

• THUNDERBOLT STRIKES GARDEN STATE •

• KIDS AND RACING: PERFECT TOGETHER •

RACINGWORLD

NEW JERSEY

Volume 1, No. 1 • March 2009



DO YOU HAVE

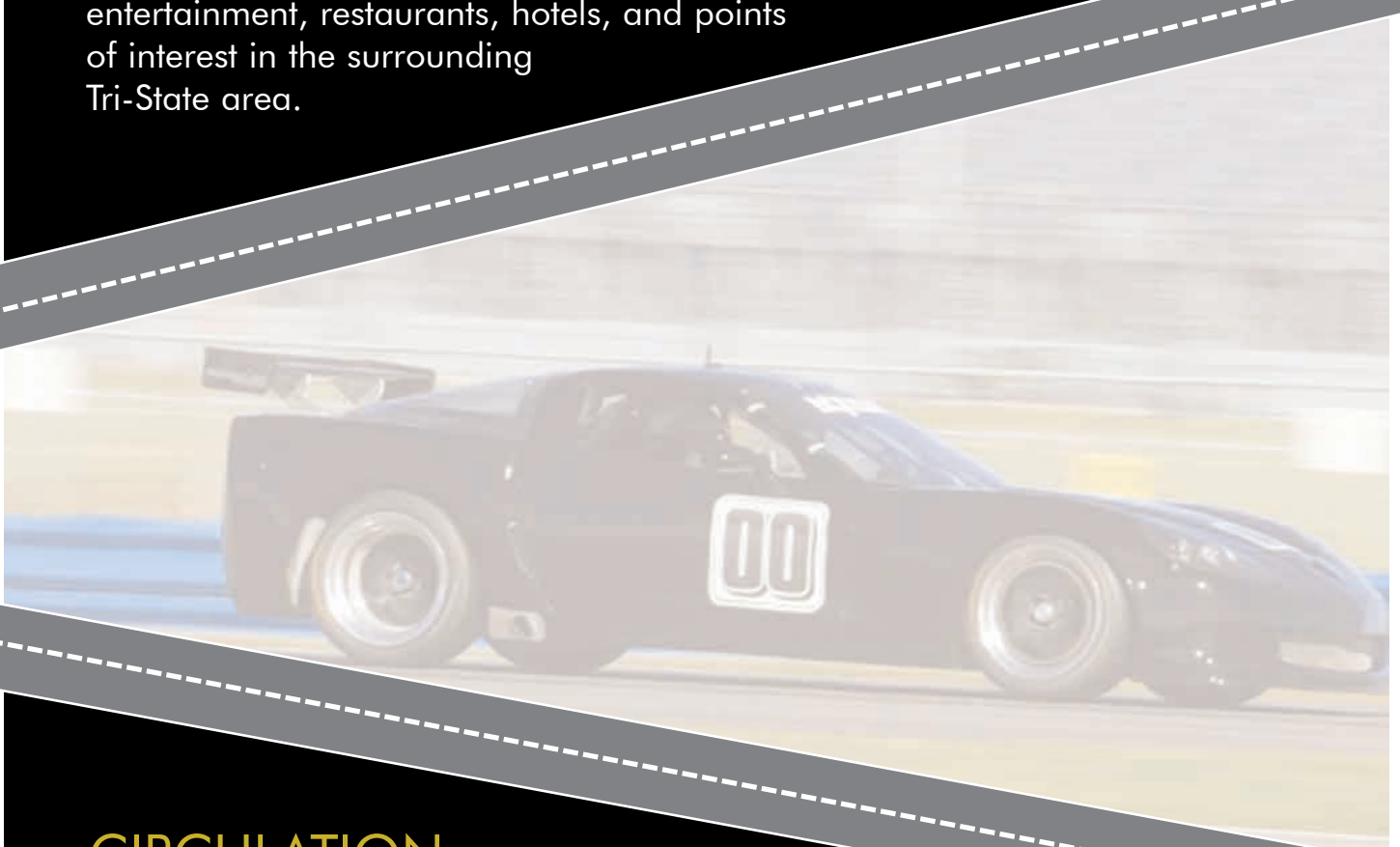
A NEED

FOR

SPEED?

ABOUT RACING WORLD

The focus of Racing World magazine is to offer a regional publication focused on all types of racing, and all types of race fans. Our readership demographic will range from the avid racer, to someone just getting started in following this entertaining and exciting sport. We will also provide a local focus, with views on area entertainment, restaurants, hotels, and points of interest in the surrounding Tri-State area.



