



PARTS
Magazine



DRAG
Specialties
Magazine



PARTS
EUROPE
Magazine

DISTRIBUTION

Revised July 26, 2018

A key to the success of **Parts Magazine**, **Drag Specialties Magazine** and **Parts Europe Magazine** is the unique distribution, allowing vendors advertising exposure and to provide product information for all three marketing segments of the LeMans Corporation business: North American Metric Motorsports, North American V-twin Motorsports and European Motorsports.

The total distribution of **Parts Magazine** averages 15,000 copies per issue (some issues have more to cover extra copies for trade shows or other events.) Of the total amount, roughly 8,000 single copies are mailed to dealers in the U.S., and 2,000 to Canada. An additional 3,500 are sent in bulk to Parts reps for their in-store and event use.

The total distribution of **Drag Specialties Magazine** averages 11,000 copies per issue (some issues have more to cover extra copies for trade shows or other events.) Of the total amount, roughly 4,000 single copies are mailed to dealers in the U.S., and 2,000 to Canada. An additional 4,000 are sent in bulk to Drag reps for their in-store and event use.

Parts Europe Magazine covers both metric and V-twin products. The total distribution averages 16,000 copies per issue (some issues have more to cover extra copies for trade shows or other events.) Of the total amount, roughly 15,000 single copies are mailed to dealers throughout Europe. An additional 500 are sent in bulk to Parts reps for their in-store and event use.