PRI

2027 MEDIA KIT



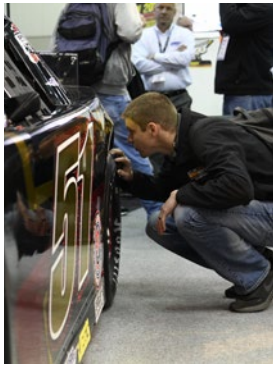
THE BUSINESS OF RACING STARTS HERE

PRI SHOW

ABOUT US

Performance Racing Industry (PRI) exists to serve the motorsports industry, from manufacturers and retail businesses to professional and amateur race teams, race track and sanctioning body officials, members of the press and more. We build, promote and protect this community by producing world-class trade events and media, along with an active and engaging social presence. And we represent the industry's interests through legislative action, legal support and advocacy on the local, state and federal levels. We are dedicated to this industry's success, and passionate about its past, present and future. PRI is where racing gets down to business, now and for generations to come.



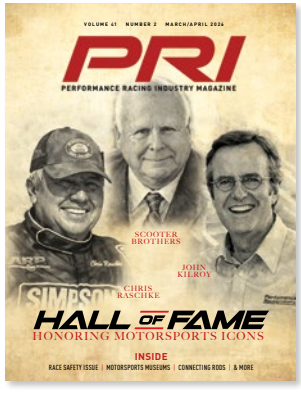




PRI SHOW

December 9–11, 2027, Indianapolis, IN. The PRI Show is the racing industry's No. 1 venue for new technology, ideas and business opportunities. Market your company's new products and services to the worldwide racing industry. Conduct business face-to-face with racing's volume buyers, and connect with thousands of pre-qualified motorsports professionals representing all forms of racing. In addition to exhibit space rentals, a number of pre-Show marketing and on-site sponsorship opportunities are available to provide maximum marketplace exposure.









MAGAZINE

The award-winning PRI Magazine is the most closely read business magazine in the racing trade. From its inception in 1986, PRI has served tens of thousands of racing entrepreneurs as their key source for industry trends, merchandising ideas, new products, business strategies and much more. The Magazine is available in both print and digital formats. In addition to display advertising, special inserts, cover gatefolds and belly band options provide unique opportunities for added exposure.

ENGAGEMENT

PRI is the voice of the racing marketplace. Reach a targeted audience of highly engaged motorsports professionals through PRI's print and digital channels.



