

power AUTOMEDIA

We Believe in the Magic of the Automobile.



MEDIA KIT

power

We Believe in the Magic of the Automobile.

Power Automedia is the market leader at helping the automotive industry reach consumers through online magazines, video, and social media. Plus, we seriously dig cars.

If you were to open the front door to our company on any given day and wander inside, you'd find a building filled with passionate gear heads, racers, and car guys. We all work at Power Automedia because we believe in the magic of the automobile and building someplace special. It's no surprise that most media companies exist solely to make a profit; however, at Power Automedia, we believe profit is simply a result for a job well done, not the job itself.

That means we think differently about our relationships with our clients. Our clients are our partners, and we treat them like gold. Our #1 job is to help our clients grow their businesses and brands with cost-efficient digital magazine and video solutions.

Power Automedia's formula is simple - we reach more people, for less money, more quickly.

'Fish where the fish are' is a very pertinent axiom for automotive performance marketing. I'm proud to report that the 'fish' representing today's automotive performance enthusiasts are now online in growing numbers - more so than any other media. In fact, Power Automedia's 2010 media kit proudly declared, "We will reach more than 4 million enthusiasts this year". We've grown enormously over the past 3-years - and by comparison - we will reach more than 1-million auto enthusiasts and racers in a single month this year.

To potential new clients -- give us the opportunity to roll up our sleeves and demonstrate to you what kind of marketing horsepower we can generate.

To our loyal partners -- thank you for helping us become the fastest growing automotive digital publishing company. And thank you for helping us achieve our dreams.

We look forward to continue to work hard and earn your business.

Best regards,



James Lawrence

James Lawrence
Founder



**“ INNOVATION DISTINGUISHES BETWEEN
A LEADER AND A FOLLOWER. ”**

- STEVE JOBS



power
AUTOMEDIA

INTEGRATED MARKETING

POWER AUTOMEDIA reaches enthusiasts in
3 POWERFUL WAYS.



2

EDITORIAL SUPPORT

Power Automedia's team produces compelling and informative editorial content to educate enthusiasts and reach new consumers.

1



DISPLAY ADVERTISING

Position your brand and product message in front of more than 800,000* Power Automedia automotive enthusiasts and racers through digital display advertising.

SOCIAL MEDIA

Power Automedia shares your products, promotions, videos, and editorial with more than 750,000* Facebook Fans, 200,000+ email subscribers*, and YouTube. We take your content to the community!



1.5 Million^{*}
Average Page Views Monthly

800,000⁺
Average Monthly Unique Visitors

750,000⁺
Facebook Fans since 2008

* Statistics as of October 2012

3

OFFROAD XTREME



SITE INFORMATION

Established: New (September 2013)
Market: Truck & JEEP®
Published: Daily
Reader Engagement: TBD
Subscriber newsletter sent weekly
Mobile Users: TBD

