



PARTS
Magazine



DRAG
Specialties
Magazine



PARTS
EUROPE
Magazine

DISTRIBUTION

Revised September 2021

BIG NEWS FOR 2022!

MAGAZINES NOW IN PRINT AND DIGITAL!

EUROPE

We are very excited to announce that in 2022, every Parts Europe dealer will be able to read *Parts Europe Magazine* in print and/or digitally in English, French, German, Italian or Spanish!

Since we began publishing *Parts Europe Magazine* over a decade ago, approximately 14,000 Parts Europe dealers have been receiving a printed copy in the mail. Through 2020, these issues were all printed in English. Then, in 2021 we changed our production flow and instead of going to press with the magazine all in English, we added a step to have the translation team at Parts Europe convert the editorials into four additional languages: French, German, Italian and Spanish. For 2022 the approximate breakdown of dealer mailings by language is 4,050 English; 3,450 French; 3,500 German; 1,600 Italian and 1,400 Spanish.

In addition to the printed copies of *Parts Europe Magazine*, 2021 also saw the creation of digital editions also in the five languages. The Parts Europe sales team includes a writeup about each new edition as they come out along with a link on their website for those who prefer to read digitally to access it. Not only does the digital format allow dealers to enjoy the magazine in their preferred language and method, but the digital technology also allows for part numbers in the editorials to be "hot-linked" to the Parts Europe portal for dealers to order your products right from the magazine!

A third new feature for advertisers will be the capability to include embedded pre-produced videos in ads or editorials in the magazine.

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.

In 2019, we also began posting digital copies of the magazines on the ISSUU.com website, allowing all Parts Unlimited and Drag Specialties sales reps to view issues on their computers, tablets and smart phones as they travel. 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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