SOCIAL MEDIA
3 MILLION+
total impressions per month

MAGAZINE
27,000+
qualified industry subscribers
plus digital distribution

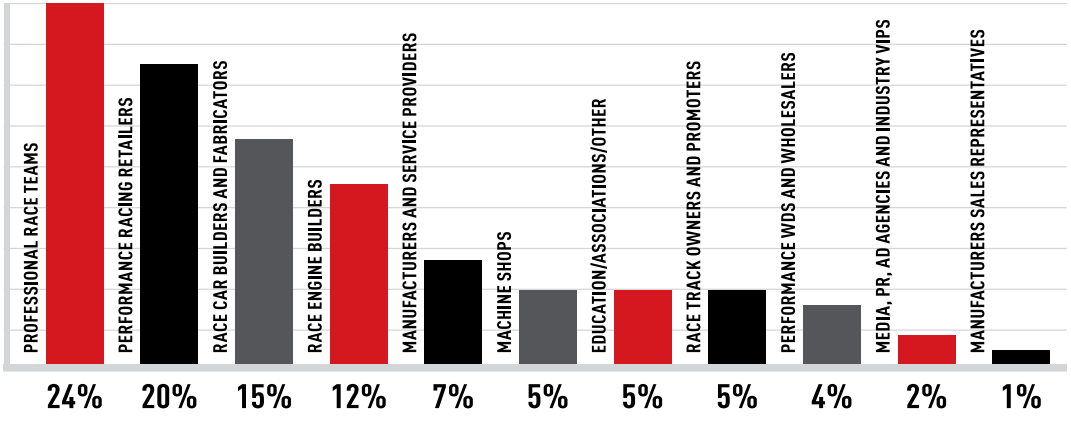
eNEWS
80,000+
weekly distribution

WEB
2 MILLION+
views annually

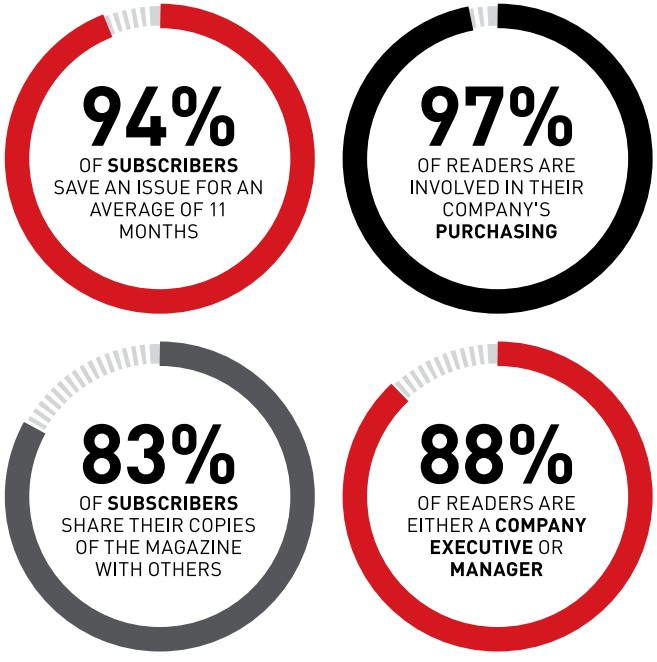
READER PROFILE

27,000+ qualified motorsports professionals receive PRI Magazine's printed publication.

BY BUSINESS TYPE



CUSTOMER BASE



RACING REPRESENTATION



2027 PRI MAGAZINE CONTENT CALENDAR

COLUMNS & DEPARTMENTS:

Advocacy Corner
Business Profile
Industry Insights
Industry News
Legends of Motorsports
PRI Education
PRI Member Profile
Race Shop
T.O.P.S.(Track Operators, Promoters & Sanctioning Bodies)

ISSUE #1: BUYERS GUIDE

2027 RACING INDUSTRY BUYERS GUIDE

- Engine Components
- Chassis, Driveline & Suspension
- Racing Components, Accessories & Services
- Machinery, Tools & Equipment
- Race Track Equipment
- Sanctioning Bodies
- Manufacturers Reps
- Warehouse Distributors
- 2026 PRI Show Coverage

AD CLOSE:	**12/28/26**
ARTWORK DUE:	**1/8/27**
MAILED:	**2/8/27**

ISSUE #2: THE BUSINESS OF RACING

- Hell Tour: Modifieds & Dirt Late Models
- Open Wheel
- Oils & lubricants
- Valvetrain
- Cylinder Heads
- Race Safety
- Pistons

AD CLOSE:	**3/17/27**
ARTWORK DUE:	**3/29/27**
MAILED:	**4/30/27**

ISSUE #3: SHOW PREVIEW

SHOW PREVIEW

- Shop Machinery & Equipment
- Road Racing
- Drag Racing
- Trailers
- Motorhomes & Toterhomes
- Engine Blocks
- Camshafts

AD CLOSE:	**6/18/27**
ARTWORK DUE:	**6/29/27**
MAILED:	**7/30/27**

ISSUE #4: SHOW DIRECTORY

SHOW DIRECTORY

Bonus circulation of 1,000 copies each at PRI Show and SEMA Show

- PRI Show Guide
- PRI Exhibitors List
- Guide to Indianapolis
- Off-Road Racing
- Diesel
- Crankshafts
- EFI

AD CLOSE:	**9/13/27**
ARTWORK DUE:	**9/20/27**
MAILED:	**10/25/27**

MAGAZINE AD RATES





ADVERTISING RATES

- Advertising rates are effective January 2027 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 4-time, 3-time, 2-time and 1-time frequency rates must be signed and returned to PRI.
- All orders noncancelable after closing date.
- Minimum rate holder is 1/12 page.