READER PROFILE

New Launch for September 2013!
- INFO COMING SOON

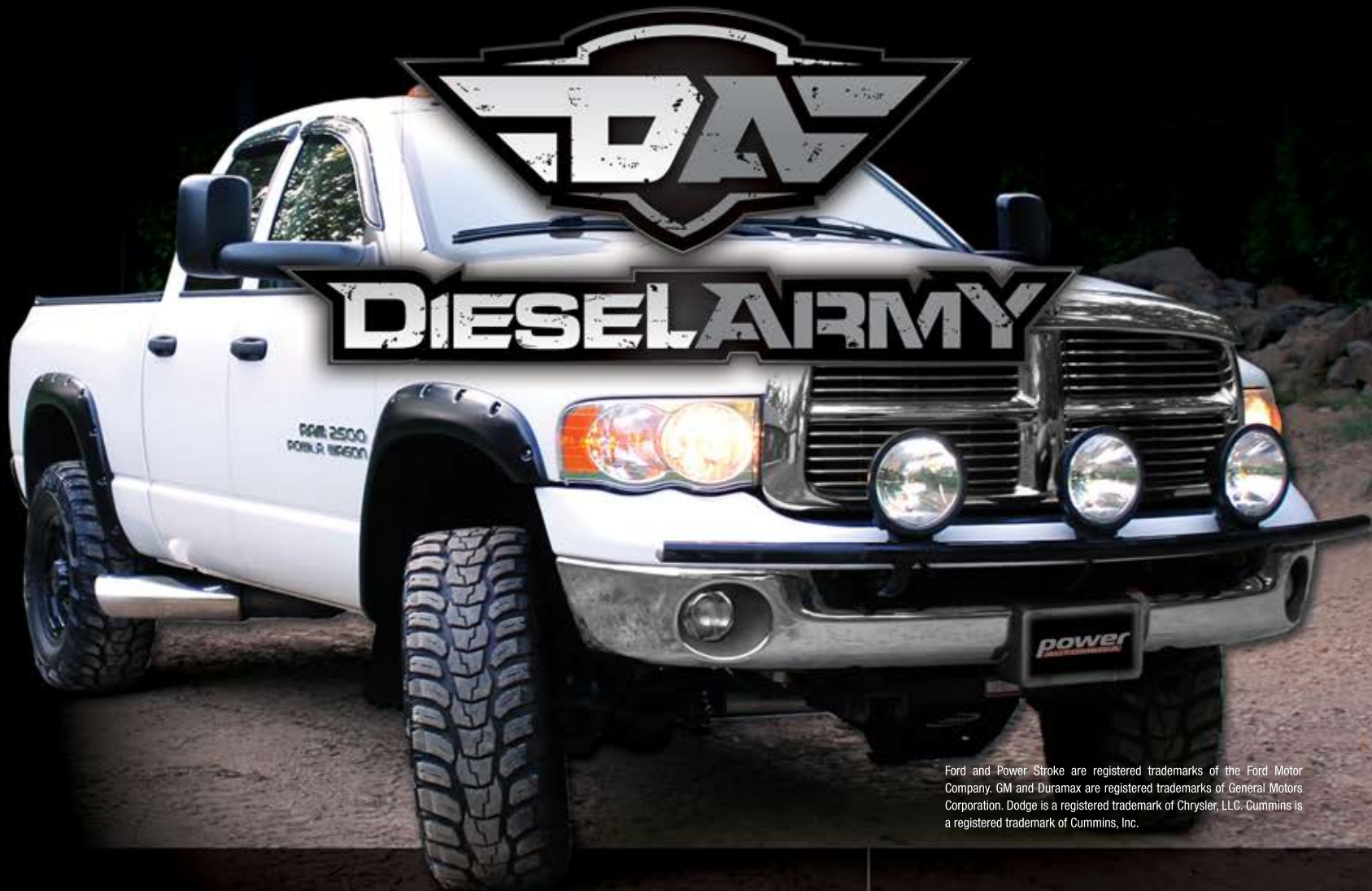
Off Road Xtreme - 4x4 & Trucks

OffroadXtreme.com "ORX" will LIVE Off-Road - incorporating all aspects of the off-road performance, competition, and enthusiast market. ORX will deliver daily only the hottest Off-Road news, dirt-under-your-fingernails hardcore tech, lightning-fast event coverage, videos, and the latest vehicle reviews. Not just another "blog" or outdated paper magazine, ORX is going to redefine what it means to be a leading off-road publication.

FEATURED CONTENT

- › Step-by-step technical install articles
- › The latest in suspension, wheels/tires, accessories and performance equipment
- › Reviews – we'll tell you what we really think about the latest trucks and 4x4's
- › Hard-hitting commentary, late breaking news, and personality profiles
- › Specialty equipment industry shows and off road event coverage

* For the latest OffRoadXtreme.com info, please reference the rates and traffic insert (back) for advertising rates and site performance.



Ford and Power Stroke are registered trademarks of the Ford Motor Company. GM and Duramax are registered trademarks of General Motors Corporation. Dodge is a registered trademark of Chrysler, LLC. Cummins is a registered trademark of Cummins, Inc.

Diesel Army - Diesel Trucks

DieselArmy.com "DA" is dedicated 100% to Ford Power Stroke®, Dodge Cummins® and GM Duramax® owners who want to upgrade their truck's performance. Packed full of tech content featuring engine, drivetrain, suspension and appearance, DA will also comprehensively review the new Diesel offerings from the Big 3, while delivering daily news on today's Diesel technology. Additional coverage includes diesel dyno testing, drag racing, towing upgrades, and diesel events. We are Diesel Army and we're here to give you what you want - hardcore Diesel Performance.

FEATURED CONTENT

- › Step-by-step technical install articles
- › The latest in Diesel suspension, wheels/tires, towing and performance equipment
- › Diesel dyno testing, drag racing, towing upgrades, and events
- › Hard-hitting commentary, late breaking news, and personality profiles
- › Specialty equipment industry shows and off road event coverage

* For the latest DieselArmy.com info, please reference the rates and traffic insert (back) for advertising rates and site performance.

SITE INFORMATION

Established: New (October 2013)
Market: Diesel Truck
Published: Daily
Reader Engagement: TBD
Subscriber newsletter sent weekly
Mobile Users: TBD

READER PROFILE

New Launch for October 2013!
- INFO COMING SOON

We Believe in the Magic of the Automobile.

