





power **AUTOMEDIA**

We Believe in the Magic of the Automobile.

INTEGRATED MARKETING

BY COMBINING YOUR DISPLAY ADVERTISING WITH EDITORIAL SUPPORT AND AN EXPANSIVE DISTRIBUTION NETWORK, POWER AUTOMEDIA OFFERS AN UNPARALLELED EXPERIENCE THAT WILL MAXIMIZE YOUR ROI.

EDITORIAL

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



DISPLAY ADVERTISING

Display advertising positions your brand and products powerfully and effectively in front of a potential audience of 2 million unique readers a month on the Power Automedia network.



DISTRIBUTION

Power Automedia promotes your content. In addition, we share your products, tech content, videos, and editorial to our community!



- 1.9 MILLION MONTHLY READERS
- 5.2 MILLION FACEBOOK FANS
- 6 MILLION VIDEOS WATCHED
- 650,000+ EMAIL SUBSCRIBERS

POWER AUTOMEDIA ROAD MAP

DIGITAL MAGAZINES



FORDNXT.COM
NEXT GENERATION FORD



FORDMUSCLE.COM
TRADITIONAL FORD



DRAGZINE.COM
DRAG RACING: HEADS-UP, RADIAL & NO PREP



LSXMAG.COM
LATE MODEL GM



CORVETTEONLINE.COM
CORVETTE



ENGINELABS.COM
ENGINE PERFORMANCE



CHEVYHARDCORE.COM
CHEVY MUSCLE CARS



TURNOLOGY.COM
HIGH PERFORMANCE DRIVING



STREETMUSCLEMAG.COM
MUSCLE CARS



RODAUTHORITY.COM
STREET RODS & HOT RODS



OFFROADXTREME.COM
OFF ROAD, TRUCKS, & JEEPS



DIESELARMY.COM
DIESEL TRUCKS



ONEDIRT.COM
DIRT TRACK



POWERPERFORMANCENEWS.COM
LATE MODEL



DRAGRACINGSCENE.COM
DRAG RACING: PRO MOD, NHRA, NOSTALGIA

PRINT MAGAZINES



- THE HOTTEST DRAG RACING: HEADS-UP, PRO-MOD, RADIAL, NHRA, NO-PREP AND TECH CONTENT.



- STREET RODS, CUSTOMS, RAT RODS & MORE IN EACH JAM-PACKED ISSUE OF ROD LIFE.



- LATE MODEL GM & LS/LT1 CONTENT WILL BE THE FOCUS ON LSX THE MAGAZINE.



- ALL FORDS & MUSTANGS ARE WELCOME IN FORD MUSCLE THE MAGAZINE.



- IF YOU LOVE DIRT TRACK MAGAZINE, YOU'LL LOVE ONEDIRT THE MAGAZINE. 100% DIRT TRACK.

- Power Automedia and Xceleration Media publish 5 print titles in 2018
- The best of digital and exclusive print content combined
- Reach traditional and new readers

SPEED VIDEO

HORSEPOWER WARS

ONE WINNER.

alloy

STUDIOS

■ LIVE AUTOMOTIVE BROADCASTING

Speedvideo is the #1 live streamed automotive network, bringing more than 70 million minutes of live automotive motorsports to our viewers screens.

■ AUTOMOTIVE SHOW

Horsepower Wars is an automotive show that features a fierce competition taking place in one of four venues: engine dyno, chassis dyno, drag strip or road course.

■ VIDEO PRODUCTION

Alloy Studios offers a variety of video production services, including jaw-dropping action, lifestyle, tech, interviews, trade show, and corporate videos.

We Believe in the Magic of the Automobile.

FORDNXT



FORDNXT.COM

NEXT-GENERATION FORD

FordNXT Magazine is dedicated to the 'next-generation' of Ford Performance specializing in the Coyote and EcoBoost platforms. While we have a primary focus on 2011- up Mustangs, you'll find Raptor, Focus, Fiesta and more. Get the latest blue oval news, features, events, and tech.

-  **112,208** MONTHLY READERS
-  **489,009** FACEBOOK FANS
-  **66,910** EMAIL SUBSCRIBERS

FORDMUSCLE



FORDMUSCLE.COM

TRADITIONAL FORD

FordMuscle Magazine is dedicated to 'traditional' Ford performance - pushrod Foxes to Three-Valve S197's & everything in between. FordMuscle readers appreciate modern technology & power adders, but in a more traditional platform. FordMuscle will have tech-heavy & DIY-focus.