	1-TIME	2-TIME	3-TIME	4-TIME
Full page	$4,080	$3,835	$3,570	$3,325
2/3 Page	$3,185	$2,925	$2,780	$2,420
1/2 Page	$2,620	$2,465	$2,285	$2,035
1/3 Page	$2,025	$1,905	$1,735	$1,520
1/4 Page	$1,345	$1,265	$1,170	$965
1/6 Page	$1,125	$1,060	$970	$855
1/12 Page	$350	$330	$295	$235

COVER RATES

- Noncancellable 30 days prior to closing date.

	1-TIME	4-TIME
Inside Front	$5,280	$4,130
Inside Back	$5,560	$4,060
Back	$5,840	$4,460

CLASSIFIED RATES

	1-TIME	4-TIME
1/6 Page	$330	$310
1/12 Page	$110	$90

BUYERS GUIDE EXAMPLE



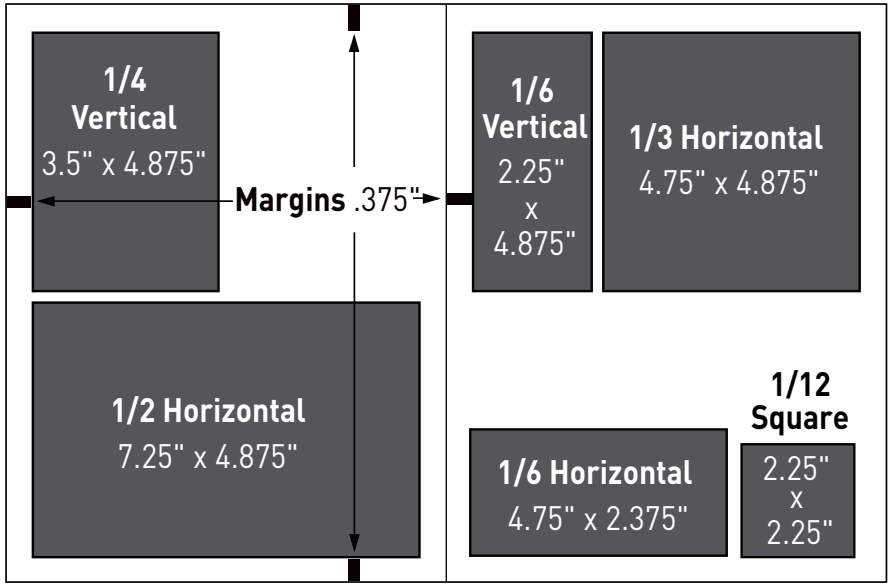
- Purchase a Full Page Buyers Guide for only $995.
- Receive a full page feature with logo, up to four placements, and contact information. PRI to build.

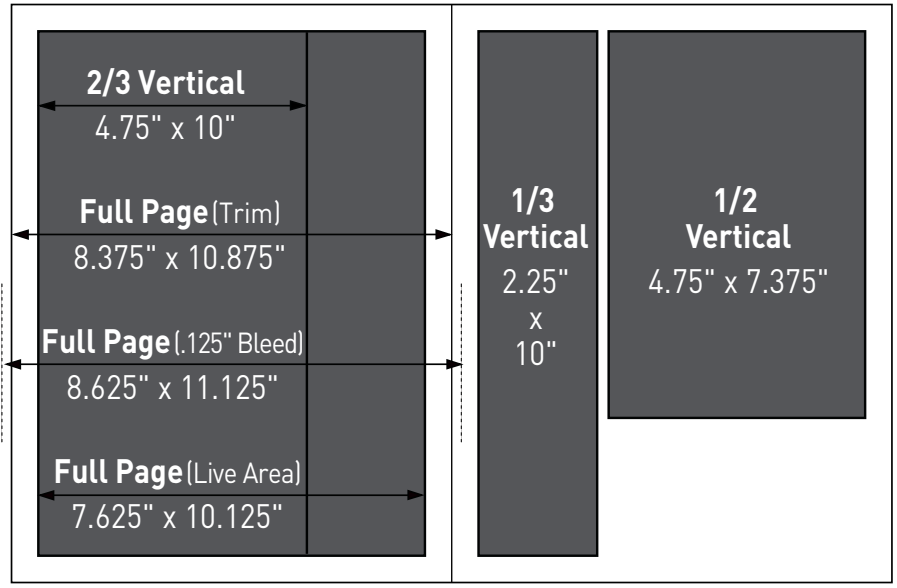
Tab Page $7,200

AGENCY & CASH DISCOUNTS

- 15% discount to recognized agencies. All orders accepted subject to publisher's credit requirements. Production charges are not subject to agency commission or cash discount.

