

## DISTRIBUTION

### PARTS MAGAZINE & DRAG SPECIALTIES MAGAZINE OVERVIEW

Revised September 2026

A key strength of *Parts Magazine* and *Drag Specialties Magazine* is our unique distribution model that puts targeted vendor advertising and product information directly in front of key audiences throughout LeMans Corporation. That includes North American Metric Motorsports and North American V-Twin Motorsports. We give our advertisers a direct connection to powersports dealers and the LeMans Corporation sales force, delivering detailed product and company information to both.

We publish six issues of *Parts Magazine* and six issues of *Drag Specialties Magazine* each year, with the titles alternating monthly. Using the most current customer list, roughly 8,000 Parts Unlimited dealers in the United States receive a printed copy of *Parts Magazine*. Approximately 2,500 additional copies are distributed to all sales reps, as well as copies to advertisers and selected industry members, with 2,000 more 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*. Approximately 2,300 additional copies are also sent to all sales reps, as well as copies to advertisers and selected industry members. Another 2,000 copies are shipped to Parts Canada.

Both *Drag Specialties Magazine* and *Parts Magazine* are available digitally on [issuu.com](https://issuu.com), with links available at [www.partsmag.com](http://www.partsmag.com). That gives Parts Unlimited and Drag Specialties dealers and sales reps easy access to every issue on computers, tablets and smartphones, with the option to share the whole issue or specific pages on social media. The digital editions are also publicly available, extending product exposure beyond the dealer network to consumers.

For more information or to order ad and/or editorial space, contact:

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