-  **127,066** MONTHLY READERS
-  **51,687** FACEBOOK FANS
-  **69,220** EMAIL SUBSCRIBERS



Chevy HARDCORE

CHEVYHARDCORE.COM

CHEVROLET MUSCLE CARS

Chevy Hardcore is the leading all-Chevrolet magazine featuring a heavy dose of '55-'57 Tri-Fives, '60-'70s muscle cars, to the late-model LT/LS/LSX powered Chevys. Chevy Hardcore is the #1 all-Chevy Magazine today reaching over 100,000 bow-tie parts buyers.

- 153,312** MONTHLY READERS
- 278,433** FACEBOOK FANS
- 55,665** EMAIL SUBSCRIBERS



LSXMAG.COM

LATE MODEL GM

LSX Magazine is the #1 magazine focusing on late-model GM and LSX performance from the original LS1 powerplant that started the revolution in 1997 to the latest LSX, Gen V LT1 and LT4. LSX Magazine covers the latest news, tech and events.

- 167,215** MONTHLY READERS
- 1,159,376** FACEBOOK FANS
- 43,830** EMAIL SUBSCRIBERS

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Rod Authority



RODAUTHORITY.COM

STREET RODS & HOT RODS

Rod Authority® is an all-digital magazine dedicated to covering the gamut of hot rodding & custom culture—featuring classic trucks, lead sleds, gassers, rat rods, kustoms, and street rods. Rod Authority provides the latest in up-to-date industry news & nationwide event coverage.

- 94,186 MONTHLY READERS
- 449,768 FACEBOOK FANS
- 31,018 EMAIL SUBSCRIBERS

STREET MUSCLE MAGAZINE



STREETMUSCLEMAG.COM

MUSCLE CARS

Street Muscle® Magazine is your daily source for tech, events, and features on some of the coolest, old school examples of Detroit's best-ever firepower. We bring you industry news, popular event coverage, car features, and tech for the DIY'er in a format that is constantly up-to-date.

- 124,180 MONTHLY READERS
- 573,218 FACEBOOK FANS
- 68,073 EMAIL SUBSCRIBERS

DRAGZINE®



DRAGZINE.COM

DRAG RACING: HEADS-UP, RADIAL & NO PREP

Dragzine® delivers hard-hitting news, rumors, and event coverage that drag racers crave from NMCA, NMRA, Outlaw, No-Prep, Grudge and Drag Radial events. Tech focuses on the latest chassis upgrades, electronics, and competition-level powertrains.

- 📄 **524,681** MONTHLY READERS
- 👍 **469,472** FACEBOOK FANS
- ✉️ **62,205** EMAIL SUBSCRIBERS

DRAG RACING SCENE®



DRAGRACINGSCENE.COM

DRAG RACING: PRO MOD, NHRA, NOSTALGIA

Drag Racing Scene covers the professional ranks all the way to your Saturday night bracket racer, from NHRA, IHRA, PDRA and nostalgia series. It has the events, features, tech, and news that old school drag racers crave.

- 📄 **50,073** MONTHLY READERS
- 👍 **115,616** FACEBOOK FANS
- ✉️ **63,755** EMAIL SUBSCRIBERS

We Believe in the Magic of the Automobile.

100% Dirt Track Racing

ONEDIRT


.com



ONEDIRT.COM

DIRT TRACK RACING

One Dirt is the world's foremost authority on dirt track racing – covering the cars, the drivers, and the technology that fuel the sport. Event coverage goes coast to coast, mixing local, regional and national events from every series and class.

 **66,941** MONTHLY READERS

 **178,530** FACEBOOK FANS

 **37,961** EMAIL SUBSCRIBERS

TURN

NOLOGY

®




TURNNOLOGY.COM

HIGH PERFORMANCE DRIVING

Turnology® covers every aspect of performance driving from local autocross events to sanctioned road races. Event coverage, chassis and driving theory as well as late-breaking content make it a destination for apex-driven enthusiasts.