MAGAZINE AD SIZING





SIZE SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
SPREAD		
(trim size)	16.75"	10.875"
(with .125" bleed)	17.0"	11.125"

AD SIZES	WIDTH	HEIGHT
FULL PAGE		
(trim size)	8.375"	10.875"
(live image area)	7.625"	10.125"
(with .125" bleed)	8.625"	11.125"
2/3 Vertical	4.75"	10.0"
1/2 Horizontal	7.25"	4.875"

AD SIZES	WIDTH	HEIGHT
1/2 Vertical	4.75"	7.375"
1/3 Horizontal	4.75"	4.875"
1/3 Vertical	2.25"	10.0"
1/4 Vertical	3.50"	4.875"

AD SIZES	WIDTH	HEIGHT
1/6 Horizontal	4.75"	2.375"
1/6 Vertical	2.25"	4.875"
1/12 Square	2.25"	2.25"

MAGAZINE AD SPECS

PRINTING SPECIFICATIONS

- **Printing:** Web Offset; 4-color process (CMYK).
- **Line Screen:** 175-line.
- **Trim size:** 8.375" wide x 10.875" high. Keep all live matter .375" from outside trim and gutter.
- **Bleed:** Only permitted on full page, spread, and tab pages. Must extend .125" beyond trim size on all sides and include printer's trim marks.
- **Spreads:** Account for gutter (inside margin) when running type and art across left- and right-hand pages.
- **Please Note:** Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Design assistance is subject to hourly charge.

AD PREPARATION

PERFORMANCE RACING INDUSTRY requires that all ad files be submitted as single-page, high-resolution PDF, or PDFx1a files. For multiple ads, send each ad in a separate PDF file.

- **Document Set Up:** Do not build ad on default paper size of 8.5 x 11. Set the document page size to match PRI's ad trim size exactly.
- **Export PDF:** Use PDFx1a settings.

PDF PRODUCTION REQUIREMENTS

- **Color:** Must be sent in CMYK format. No RGB files accepted. Color accuracy is the responsibility of the advertiser and will be held to GRACoL/SWOP standards. B&W art must be sent in Grayscale or Bitmap format.
- **Images:** Minimum resolution of 300 ppi (color or grayscale files) and 1200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 ppi). Never resample up images, rather scan at high resolution to start. If using image compression, use only maximum quality or lossless compression.
- **Fonts:** Embed all fonts in PDF file.
- **Proofs:** It is highly recommended that a GRACoL/SWOP certified color profile be applied to the ad. PRI will assume supplied materials are in compliance with current industry specifications.

PRI does not accept responsibility for reproduction or color matching if not using an approved color profile. Printer will match color on press as closely to color profile as Web Offset printing allows.

AD SUBMISSION

- Email your ad to ***production@performanceracing.com***
- For your protection, we will preflight your ad in preparation for printing. If there are any errors, you will be sent an email and given the opportunity to correct them.

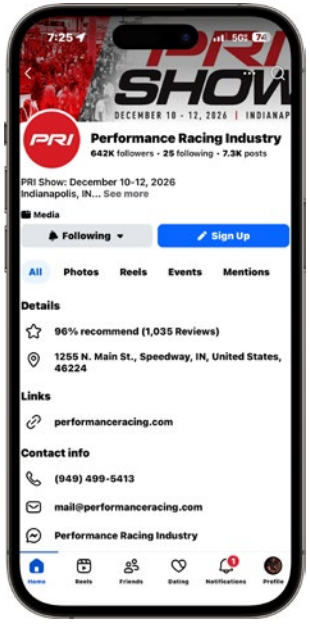
PRI SOCIAL

ACROSS PRI SOCIAL ACCOUNTS ON FACEBOOK, INSTAGRAM, TIKTOK, X, LINKEDIN:

