



PARTS
Magazine



DRAG
Specialties
Magazine



PARTS
EUROPE
Magazine

DISTRIBUTION

Revised November 2, 2023

EUROPE – LAUNCHING IN DIGITAL-ONLY FORMAT IN 2024!

Three years ago, we made some major changes to the production process of *Parts Europe Magazine*. Working with the translation team at Parts Europe, the editorials were converted from English-only into four additional languages: French, German, Italian and Spanish.

Also in 2021, we began offering digital editions of the magazine in the five languages. This change allowed something we couldn't do in print. Part numbers in the digital publications could then be "hot-linked" to the Parts Europe dealer portal so that dealers could order products directly from the magazine!

These changes have been so popular that for 2024, *Parts Europe Magazine* will be published solely as a digital magazine. In addition to the "hot-link" feature, and dealers being able to choose one of five languages to receive their magazine, our robust new digital-only format will provide even more opportunities for advertisers.

While we will continue to provide free written editorials with all ads ½-page or larger, the digital format will allow advertisers to include embedded pre-produced videos** in your ads or editorials. This will allow dealer readers to spend much more time learning about your products with your embedded video.

And lastly, Parts Europe's 14,000+ dealers are no longer limited to only one magazine per store, as it was previously with the print magazine. Any employee of a Parts Europe dealer can now submit their email address to be added to the dealer subscription list to have their publication emailed to them. These additional staff members will increase the overall readership of *Parts Europe Magazine* significantly as we move forward.

** See Advertising Specifications page for application details

NORTH AMERICA

We publish six issues of *Parts Magazine* and six issues of *Drag Specialties Magazine* per year on a rotating basis. Using the most current customer list, roughly 8,000 Parts Unlimited dealers in the United States receive a printed copy of *Parts Magazine*. An additional 3,000 copies are also sent in bulk to all sales reps, as well as copies to advertisers and selected industry members. 2,000 copies are shipped to Parts Canada.

Using the most current customer list, roughly 4,000 Drag Specialties dealers in the United States receive a printed copy of *Drag Specialties Magazine*. An additional 4,000 copies are also sent to all sales reps, as well as copies to advertisers and selected industry members. 2,000 copies are shipped to Parts Canada.

Both *Drag Specialties Magazine* and *Parts Magazine* are available in digital format on the issuu.com website (link at www.partsmag.com). This allows all Parts Unlimited and Drag Specialties dealers and sales reps to view issues on their computers, tablets and smart phones, with the option to download PDF copies for offline viewing. The issues are also publicly available for consumer consumption.

For more information or to order ad and/or editorial space, contact
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