Preview Edition
PLATFORM	Desktop, Mobile
DIGITAL REACH	Distributed to 120,000 subscribers and ONMC (Official NASCAR Member's Club) members.
ADVERTISING	Static, video and interactive; single page, and editorial opportunities available
CONTENT & DESIGN	Original and exclusive content previewing the 2021 season; custom content options available
DISTRIBUTION DATE	Late January 2021

VIEW A 2020 DIGITAL EDITION HERE:

www.polepositionmag.com/roar-archives/

Social Media

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



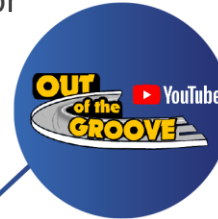
Car Sponsorship

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



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

NASCAR Pole Position

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



Trackside Sampling

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



Race Hospitality

Create an exciting event experience.



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.





Learn more about
A.E. Engine
www.ae-engine.com



Let's Partner Together