 **45,148** MONTHLY READERS

 **81,269** FACEBOOK FANS

 **16,533** EMAIL SUBSCRIBERS

POWER & PERFORMANCE



POWERPERFORMANCENEWS.COM

LATE MODEL

Power & Performance presents the cutting edge late model tech features and timely content that enthusiasts have been craving. From the Big Three and beyond, the focus is on high-horsepower, streetable powertrains outfitted with the latest technology.



-  **50,335** MONTHLY READERS
-  **97,783** FACEBOOK FANS
-  **60,221** EMAIL SUBSCRIBERS



ENGINELABS.COM

ENGINE PERFORMANCE

EngineLabs® is the leading magazine for performance engine technology. With a focus on the racing and performance communities, EngineLabs explores the new parts, tactics, rationale, and strategy that guide the creative minds obsessed with making horsepower.

-  **217,262** MONTHLY READERS
-  **388,658** FACEBOOK FANS
-  **30,315** EMAIL SUBSCRIBERS

We Believe in the Magic of the Automobile.

OFFROAD XTREME™



OFFROADXTREME.COM

OFF ROAD, TRUCK & JEEP

Off Road Xtreme™ is the digital leader in off road for breaking news, inside information, high-quality truck features, event coverage, exclusive technical content, and project vehicles you won't see anywhere else. Hit the trails armed with knowledge to conquer any terrain.

- 84,085 MONTHLY READERS
- 490,219 FACEBOOK FANS
- 12,757 EMAIL SUBSCRIBERS

DIESEL ARMY®



DIESELARMY.COM

DIESEL TRUCKS

Diesel Army® is dedicated to Diesel-powered trucks. No spark plugs here! We are the leading resource for the latest news, coolest rides, hottest parts, and best products around. Discover turbo upgrades, tuning and other performance modifications to must-have accessories.


- 85,039 MONTHLY READERS
- 223,069 FACEBOOK FANS
- 14,089 EMAIL SUBSCRIBERS



CORVETTE

CORVETTEONLINE.COM

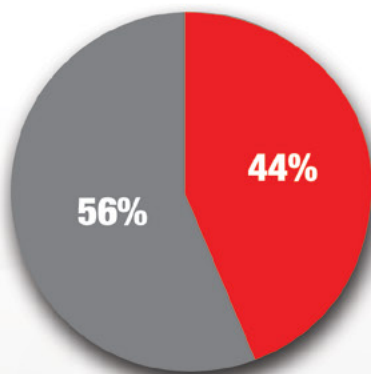
Corvette Online is your source for the latest & greatest in the Corvette enthusiast marketplace. Ranging from classics to cutting edge C7's, we showcase America's sports car through in-depth car features, late breaking industry news and Corvette-specific event coverage.

-  **83,307** MONTHLY READERS
-  **191,393** FACEBOOK FANS
-  **31,478** EMAIL SUBSCRIBERS

2018 = VERY **BIG** POWER

power AUTOMEDIA DIGITAL MAGAZINES	
MONTHLY READERS	1,817,689
FACEBOOK FANS	4,845,571
EMAIL SUBSCRIBERS	502,093

XCELERATION MEDIA GROUP DIGITAL MAGAZINES	
MONTHLY READERS	167,349
FACEBOOK FANS	391,929
EMAIL SUBSCRIBERS	161,937



TRAFFIC SOURCES 2017

-  MOBILE / TABLET
-  DESKTOP

power + XCELERATION TOTAL	
MONTHLY READERS	1,985,038
FACEBOOK FANS	5,237,500
EMAIL SUBSCRIBERS	664,034

DIGITAL MARKETING

With Power Automedia's digital marketing packages, you 'simply get more' with your advertising dollar. We offer three Digital Marketing Programs that run the gamut from the 'all-inclusive' Everywhere program all the way to the Advantage Program that gets you in the door at a value-driven investment level.

EVERYWHERE PROGRAM

Take your brand **Everywhere** with our largest and most powerful program including all ad positions, mobile, and newsletter ads

POWER PROGRAM

The **Power** Program gives you major power for brand building and editorial integration, including most display ad sizes.

ADVANTAGE PROGRAM

Take **Advantage** of three desktop ad positions plus dedicated mobile. It also includes integrated editorial, news and new product support.

MORE THAN JUST ADS.
EDITORIAL THAT SUPPORTS.
SOCIAL THAT ENGAGES.

EVERYWHERE

The Complete Digital Marketing Package.

POWER

More Power for Marketing your Brand.

