

# NASCAR™

SPECIAL  
EDITION  
OPPORTUNITY



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

## 2022 PREVIEW



FUELED BY  **POLE POSITION**

DISTRIBUTED AT **Walmart** 



**Social Media**

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

**NASCAR Pole Position**

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

**Esports Tournament Development**

In 2020, online racing took centerstage. Our Esports development team can create scaled online tournaments and special events.

**NASCAR Trackside Sampling**

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

**Driver Partnership Program**

Single, Multi or Full Year Race Team car and truck partnerships can be scaled to size for any business.

**YouTube's**

**Out of the Groove**

The most popular NASCAR content creator on YouTube, Eric Estepp helps drive the weekly conversation around the sport.

**Out of the Groove Podcast Network**

Launched in 2021, the OOTG Podcast Network produces multiple shows on every major podcast platform.

**Out of the Groove Digital Viewers' Guide!**

The viewer's guide for the modern NASCAR fan provides a weekly digital digest (for mobile and desktop readers) of the most important information, trends, and storylines.

**Race Hospitality**

Create an exciting experience for customers and employees.

Our 2022 Season Preview content-marketing package includes **5** juicy pieces of programming:

**1**

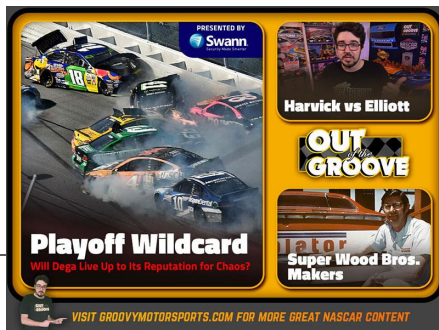


**YOUTUBE | Out of the Groove single episode sponsorship. 165,000 subscribers**



**2**

**DIGITAL | Weekly Viewer's Guide Preview Edition distributed to 60,000 NASCAR fans.**



**ACTIVATION | Product sampling during Daytona 500 race weekend**

**3**

**4**

**PRINT | Preview Edition print magazine distributed at 700 Walmart locations in NASCAR race markets**



**5**



**PODCAST | Advertising in all February network programming**



The #1 NASCAR content creator on YouTube, Eric Estep hosts OUT OF THE GROOVE, a five times per week 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. OOTG content is exclusively managed by A.E. Engine.

## BY THE NUMBERS

165,000  
Subscribers

3.5  
Million+  
Monthly  
Social  
Impressions

1.5  
Million+  
Monthly  
Views

## Sharable &amp; Actionable Native Content Opportunities

- Native Video Segment
- Custom Video Episode
- Product Placement
- Social Contests

LEARN MORE IN THE ENGINE ROOM >>>

Program Overview | [link](https://polepositionmag.com/ootg/) | <https://polepositionmag.com/ootg/>

Case Study: *Lionel Racing* | [link](https://ae-engine.com/lionel-racing-case-study/) | <https://ae-engine.com/lionel-racing-case-study/>

Client Success Metrics | [link](https://ae-engine.com/three-hidden-success-metrics-for-clients-on-out-of-the-groove/) | <https://ae-engine.com/three-hidden-success-metrics-for-clients-on-out-of-the-groove/>



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 2021 preview edition here: <a href="https://polepositionmag.com/nascar-pole-position-2021-season-preview/">https://polepositionmag.com/nascar-pole-position-2021-season-preview/</a>
READERSHIP	200,000
DISTRIBUTION	Distributed exclusively to customers at more than 700 Walmart stores in every NASCAR race market in mid-January 2022.
DIGITAL EDITION	A special preview digital edition will be published and distributed to our database of more than 60,000 fans.

NASCAR Pole Position 2022 Preview special edition magazine is exclusively distributed at Walmart in every NASCAR market starting in February 2022.

