



**PARTS**  
*Magazine*



**DRAG**  
*Specialties*  
*Magazine*



**PARTS**  
**EUROPE**  
*Magazine*

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## DISTRIBUTION

Revised September 2020

### BIG NEWS FOR 2021!

### MAGAZINES NOW IN PRINT AND DIGITAL!

#### 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 receives 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 receives 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 publishing digital copies of the magazines on ISSUU.com, 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.

#### Europe

Since we began publishing *Parts Europe Magazine* over a decade ago, roughly 15,000 Parts Europe dealers have been receiving a printed copy in the mail. To date, these issues were all printed in English. **We are very excited to announce that beginning in 2021, every Parts Europe dealer will now be able to read Parts Europe Magazine digitally or in print in English, French, German, Italian or Spanish!**

Digital copies will be emailed directly to the inbox of every dealer with printed copies also available by request in one of the five languages of their choosing. The printed copies will also be used at events and trade fairs by the Parts Europe sales team.

Not only does the digital format allow dealers to enjoy the magazine in their preferred language, the digital technology will also allow for the editorial text to be hot-linked to the Parts Europe dealer portal for dealers to **order products right from the magazine!**

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