ADVANTAGE

Premium Editorial Included

SUPER LEADERBOARD 970x90 | 728x90

MOBILE LEADERBOARD 320x100

MOBILE RECTANGLE (RMA) 300x250

RECTANGLE (RMA) 300x250

VERTICAL HALF-PAGE 300x600

HORIZONTAL HALFPAGE 650x300

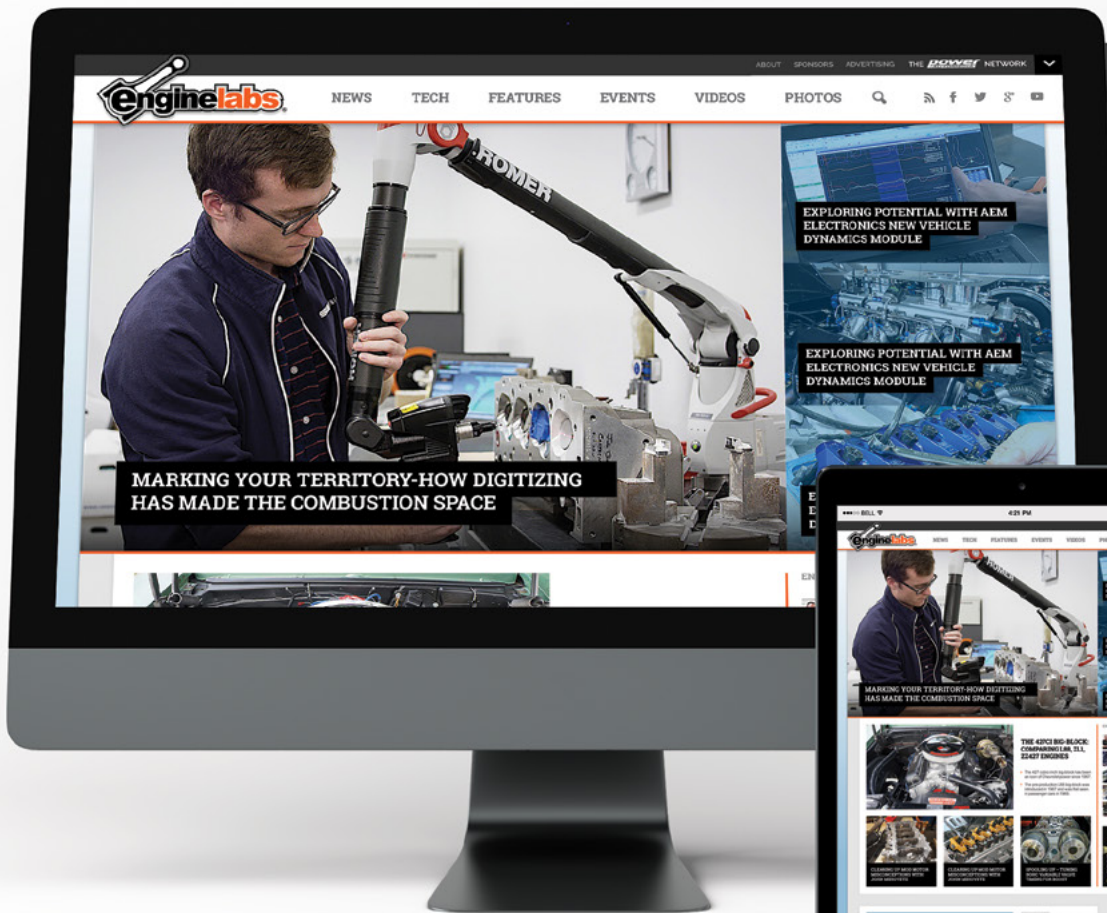
BILLBOARD 970x250

SUPER BILLBOARD 970x550 | 650x480

NEWSLETTER BANNER 300x600

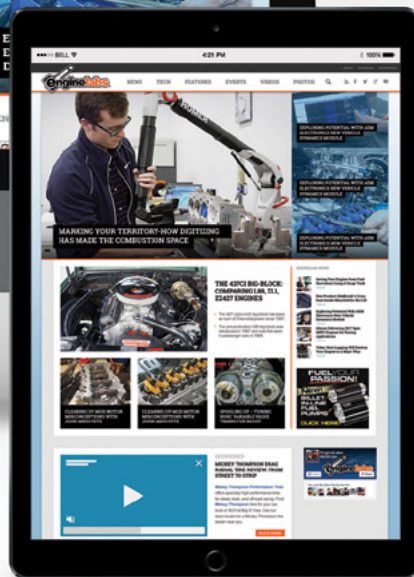


High resolution creatives are accepted for images on double-density/retina displays. Please check with us for accepted file weights.



