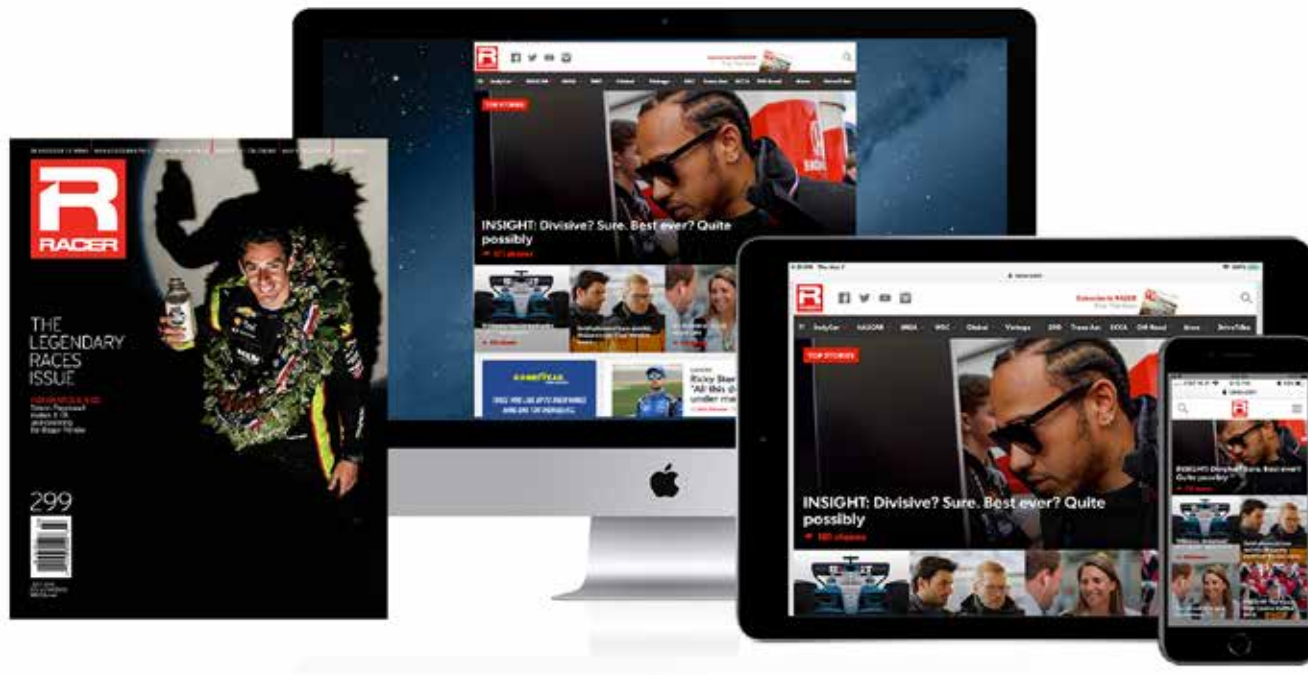




2020 Audience Profile



On an average month, 545,953¹ users visit RACER.com and 32,970² read the pages of RACER magazine in print and digital. Following is a portrait of who they are based on a survey of 5,286 readers³.

¹ Google Analytics, May-Oct 2019; ² BPA Audit, June 2018; ³ Audience Survey conducted online, September 2019

[Automotive]

**RACER READERS
ARE THE PINNACLE
OF AUTOMOTIVE
CONSUMPTION,
CULTURE AND
ENTHUSIASM**



58%

Drive a premium
segment car

55%

Are more likely to
upgrade their car's tires

95%

Consider themselves
automotive enthusiasts

53%

Have three or more cars
in their household

31%

Plan to spend over \$46,000
on their next car purchase

[Active]

ACTIVE LIFESTYLES AT THE TRACK, BEHIND THE WHEEL AND IN THEIR EVERYDAY LIVES

67%

Participate in a racing or track driving event more than six times per year

46%

Pay to attend three or more motorsport or automotive events per year

55%

Have attended a racing or driving school

22%

Own a racecar or track-day car

54%

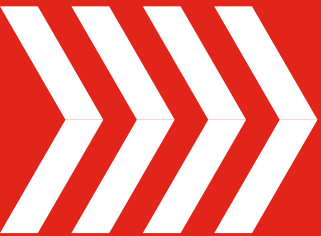
Regularly participate in a fitness or outdoor sport

49%

Dine out for pleasure more than four or more times per month

[Influential]

EXPERTS WITHIN THEIR PEER GROUPS, RACER READERS ARE HIGHLY INFLUENTIAL IN AUTOMOTIVE-RELATED PURCHASES



84%

Are regularly considered the automotive expert



61%

Are solicited for automotive advice more than three times per year



64%

Are asked about new car purchases



55%

Get questions about consumables like tires, fuel and lubricants



56%

Use racing a justifier for their opinions or advice



26%

Say they are the first among their peers to try a new product or service



[Editorial]

WHERE RACER MAKES A DIFFERENCE

44%

Find editorial content
influential when making a
purchase decision

77%

Discovered a new brand
as a result of their
sponsoring a driver,
team or event involved
in motorsports

42%

Have responded to an ad in
RACER or on RACER.com by
visiting the advertiser's website

[Demographics]

**RACER READERS ARE
IN THE PRIME AGE AND
INCOME SEGEMENT WITH
TRUE SPENDING POWER**

32%

Between ages 25 and 54

43%

Have a household income
over \$100,000 annually

95%

Male



Learn more at [advertise.racer.com](https://www.advertise.racer.com)