



**PARTS**  
*Magazine*



**DRAG**  
*Specialties*  
*Magazine*

## DISTRIBUTION

Revised July 2024

### PARTS MAGAZINE AND DRAG SPECIALTIES MAGAZINE OVERVIEW

A key to the success of *Parts Magazine* and *Drag Specialties Magazine* is our unique distribution model, which provides targeted vendor advertising and product information to all marketing segments of the LeMans Corporation business: North American Metric Motorsports and North American V-Twin Motorsports. We provide our advertisers a direct conduit to reaching both dealers and the LeMans Corporation sales force with precise and detailed product and company information.

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](http://issuu.com) website (link at [www.partsmag.com](http://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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