OPTIMIZED FOR EVERY PLATFORM

- **DESKTOP**
- **TABLET**
- **MOBILE**



AD SIZES

SUPER BILLBOARD 970x550



VERTICAL HALF-PAGE & NEWSLETTER 300x600



MOBILE & DESKTOP RECTANGLE (RMA) 300x250

BILLBOARD 970x250



HORIZONTAL HALF-PAGE 650x300



SUPER LEADERBOARD 970x90



MOBILE LEADERBOARD 320x100

We Believe in the Magic of the Automobile.

PRINT MAGAZINES



XCELERATION
MEDIA GROUP

+ **power**
AUTOMEDIA

Acquired by Power Automedia in 2017, Xceleration Media brought existing print titles into the fold as well as offered the opportunity to bring storied digital magazines to a new medium. Each print title will be distributed through a variety of channels that put them directly in the hands of enthusiasts. Subscriptions, events, races, conferences, dealer/retail outlets, and participating companies are an integral part of this targeted strategy.

PRINT REACHES NEW + TRADITIONAL PARTS BUYERS



STARTING IN 2018...

- Power Automedia will deliver 5 print publications with a readership of over a half-million enthusiasts.
- Power Automedia print magazines will expand reach to new and traditional parts buyers, beyond digital.
- Exclusive features, event coverage, and tech will be available throughout our print publications.
- LSX Magazine and FordMuscle will debut as the first Power Automedia titles to become a print publication.
- Drag Racing Scene will continue its print version, but with added content from Dragzine.
- Street Rod Life will become Rod Life and feature exclusive content as well as articles from Rod Authority.

DRAG RACING SCENE

Drag Racing Scene covers the cars, drivers and technology that define the sport of drag racing from the pro ranks all the way to the local drag strips. Drag Racing Scene will feature some of the most in-depth event coverage, new and exclusive print-only content, along with the best from Dragzine.com and DragRacingScene.com.

- Dedicated to hardcore drag racing enthusiasts who live and breathe drag racing.
- Coverage from popular drag racing series such as PDRA, NHRA, IHRA, NMRA, NMCA, and more!
- Drag racing tech from engines to driveline, suspension, chassis, and more.



ISSUES	RELEASE DATES	READERSHIP
Issue 1	March 19, 2018	50,000+
Issue 2	July 2, 2018	50,000+
Issue 3	September 3, 2018	50,000+
Issue 4	October 29, 2018	50,000+



“Drag Racing Scene magazine will be the go-to source for the hottest and most exclusive stories.”

PRINT MAGAZINES

FORD MUSCLE

NEW FOR 2018! At last, Ford Muscle takes its popular blue oval content to the printed page. The print version mixes new and exclusive content found on Ford Muscle and FordNXT – all Mustang years with a heavy focus on late-models. You'll also find the wildest Coyote swaps, hot hatches, and the venerable Lightning and Raptor trucks.

- Hottest features on Fox-body Mustangs to the brand-new S550, hot hatches, and even trucks.
- Performance engine upgrades, bolt-ons, suspension, chassis, and other tech Ford enthusiasts crave.
- Coverage of the biggest shows – from the NMRA, Mustang Week, SEMA and more!



ISSUES	RELEASE DATES	READERSHIP
Issue 1	June 4, 2018	50,000+
Issue 2	September 26, 2018	50,000+



ISSUES	RELEASE DATES	READERSHIP
Issue 1	April 9, 2018	50,000+
Issue 2	August 20, 2018	50,000+

LSX MAGAZINE

NEW FOR 2018! The number one source for late model GM content goes from pixels to the printed word this Spring! LSX Magazine is the world's foremost authority on Gen III, IV and V equipped GM's. Two issues will celebrate all things LS and LT powered with unique content and relevant stories.

- Features on the wildest LS swaps, Camaros, CTS-Vs, Corvettes, trucks, and more.
- In-depth installs of LS and LT upgrades for the ultimate performance.
- The hottest shows and races – LS Fest, LSX Challenge Series, and more.