Rod Authority



SITE INFORMATION

Established: 2011

Market: Street Rod

Published: Daily

Reader Engagement: 4,343 hrs/mo

Subscriber newsletter sent weekly

Mobile Users: 20.3%

READER PROFILE

25-45 Male: 18%

46-65 Male: 50%

Household Income \$70k+: 35%

College degree: 37%

Own 3+ vehicles: 75%

Rod Authority - Street Rods & Trucks

RodAuthority.com is the Internet's only all-digital magazine dedicated to the hot rod purist. Featuring classic trucks, lead sleds, diggers, gassers, rat rods, jalopies, and lakesters, Rod Authority provides the latest in up-to-date industry news, nationwide event coverage. Dive into how-to tech from some of the nation's best builders, read about tips and tricks, plus some of the coolest rods on the planet. Regardless of your hot rodding style, Rod Authority covers it all.

FEATURED CONTENT

- › The latest custom parts and aftermarket performance
- › Do-it-yourself tech articles
- › Nationwide event coverage
- › Beautiful photography of the street rod lifestyle
- › Rod Authority is where you'll find the true rodders at heart

* See 'Rates & Performance' report for the latest site info.

STREET LEGALTV



Street Legal TV - Hot Rod & Muscle Car

StreetLegalTV.com is the Internet's most popular all-digital magazine for the GM, Ford, and MOPAR muscle car enthusiast. With a variety of '60s and '70s era muscle cars and a nod to Detroit's modern muscle, StreetLegalTV delivers up-to-date industry news, nationwide event & race coverage, and hard-core dirt-under-your-fingernails tech that defines the muscle car generation.

FEATURED CONTENT

- › The latest parts from the OE's and the aftermarket
- › Do-it-yourself tech articles
- › Tuning for the street & strip – carb and EFI
- › Performance engine builds
- › Classic muscle, sportsman drag racing, pro-touring, and autocross

* See 'Rates & Performance' report for the latest site info.

SITE INFORMATION

Established: 2006
Market: American Muscle Car
Published: Daily
Reader Engagement: 7,220 hrs/mo
Subscriber newsletter sent weekly
Mobile Users: 21.3%

READER PROFILE

18-34 Male: 17%
35-55 Male: 43%
Household Income \$70k+: 42%
College degree: 33%
Own 3+ vehicles: 71%

We Believe in the Magic of the Automobile.

Chevy HARDCORE



SITE INFORMATION

Established: 2010

Market: '55' & Later Chevy

Published: Daily

Reader Engagement: 4,510 hrs/mo

Subscriber newsletter sent weekly

Mobile Users: 25.7%

READER PROFILE

18-34 Male: 19%

35-55 Male: 39%

Household Income \$70k+: 45%

College degree: 37%

Own 3+ vehicles: 76%

Chevy Hardcore - Chevy & Bowtie

ChevyHardcore.com is the Internet's fastest-growing all-Chevrolet performance online magazine, featuring a heavy dose of '55-57 Tri-fives, '60-70s muscle cars with some play in the mid-'80s, and the late-model LT/LS/LSX powered cars and trucks of today. Unlike a fan blog, Chevy Hardcore provides its readers all the good stuff you'd expect from a print publication with daily delivery.

FEATURED CONTENT

- › The latest industry news and aftermarket performance products
- › Do-it-yourself small- & big-block, and late-model LS engine tech
- › Carb and EFI tuning
- › Crate engines and late model engine conversions
- › Event coverage of drag racing, pro-touring, and autocross

* See 'Rates & Performance' report for the latest site info.

WWW.CORVETTEONLINE.COM

CORVETTE ONLINE



Corvette Online - Corvette

CorvetteOnline.com is the leading digital magazine dedicated to America's Sports Car – the Chevrolet Corvette. From classic to current, Corvette Online covers all generations of GM's flagship performance model with news & rumors, motorsports, car features, industry updates, and in-depth technical content not found elsewhere in print or on the web.

FEATURED CONTENT

- › The hottest restoration and performance parts
- › How-to tech & high-impact videos
- › The absolute latest technology from GM
- › Up-to-the-minute News & Rumors
- › National Corvette event coverage

* See 'Rates & Performance' report for the latest site info.

SITE INFORMATION

Established: 2011
Market: Corvette
Published: Daily
Reader Engagement: 2,583 hrs/mo
Subscriber newsletter sent weekly
Mobile Users: 22.3%

READER PROFILE

18-34 Male: 13%
35-55 Male: 38%
Household Income \$70k+: 47%
College degree: 52%
Own 3+ vehicles: 74%

We Believe in the Magic of the Automobile.



