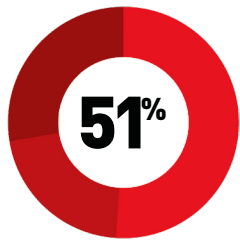


2019 READER PROFILE

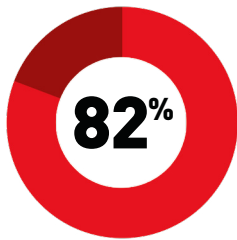
MORE THAN 27,000 QUALIFIED MOTORSPORTS PROFESSIONALS READ PRI MAGAZINE IN PRINT EVERY MONTH, AND IT'S DISTRIBUTED TO NEARLY 100,000 WORLDWIDE READERS ONLINE.

CUSTOMER BASE



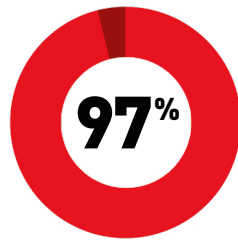
Age 40-59

22% of PRI readers are 18-39



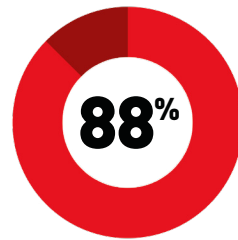
Male

82% of PRI readers are Male



Buyers

97% of PRI Magazine readers are involved in purchasing



Executives

88% are either a company executive or manager

PRI CIRCULATION

5,547	Professional Race Teams
5,236	Performance Racing Retailers*
4,446	Race Car Builders and Fabricators
3,401	Race Engine Builders
2,853	Manufacturers and Service Providers
1,289	Machine Shops
1,180	Education/Associations/Other
1,141	Race Track Owners and Promoters
952	Performance WDs and Wholesalers
533	Media, PR, Ad Agencies and Industry VIPs
422	Manufacturers Sales Representatives

27,000 TOTAL SUBSCRIBERS

PLUS!

95,000 DIGITAL DISTRIBUTION WORLDWIDE

*Racing Component Retail Stores, Speed Shops, High-performance Stores, Trackside Sales, etc.

CIRCULATION BY REGION

TYPES OF RACING REPRESENTED*



*2017 PRI Trade Show survey results.