Rod Life Magazine gets a new look for 2018, transitioning from "Street Rod Life" to better characterize its devotion to all things hot rod. Rod Life celebrates traditional pre-1964 street rods, classic trucks, and customs up to 1972. This bi-annual print magazine covers the entire breadth of the scene, making it a must-own for any hot rodder.

- Wild customs, traditional builds, rat rods, gassers, and everything between.
- Tech, lifestyle, and car features for diehard enthusiasts.
- Coast to coast event coverage from Goodguys, NSRA, and more.



ISSUES	RELEASE DATES	READERSHIP
Issue 1	April 30, 2018	50,000+
Issue 2	August 6, 2018	50,000+



100% Dirt Track Racing **ONEDIRT**

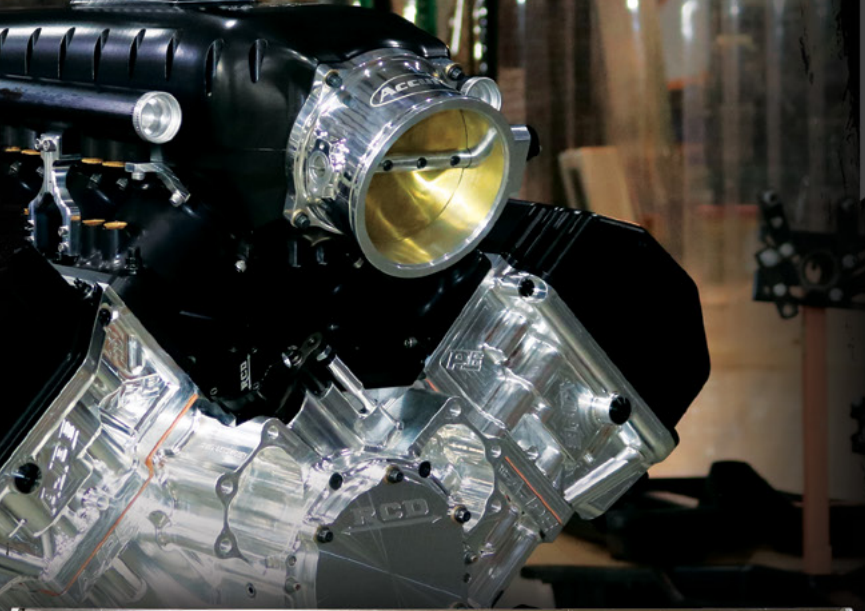
OneDirt is the world's foremost authority on dirt track racing. From news, tech and interviews with those in-the-know, this title is targeted at hands-on racers looking for timely coverage of all levels and classes. OneDirt Magazine is printed twice annually to complement its timely digital content.

- Features on the top dirt track racers from around the country.
- Relevant industry and racing news as well as the latest tech.
- Coverage from the biggest events in dirt track racing.

ISSUES	RELEASE DATES	READERSHIP
Issue 1	May 17, 2018	50,000+
Issue 2	September 17, 2018	50,000+

We Believe in the Magic of the Automobile.

NEW FOR 2018! HORSEPOWER WARS ONE WINNER.



HORSEPOWER WARS is an automotive TV show that features a fierce competition between rivals that takes place in one of four venues: engine dyno, chassis dyno, dragstrip or road course. With no feel good trophies for second place, we travel the country having fun and stirring-up trash talking between drivers, builders, and tuners.



HORSEPOWERWARS.COM

HORSEPOWER WARS = GREAT CONTENT

6 UNIQUE STORYLINES

Each storyline will broadcast through two months worth of scheduled videos, articles, news updates, and social media posts.

