

Indy Car



NHRA



Late Models

NASCAR



SPEED SPORT Magazine

Trusted Motorsports News Since 1934

PUBLICATION SCHEDULE

MARCH >> Season Preview

This issue will provide a look ahead at the season to come in all forms of motorsports with special content previewing the IndyCar, road racing and short-track seasons. It will include exclusive interviews with the heads of many of the major sanctioning bodies, as well as series schedules.

APRIL >> Track & Series Guide

The popular Track & Series Guide returns! This issue features a complete listing of race tracks and sanctioning bodies in the United States, while offering advertisers an opportunity to promote events that will occur throughout the 2012 racing season.

MAY >> Month of May (Indy 500)

Targeting The Greatest Spectacle in Racing, the feature content in this issue showcases the 96th running of the Indianapolis 500 at Indianapolis Motor Speedway, but also previews NASCAR's longest race — the Coca-Cola 600 — and other traditional Month of May racing events.

At-track distribution and marketing efforts will target the Indianapolis 500.

JUNE >> The Dirt Late Model Issue

In recognition of the Prelude to the Dream and Dream dirt-late-model races June 6-9 at Ohio's Eldora Speedway, SPEED SPORT Magazine presents this issue aimed at informing, educating and entertaining readers about the goings-on within the dirt-late-model racing world.

At-track distribution will target Eldora Speedway.

JULY >> Motorcycle Month

July is arguably the busiest and most intense month of the season for motorcycle racing. From Laguna Seca's famous "Corkscrew" to "LaRocco's Leap" at Red Bud, fans will be pouring on the sunscreen and packing the stands by the tens of thousands to cheer their favorite rider. SPEED SPORT Magazine will showcase the riders, events and tracks that make motorcycle racing one of the most thrilling aspects of the world of speed, while profiling riders who have made the "leap" from two wheels to four.

At-track distribution and marketing efforts will target the USGP in Indianapolis and other events TBD.

AUGUST >> Knoxville Nationals

The 52nd annual Goodyear Knoxville Nationals will bring the best sprint car drivers from throughout the United States, Canada and Australia to Iowa for the highest paying and most prestigious short-track race of the season. SPEED SPORT will preview all the action from the half-mile dirt track to the Hall of Fame and pie tent.

Bonus at-track distribution will be directed at Knoxville Raceway.

SEPTEMBER >> Drag Racing

Anchored by coverage of the U.S. Nationals at Lucas Oil Raceway, SPEED SPORT Magazine will feature the nitro-burning, tire-squealing, straight-line action in this issue that will cover all things drag racing.

At-track distribution and marketing efforts will target Lucas Oil Raceway in Indianapolis and ZMax Dragway in Charlotte, N.C.

OCTOBER >> Chasing the Check

With the season winding down, championship chases will be coming to a close. This issue will look at the best title races while profiling several of motor racing's most illustrious champions.

At-track distribution and marketing efforts will target fans attending the World Finals at Concord, N.C., and stock car fans following The Chase for the Cup.

NOVEMBER >> Trade Show Issue

Preparing for the 2013 racing season will be on the minds of racers, manufacturers, engine builders and sanctioning bodies as they head to the season-ending trade shows.

Bonus circulation will be offered at the IMIS Trade Show Dec. 6-8.

DECEMBER >> Season in Review

The traditional keepsake issue recaps the personalities, cars, tracks and stories that made the news during the 2012 racing season. This issue offers a great opportunity to congratulate the champions on their successful campaigns.

Motorcycles



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