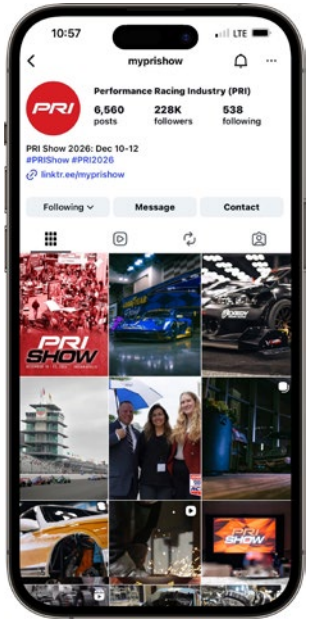
1 MILLION+
total followers

3 MILLION+
average monthly impressions

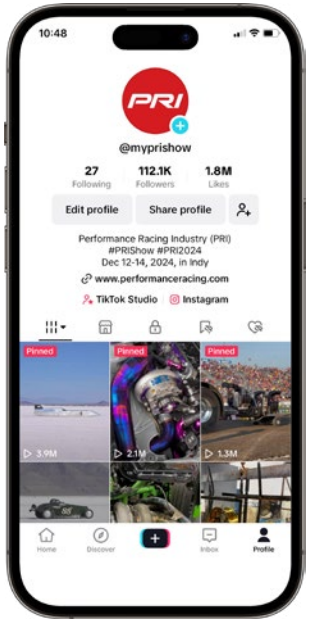
2.5 MILLION+
average monthly engagements