SITE INFORMATION

Established: 2007

Market: Late Model GM

Published: Daily

Reader Engagement: 6,650 hrs/mo

Subscriber newsletter sent weekly

Mobile Users: 30%

READER PROFILE

18-34 Male: 32%

35-55 Male: 43%

Household Income \$70k+: 43%

College degree: 42%

Own 3+ vehicles: 74%

LSX TV - Late Model GM / LS

LSXTV.com is the leading online publication dedicated to late-model GM LS performance. LSX TV covers GM's LS-series of engines and LS powered performance vehicles, including Camaro, Firebird, Corvette, CTS-V, GM truck, and classic GM Muscle with modern LS engines. Featuring hardcore tech and how-to, LSX TV showcases the latest advancements in engine technology, suspension, braking, and wheels & tires.

FEATURED CONTENT

- › **Hardcore tech and how-to articles**
- › **The latest LS engine technology from GM and the aftermarket**
- › **In-depth focus on EFI, forced induction, suspension/braking**
- › **Up-to-the-minute News & Rumors**
- › **National LS event coverage of drag racing, & track events**

* See 'Rates & Performance' report for the latest site info.



StangTV - Ford & Mustang

StangTV.com is the ultimate online magazine dedicated to America's favorite pony car - the Ford Mustang. Founded in 2006, StangTV's objectives are to inform, educate, and entertain enthusiasts. Produced by real Mustang enthusiasts who eat, breathe and sleep Ford performance, from pushrods to Mod motors, StangTV delivers the kind of content that makes the Mustang the envy of its Detroit contemporaries.

FEATURED CONTENT

- › Everything Fox-body, SN95, and S197
- › Hard hitting how-to tech & high-impact videos
- › The latest parts and accessories from Ford and the aftermarket
- › The latest rumors out of Detroit
- › National event coverage of drag racing, drift and autocross

* See 'Rates & Performance' report for the latest site info.

SITE INFORMATION

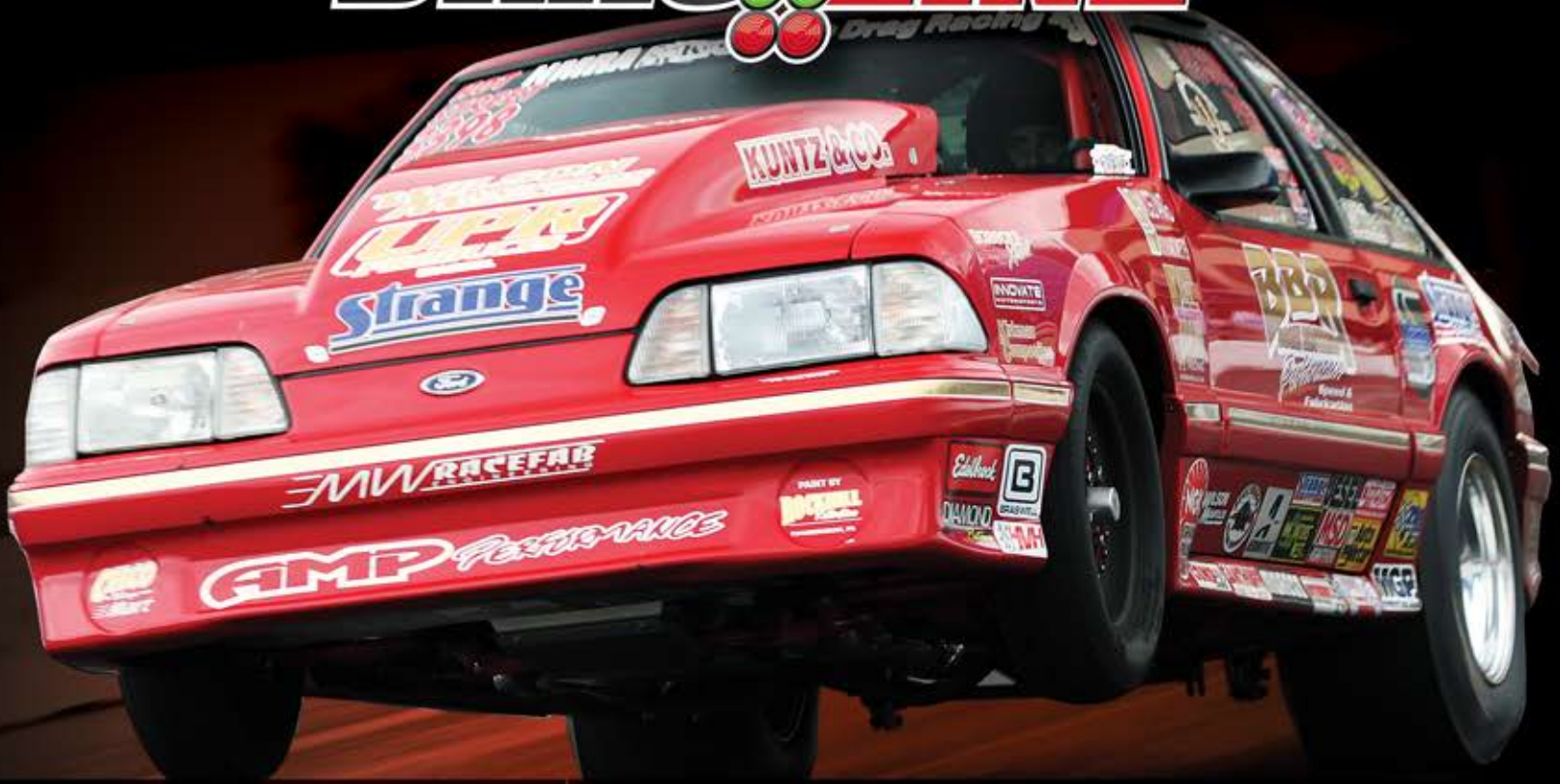
Established: 2006
Market: Mustang
Published: Daily
Reader Engagement: 7,220 hrs/mo
Subscriber newsletter sent weekly
Mobile Users: 27.8%