CIRCULATION

Through our plan to integrate requested subscribers through both our print and digital publications and E-Newsletters, we anticipate a readership of 80,000 individuals at our launch date in Spring 2009.

PRINT EDITION

40,000 Requested Subscribers*

* Individuals will personally request a FREE 2-year subscription to Racing World. Individual copies will be mailed directly to their home address

DIGITAL EDITION & E-NEWSLETTER

40,000 Recipients*

* Individuals will request to be added to our database and will receive either the digital edition of Racing World, E-Newsletter and/or E-Blast.

UNDERSTANDING OUR READERSHIP & DISTRIBUTION: More than 80% of our distribution will be to requested, opt-in subscribers, meaning individuals who enjoy racing and have personally asked to receive RACING WORLD MAGAZINE. These issues will be mailed directly to each subscriber's home address. Through auditing, every issue of our magazine will be tracked to ensure each and every issue reaches our specific demographic.

With a world-class racing venue to call its own, New Jersey now has a world-class magazine to promote the sport and our state, luring hundreds of thousands of racing fans to South Jersey.



EDITORIAL

The magazine will be published six times a year. The Editorial Themes will be:

January/February/March - **Joining the Club** edition. Inside it would contain information describing all the race clubs that participate at the track. This would be how many readers can learn what the different clubs are about, how to join them, what types of cars they use, and anything else that would be informative to the race fan.

April/May - **Source Book** edition. In this issue we would unveil all the must-see events that are scheduled at the track for the upcoming year, and all the details surrounding going to the track itself.

June - **Region VS Region**. Inside we would compare different race circuits from different states, and different tracks. This could lead up to different challenge series between different clubs, creating an end of year bragging rights event that conclude at the Millville track for a big weekend event.

July/August - **The Summer Issue**. Inside we would detail regional vacationing destinations for the visiting race fan, while promoting the upcoming Summer/Fall racing events.

September - **The Classics**. In this issue we would be focusing on the race fans' love of the sport encompassing the vintage, and history of racing on the local, as well as the national race circuit level. This would tie in with the Vintage Air and Car show that showcases the history of racing and flight from around the area.

October/November/December - **Travel Guide for the Race Fan**. We would conclude the year with attention towards the upcoming year by preparing the race fan with info to plan their schedule for the upcoming year. It would also contain a year in review detailing all the events, excitement, and memories for the past racing season.

REACHING OUR FANS

... Through Various Mediums

RACING WORLD MAGAZINE will be a high-gloss publication covering current events such as:

- People
- Places
- History
- Background personnel
- Beginners Guide to racing
- Travel information
- Innovations to the sport
- Technical
- Opinion...points of view

ON THE WEB

In addition to the magazine we will publish a Web site that mirrors the publication, and will also have Web casting, and E-blast, a broadcast E-mail directed to a specific audience. The Web cam would focus on various points of interest around the track, and broadcast live on the web site to heighten interest of the events at the track. Some examples of this digital media would be:

- Cameras inside the pace car
- Cameras on the pit crews
- Cameras at strategic points along the course
- Cameras with the track personnel
- Cameras with vehicles
- Cameras with fans

TV & RADIO COVERAGE

RACING WORLD will also produce television and radio programming. This type of programming would provide further information about racing, coverage of events and other points of interest specific to local/regional racing, and the various tracks that are accessible to regional racing fans. Programming would also contain interviews with race personnel, their teams, and owners.

NOTE: Launch date for television and radio coverage would be Spring of 2010.



RATES

DIGITAL EDITION, E-NEWSLETTER & PRINT EDITION ALL INCLUSIVE

SPREAD	1X	3X	6X
	\$5,200	\$5,095	\$4,700
FULL PAGE	1X	3X	6X
	\$3,200	\$3,095	\$2,775
TWO-THIRDS	1X	3X	6X
	\$2,600	\$2,500	\$2,285
HALF PAGE	1X	3X	6X
	\$2,225	\$2,100	\$1,920
THIRD PAGE	1X	3X	6X
	\$1,600	\$1,525	\$1,375
SIXTH PAGE	1X	3X	6X
	\$999	\$945	\$895
BACK COVER	1X	3X	6X
	\$5,125	\$4,900	\$4,700
COVERS 2, 3	1X	3X	6X
	\$3,900	\$3,775	\$3,300

E-BLASTS: Prices start at \$750 per 5,000 recipients. Call for pricing
RADIO/TV: Call for pricing.

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