Our Premier Distribution Partner



### 2022 NASCAR CUP SERIES SCHEDULE

<b>CLASH</b> SUN   FEB 6	<b>MARTINSVILLE</b> SAT   APR 9	<b>SONOMA</b> SUN   JUN 12	<b>RICHMOND</b> SUN   AUG 14	<b>CHARLOTTE ROVAL*</b> SUN   OCT 9
<b>DUEL AT DAYTONA</b> THU   FEB 17	<b>BRISTOL DIRT</b> SUN   APR 17	<b>OFF</b> SUN   JUN 19	<b>WATKINS GLEN</b> SUN   AUG 21	<b>LAS VEGAS*</b> SUN   OCT 16
<b>DAYTONA 500</b> SUN   FEB 20	<b>TALLADEGA</b> SUN   APR 24	<b>NASHVILLE</b> SUN   JUN 26	<b>DAYTONA</b> SAT   AUG 27	<b>MIAMI*</b> SUN   OCT 23
<b>AUTO CLUB</b> SUN   FEB 27	<b>DOVER</b> SUN   MAY 1	<b>ROAD AMERICA</b> SUN   JUL 3	<i>PLAYOFFS*</i> <b>DARLINGTON*</b> SUN   SEP 4	<b>MARTINSVILLE*</b> SUN   OCT 30
<b>LAS VEGAS</b> SUN   MAR 6	<b>DARLINGTON</b> SUN   MAY 8	<b>ATLANTA</b> SUN   JUL 10	<b>KANSAS*</b> SUN   SEP 11	<b>PHOENIX*</b> SUN   NOV 6
<b>PHOENIX</b> SUN   MAR 13	<b>KANSAS</b> SUN   MAY 15	<b>NEW HAMPSHIRE</b> SUN   JUL 17	<b>BRISTOL*</b> SAT   SEP 17	
<b>ATLANTA</b> SUN   MAR 20	<b>ALL-STAR (TEXAS)</b> SUN   MAY 22	<b>POCONO</b> SUN   JUL 24	<b>TEXAS*</b> SUN   SEP 25	
<b>COTA</b> SUN   MAR 27	<b>CHARLOTTE</b> SUN   MAY 29	<b>INDIANAPOLIS</b> SUN   JUL 31	<b>TALLADEGA*</b> SUN   OCT 2	
<b>RICHMOND</b> SUN   APR 3	<b>WORLD WIDE TECHNOLOGY RACEWAY</b> SUN   JUN 5	<b>MICHIGAN</b> SUN   AUG 7		

### Distribution Breakdown by State

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

**DIGITAL MAGAZINE**

The Out of the Groove Weekly Viewer's Guide is written for the modern NASCAR fan and provides a weekly digital digest (for mobile and desktop readers) of the most important information, trends, and storylines.

COMPOSITION	Full-color throughout
EDITIONS	Preview
PLATFORM	Desktop, Mobile
DIGITAL REACH	60,000 subscribers
ADVERTISING	Static, video and interactive; single page, and editorial opportunities available
CONTENT & DESIGN	Features an extensive season preview edition filled with commentary and predictions.
DISTRIBUTION DATE	Early February (two weeks prior to the season start)



VIEW THE LATEST ISSUE at [www.polepositionmag.com/out-of-the-groove-archives/](http://www.polepositionmag.com/out-of-the-groove-archives/)



## We will get your product in the hands of the fans during Daytona 500 weekend!

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

LEARN MORE HERE >>>

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

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

YouTube Influencer 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/>



**In 2022, sampling events will take place at the following tracks during Cup Series weekends:**

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**February** | Daytona – included in the Preview package  
**May** | Charlotte  
**July** | Pocono  
**September** | Bristol





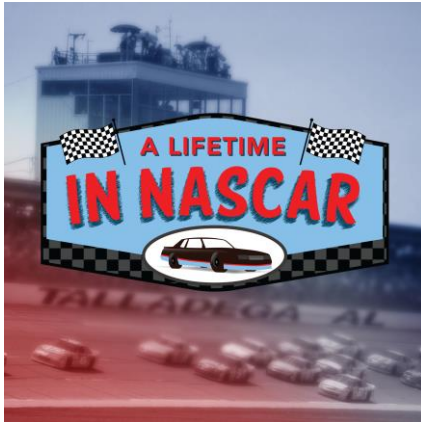


## PODCAST | Out of the Groove Podcast Network



The **Out of the Groove Podcast Network** features NASCAR-oriented podcasts from some of the sport's top social media influencers and journalists.

Available on the premier podcast platforms in the world, the Out of the Groove Podcast Network will produce weekly content that will provide partners with a unique opportunity to incorporate dynamic advertising throughout the entire week's programming schedule.



The **A.E. Engine Driver Partnership Program** helps brands and companies navigate the motorsports sponsorship landscape while also providing off-track social and traditional marketing programming that amplifies and extends the life of the sponsorship program.



Our unique at-track and off-track offerings include customized, single or multi-race sponsorship opportunities combined with integrated multimedia activation experiences.

## CUSTOMIZED TURN-KEY OPPORTUNITIES

**VIP At-Track Experience** -- from Customers to C-Suite

**Business-to-Business** Networking

**Brand Ambassador programs** to connect fans with your company

**Content Development** to churn at-track exposure into nationwide impressions

**Media & PR** to enhance your profile

**Social Media engagement** to drive the conversation





Learn more about  
A.E. Engine  
[www.ae-engine.com](http://www.ae-engine.com)



**Let's Partner Together**