READER PROFILE

18-34 Male: 29%
35-55 Male: 38%
Household Income \$70k+: 38%
College degree: 45%
Own 3+ vehicles: 60%

We Believe in the Magic of the Automobile.

DRAGZINE



SITE INFORMATION

Established: 2010

Market: Drag Racing

Published: Daily

Reader Engagement: 11,905 hrs/mo

Subscriber newsletter sent weekly

Mobile Users: 25.7%

READER PROFILE

18-34 Male: 22%

35-55 Male: 45%

Household Income \$70k+: 45%

College degree: 42%

Own 3+ vehicles: 74%

Dragzine - Drag Racing

Dragzine.com delivers the hard-hitting news and event coverage that hardcore drag racers crave. Updated daily, Dragzine keeps readers up-to-date on the rumors and news from NHRA, ADRL, NMCA, Outlaw, and Drag Radial events, in addition to videos, hardcore tech articles and interviews. Produced by a team of professional writers who live and breathe the 1320 every day.

FEATURED CONTENT

- › **Hardcore drag racing 24/7**
- › **The latest racing parts and technology**
- › **Engine building and chassis fabrication**
- › **Testing - on the dyno and at the track**
- › **Event coverage of the hottest national, regional, and local racing**

* See 'Rates & Performance' report for the latest site info.



SITE INFORMATION

Established: 2012

Market: Engine Tech

Published: Daily

Reader Engagement: 3,500 hrs/mo

Subscriber newsletter sent weekly

Mobile Users: 25%

READER PROFILE

18-34 Male: 23%

35-55 Male: 50%

Household Income \$70k+: 40%

College degree: 44%

Own 3+ vehicles: 75%

EngineLabs - Engine Tech

EngineLabs.com is the leading online resource for performance engine technology. With a focus on the fast pace racing and performance communities, EngineLabs explores the new parts, tactics, rationale and strategy that guide the creative minds obsessed with making horsepower. You'll find in-depth engine theory analysis, comprehensive step-by-step engine buildups, interviews with leading engine builders and engineers, and much more.

FEATURED CONTENT

- › **Step-by-step engine buildups**
- › **The latest performance equipment from the OEM's & aftermarket**
- › **Interviews with leading engine builders and engineers**
- › **Hard-hitting commentary, breaking news, and personality profiles**
- › **Performance Industry show and event coverage**

* See 'Rates & Performance' report for the latest site info.

Social media

SOCIAL MEDIA DISTRIBUTION

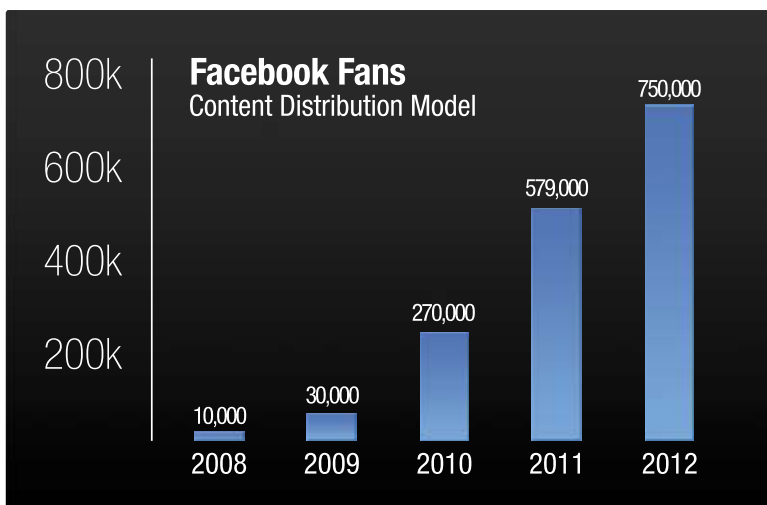
'WE TAKE YOUR CONTENT TO THE READER'

Like a modern day postman, we deliver content to the reader. We utilize social media channels to share your products, videos, promotions and editorial with over **750,000+** Facebook Fans*, **200,000+** email newsletter subscribers*, plus a world wide audience on YouTube and Twitter. Every Power Automedia publication has a dedicated Facebook page to ensure we send enthusiasts content aligned with their personal interests and hobbies.