24 HIGHLY-PRODUCED VIDEOS

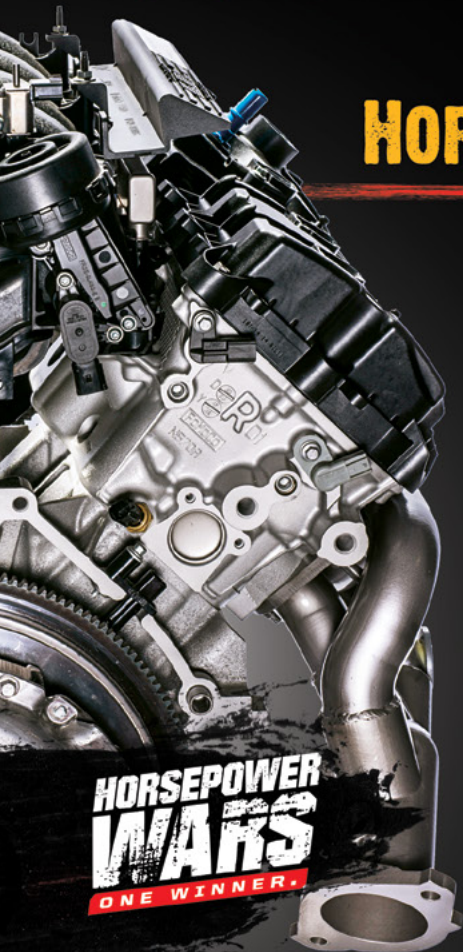
Polished, well produced videos will range from 3 to 10 minutes in length, which will be published across Power Automedia's 15 magazines.

20+ TECH ARTICLES

Full-length articles will cover each build including previews, build sequences, and the final shootout.

20+ AUTHENTIC "REAL WORLD" VIDEOS

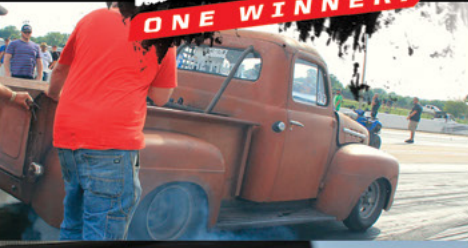
Raw, authentic, real world shorts will also be distributed to create an immersive and engaging experience.



HORSEPOWER WARS

ONE WINNER.

THE WARS ARE COMING! BIG POWER, BIG MONEY.



\$10K DRAG SHOOTOUT

Chevy vs. Ford vs. Mopar vs. Import. Teams will have \$10,000 to buy, build, and race in one week. Surprises, challenges, and trash talk are guaranteed. The team with the quickest three-run average wins.

\$10K ROAD RACE SHOOTOUT

All makes and models welcome as teams will have \$10,000 to buy, build, and turn laps at the road course in one week. The right car choice and the right parts will determine the winner.

COYOTE VS. LS SHOOTOUT 2: BOOST

Revisiting our controversial Coyote vs. LS Shootout, this time we'll add boost to the equation. Blue oval or bow-tie? There can be only one winner, as the dyno doesn't lie.

2017 PONY WARS: MUSTANG VS. CAMARO

We put a 2017 Mustang GT and a 2017 Camaro SS head-to-head! Each car is modified and challenged in a triathlon that encompasses a chassis dyno, road course, and drag strip.

ENGINELABS HP CHALLENGE

Top engine builders square off in a dyno competition for big payouts! The #1 performance engine magazine joins forces with Horsepower Wars.

TRUE STREET CHASSIS DYNO SHOWDOWN

10 competitors. 100-mile drive. Pump gas only. Only one winner will be crowned as real street cars lay down big power on the chassis dyno.

XCELERATION
MEDIA GROUP

POWER
AUTOMEDIA

SPEEDVIDEO



360 DEGREE DISTRIBUTION

DIGITAL PUBLICATIONS, SOCIAL, FACEBOOK, LIVE VIDEO, BLOGS.
MULTI-PLATFORM = REAL POWER.

HORSEPOWERWARS.COM

We Believe in the Magic of the Automobile.

TECH CENTER

The Power Automedia Tech Center can handle any job from the most basic bolt-on installation to full-on race car fabrication. Our trained technicians have access to state-of-the-art equipment to perform virtually any performance upgrade.

- In-House for Single Source Reliability
- Full Integration with Video & Editorial
- Thorough Installation & Testing

TECH CENTER EQUIPMENT

The centerpiece of the Power Automedia Tech Center is a **Dynojet 224XLC 2WD Chassis Dynamometer.**

- State of the art with load control
- Repeatable performance testing

Other capabilities:

- Nearly Half a Dozen Lifts
- Flow Bench Testing
- MIG and Welding
- Tire Installation and Balancing
- 20-ton Hydraulic Press
- Corner Weight Scales



High-Quality installation & testing
Fast Production of video & editorial
Reliable In-House process you can trust

Dynojet





*We Believe in the Magic
of the Automobile.*



power **AUTOMEDIA**

We Believe in the Magic of the Automobile.

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