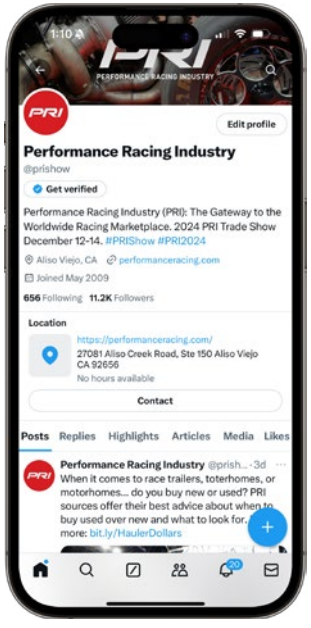
FACEBOOK
642K+
followers



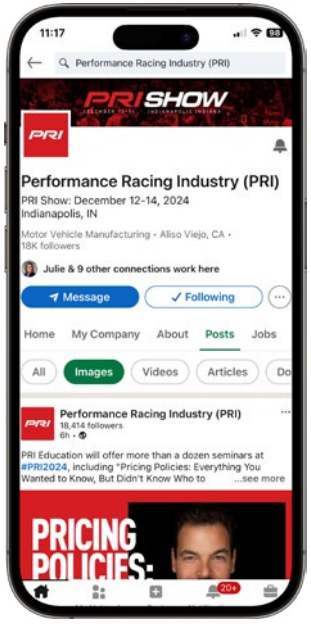
INSTAGRAM
228K+
followers



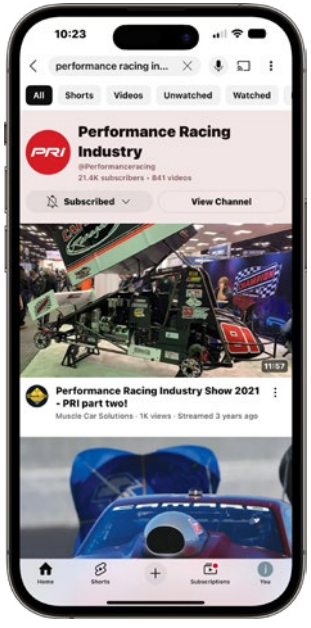
TIKTOK
116K+
followers



X
11.4K+
followers



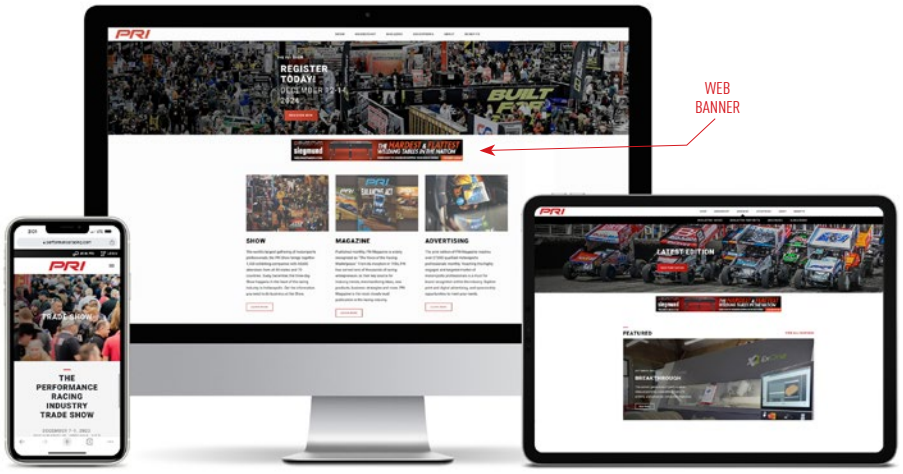
LINKEDIN
20.2K+
followers



TOUTUBE
21.3K+
followers

COMPETITIVE CPM PRICING AVAILABLE

PRI WEBSITE



With 2 million+ views annually, PRI's website provides the opportunity to reach the racing industry year-round.

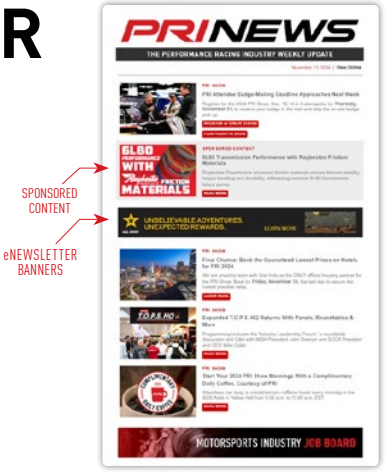
1 month .....**$760 NET**
3 months .....**$645 NET**
6-12 months .....**$580 NET**

Specs:
- 728 x 90 pixel banner ad (Desktop)
- 300 x 250 pixel banner ad (Mobile)
- Includes banner tracking (impressions and clicks).
  Please provide banner and URL link for click-through traffic.

Ad Preparation:
- File format: .jpg, .png or .gif. (40k max file size)
- Animated .gifs ok up to :15 seconds

eNEWSLETTER

80,000+ distribution + 30% open rate



eNEWSLETTER AD RATES & SPECS

WEEKLY eNEWSLETTERS BANNERS

Published weekly on Wednesdays.

$625 per eNewsletter

$1,250 per eNewsletter
November 4th–December 12th (premium PRI show lead up)

Advertisers who purchase four or more regular PRI eNewsletter banner ads qualify to keep their pricing for premium weeks.

Specs:
- 728 x 90 pixel banner ad.
- File format: .jpg, .png or .gif. (2mb max file size)
- Includes banner tracking (impressions and clicks).
  Please provide banner and URL link for click-through traffic.

SPONSORED CONTENT

Featured content in PRI's eNewsletter, article on PRI's website and sharing on PRI's social platforms. Limit 1 per eNewsletter.

$2,500 NET

Specs:
- Headline (around 50-65 characters).
- Subhead/article summary (around 140-160 characters).
- Up to 1,000-word article.
- Up to five high-res images, including one main/lead image sized to 1410x790px.
- Up to five captions to accompany each image, around 200 characters each.
- (Optional) One YouTube video URL to be embedded into the article body.
- One teaser/lead image sized to 322x220px for the eNews email.

PRI

THE #1 BUSINESS MAGAZINE
IN RACING FOR OVER 30 YEARS

CONTACT US!

PHONE +1 949 499 5413
EMAIL ADVERTISE@PERFORMANCERACING.COM
WEB PERFORMANCERACING.COM

PRI SHOW

DECEMBER 9-11, 2027 | INDIANAPOLIS