- › **750k+ Facebook Fans***
- › **1 Million Projected by 2014**
- › **YouTube & Twitter**
- › **RSS & Weekly E-Mail Blasts**



Coverage Cars Videos Events Content
Facebook Twitter Features Projects
Enthusiast Social
Racing Automotive
Producers YouTube Products Media News
Articles Tech



* Statistics as of October 2012. See 'Rates & Performance' report for the latest site info.



We Believe in the Magic of the Automobile.

DISPLAY ADVERTISING

With Power Automedia you 'simply get more' with your advertising dollar! Your advertising investment includes supportive editorial integration, social media distribution, and weekly newsletter exposure.

ADVERTISING PACKAGES

	HALF	FULL	PREMIER
3:1 MED RECTANGLE 300 X 100	✓	✓	✓
LEADERBOARD 728 X 90	✓	✓	✓
RICH MEDIA AD 300 X 250		✓	✓
HORIZONTAL HALF PAGE 650 X 300			✓
VERTICAL HALF PAGE 300 X 600			✓

* Ask for our Digital Advertising Guide for current rates and more information about our advertising packages and creative services.

CREATIVE SERVICES

Ad creative design and production services are available to assist you with your marketing campaigns. We can build you effective and affordable display ads that drive traffic to your brand and products.

PREMIER NEWSLETTER SPONSORSHIP

Each Power Automedia magazine sends a weekly newsletter to more than 200,000+ collective email subscribers* showcasing the latest and most popular stories for each magazine. New for 2013, Power Automedia is offering a premium site newsletter sponsorship block, featuring:

- 728x90 ad banner (above the fold)
- Product spotlight image
- Up to 60 characters of text to complement your product image

BEYOND A 'SIMPLE CPM'

NEW!
Holley
ULTRA
HP
WINNING....REDEFINED
CLICK HERE!

650 X 300

Edelbrock
Racing
PRO-PORT HEADS
DESIGNED SPECIFICALLY FOR THE PROFESSIONAL
HEAD PORTER
CLICK HERE

728 X 90

Ferrea
RACING COMPONENTS
THE MOST COMPLETE LINE OF VALVES IN THE INDUSTRY.
CLICK HERE

300 X 250

MOST POWERFUL LS CAMSHAFTS EVER
LEARN MORE
COMPE
CLICK HERE

300 X 100

DRIVEN
RACING OIL
BUILD WITH CONFIDENCE
ESSENTIAL LUBRICANTS FOR HIGH PERFORMANCE ENGINES
• BREAK IN OIL
• RACING OIL XP-3
• LS-30 HOT ROD OIL
START YOUR BUILD TODAY!
CLICK HERE!
BORN FROM JOE GIBBS RACING
DRIVEN TO WIN

300 X 600

DRAGZINE
VISIT DRAGZINE SEND TO A FRIEND SEND US A TIP
Cold, Rainy Reading Race Ends Monday With Drivers Bringing Heat
The best way to keep track of what was happening at Maple Grove Raceway and the National Hot Rod Association's Auto-Plus Nationals was to write the results on a chalkboard and keep an eraser handy - especially in the Top Fuel class.
READ MORE
VP 113
THE PERFORMANCE PART YOU CAN'T AFFORD TO OVERLOOK
MADE BY RACERS FOR RACERS!
Click Here



power AUTOMEDIA ENTHUSIAST DEMOGRAPHICS

MARITAL STATUS

SINGLE, NEVER MARRIED	26%
MARRIED	61%
DIVORCED	13%

EDUCATION

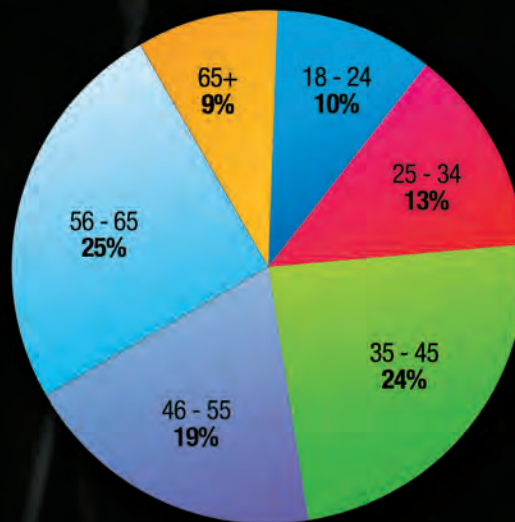
HIGH SCHOOL (OR) GED	22%
SOME COLLEGE	36%
2-YEAR DEGREE	19%
4-YEAR DEGREE	17%
MASTERS	5%

