



PARTS
Magazine



DRAG
Specialties Magazine



PARTS EUROPE
Magazine

DISTRIBUTION

Revised July 23, 2019

BIG NEWS FOR 2020!

IN ADDITION TO the distribution of the printed magazines described below, we have now added digital versions of each *Parts Magazine* and *Drag Specialties Magazine* issue.

Future issues will be sent electronically by Parts Unlimited and Drag Specialties to their dealers who will now be able to read the magazine on their computer, tablet and smart phone, and they will still get their print copy.

Value added as we find more ways for dealers to see your advertisement!

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.