HOUSEHOLD INCOME

\$10K - \$39.9K	26%
\$40K - \$69.9K	27%
\$70K - \$99.9K	22%
\$100K - \$149.9K	17%
\$150K (+)	8%

28% WORK IN AUTOMOTIVE RELATED INDUSTRY

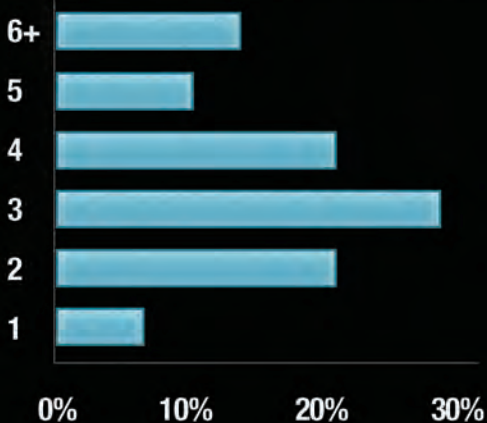
READER AGE



PRODUCT INTERESTS*

AUTO TRANS & CONVERTER	40%
BRAKING & SUSPENSION	49%
CAMSHAFT AND VALVE TRAIN	50%
CARBURETORS (RACE)	22%
CARBURETORS (STREET)	30%
CHARGING SYSTEM	19%
CRATE ENGINES	36%
CYLINDER HEADS & PORTING	53%
ENGINE DRESS-UP ACC.	22%
ENGINE FASTENERS	15%
ENGINE MACHINING/PREP	36%
ENGINE BUILDING	47%
ENGINE SWAPS	45%
EXHAUST SYSTEMS & HEADERS	44%
FABRICATION	55%
FILTRATION (AIR/FUEL/OIL)	19%
EFI & ENGINE MANAGEMENT	53%
FUEL SYSTEMS	38%
GAUGES/INSTRUMENTATION	22%
IGNITION SYSTEMS	39%
INDUCTION (INTAKES / AIR-INTAKE)	50%
INTERIOR	27%
LUBRICATION	31%
MANUAL TRANS & CLUTCH	35%
PLUMBING (HOSE/FITTINGS)	24%
POWER ADDER (S/C, TURBO, N2O)	46%
REAR DIFFERENTIALS	43%
RACER SAFETY EQUIP	20%
TOOLS	45%
WHEELS & TIRES	42%

TOTAL VEHICLES CURRENTLY OWNED



TYPE OF VEHICLES OWNED*

EVERY DAY DRIVER	76%
TRUCK	59%
SUV	32%
SPECIALTY / RACE / HOBBY	72%

SPECIALTY VEHICLES OWNED*

LATE MODEL PERFORMANCE	29%
MUSCLE CAR	46%
DRAG RACECAR	24%
STREET ROD ('49 & EARLIER)	12%
AUTOCROSS & OPEN TRACK	6%
CIRCLE TRACK CAR	9%
TRUCK (STREET)	23%
TRUCK (OFF-ROAD)	7%
JEEP	5%

YEARS OWNED

LESS THAN 1-YEAR	16%
1 TO 3 YEARS	16%
3 TO 5 YEARS	16%
6 TO 10 YEARS	18%
11 TO 15 YEARS	11%
16(+) YEARS	24%

INFORMATION SOURCES

ONLINE	42%
MAGAZINES	22%
MFGR(S) WEBSITE	12%
MAIL ORDER CATALOGS	10%
ONLINE SEARCH ENGINE	8%
FACEBOOK	6%

RETAILERS SHOPPED*

ONLINE ECOMMERCE (SUMMIT, JEGS, OTHER)	74%
LOCAL RETAIL (AUTOZONE, O'REILLY, NAPA)	70%
EBAY MOTORS (ONLINE)	38%
SPEED SHOP	36%
MAIL ORDER CATALOG	34%
MFGR DIRECT	29%
EVENTS (GOODGUYS, NSRA, SWAP MEET)	22%
INSTALLER / BUILDER	10%

BUDGET OVER NEXT 12 MONTHS

LESS THAN \$100	8%
\$100 - \$1,000	31%
\$1,100 - \$2,000	25%
\$2,100 - \$4,000	16%
\$5,000 OR MORE	21%

*Respondents may select more than one option, so percentages will exceed 100%

Source: Power Automedia reader survey, Oct 2012

We Believe in the Magic of the Automobile.

VIDEO PRODUCTION

Since 2006 powerTV Productions has been producing high-quality video for the aftermarket. We specialize in full service video and commercial production, including planning, scripting, storyboarding, shooting, and editing. We look at every video individually and *produce each video based on the client's needs, timeline, and budget*. Plus, we can take your video content to more than 800,000 automotive enthusiasts through nine unique digital magazines, in addition to 750,000+ Facebook fans.

You can rely on powerTV Productions to project a high-quality, high-impact message for your company.

Q: WHY VIDEO?

A: CONSUMERS **WATCH AND LEARN** THROUGH VIDEO.

ALL VIDEO FILMED IN **HD**

- › 188 billion Internet users watched 37.6 billion videos in August, 2012
- › 150 million of those videos were viewed through YouTube!
- › 47.7 million were viewed through Facebook.
- › All age groups consume video, 18-34 year olds consume the most
- › 96% of online spenders view video
- › 1 in 2 regularly share video content

Source: comScore.com

YOUR PARTNER

Whether you have a single video project in mind or need a long-term video production partner, powerTV Productions can deliver for you:

- › **Product & Tech videos:** Installs, Testing, & Product Reviews
- › **TV Commercials:** Broadcast TV and Web, 15-60 seconds
- › **How-To's:** Step-by-step Educational Videos
- › **Facility Tours:** Showcase your Facilities & Capabilities
- › **Corporate:** Introduce your company to new prospective clients
- › **Staff & Dealer Training:** Educate your employees and partners
- › **Trade Shows:** Maximize your trade show investment with video
- › **Event & On-Location:** Racing, Industry & Consumer Events

PRODUCTION PARTNERSHIP

Ask Us About our "Master of Services" production partnership which includes:

- **Establish a monthly video budget to use throughout the year.**
- **20% discounted production rate.**
- **Pull from your bank of production hours as needed.**
- **Quick and flexible response to your production needs.**

power
AUTOMEDIA

WWW.POWERAUTOMEDIA.COM

Advertising Packages & Rates

ONLINE MAGAZINES	HALF	FULL	PREMIER
1 Magazine	\$395	\$595	\$795
Multi-Site Buy (2 or more)	\$345	\$545	\$745

AD SIZES	HALF	FULL	PREMIER
Vertical Halfpage - 300x600 - Animated - 170kb			✓
Horizontal Halfpage - 650x300 - Animated - 170kb			✓
Rich Media Ad - 300x250 - Animated - 150kb		✓	✓
Leaderboard - 728x90 - Animated - 80kb	✓	✓	✓
3:1 Rectangle - 300x100 - Static - 40kb	✓	✓	✓

Newsletter Sponsorship Rates - NEW for 2013

Premier Newsletter Sponsorship

Power Automedia magazine editors send a weekly newsletter to more than 230,000 email subscribers showcasing the latest and most popular stories for each magazine. New for 2013, Power Automedia is offering a premium site newsletter sponsorship ad position on all weekly newsletters.

Premier Newsletter Sponsorship Includes:

- ✓ Product Spotlight ad unit located at the top of the Newsletter Template
- ✓ Product Spotlight image or graphic
- ✓ Up to 60 characters of text to complement your product image
- ✓ 728x90 Leaderboard ad (above the fold)
- ✓ Inventory is available and sold on a first come, first serve basis
- ✓ Sold individually or in discount packages

SPONSORSHIP PACKAGE DISCOUNTS

SILVER \$2,500 / year (save 10%)	GOLD \$5,000 / year (save 15%)	PLATINUM \$10,000 / year (save 20%)
--	--------------------------------------	---

MAGAZINE	MARKET	RATE
StangTV	Ford & Mustang	\$250
StreetLegalTV	Muscle Car	\$250
LSXTV	Late Model GM	\$250
Dragzine	Drag Racing	\$250
ChevyHardcore	'55 & up Chevy	\$250
RodAuthority	Street Rod	\$150
CorvetteOnline	Chevy Corvette	\$100
OneDirt	Dirt Circle Track	\$100
EngineLabs	Engine Build / Tech	\$50

- Per unit rates are based on email subscribers per magazine
 - For current subscriber count, see included "Monthly Performance Report"
 - Volume discounts available: 10%, 15%, 20% with minimum commitment



power
AUTOMEDIA

We Believe in the Magic of the Automobile.



We Believe in the Magic of the Automobile.

**STREET
LEGALTV**

Rod
Authority

**CORVETTE
ONLINE**

Chevy
HARDCORE

LSXTV

power
AUTOMEDIA

**OFFROAD
XTREME**

STANGTV

DRAGZINE

DA

DIESELARMY

Enginelabs

power
AUTOMEDIA

POWER AUTOMEDIA

25843 JEFFERSON AVE
MURRIETA, CA 92562

MEDIA KIT
rev. 10/12

T: 951.677.2626
F: 951.677.2627

POWERAUTOMEDIA.COM