

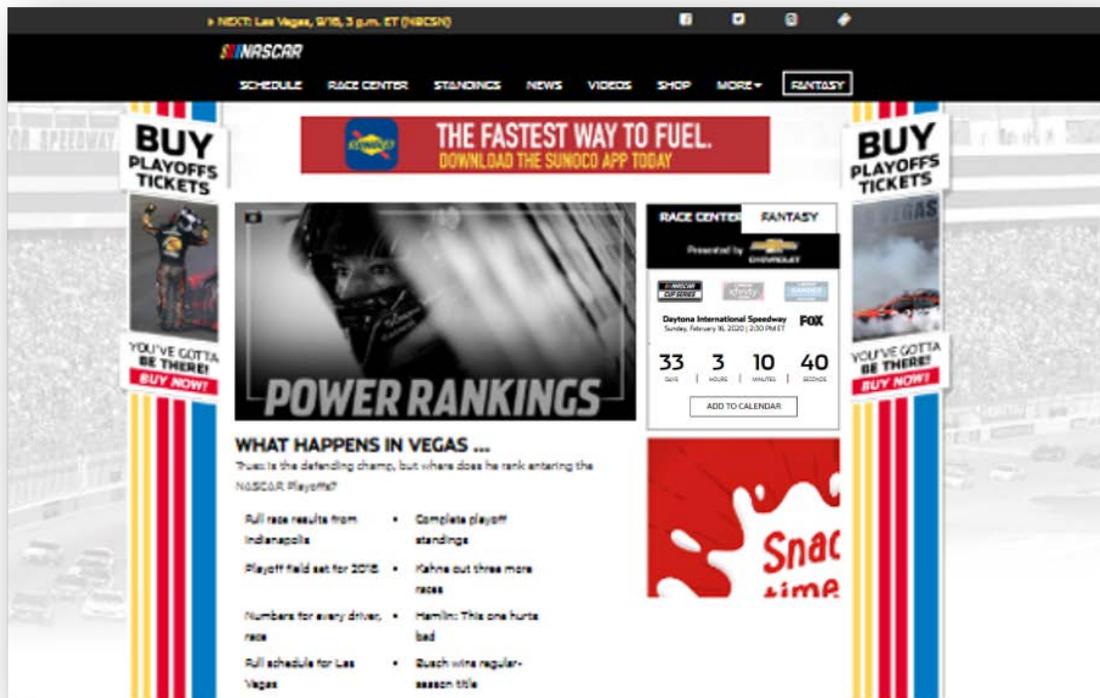
NASCAR.com
 NASCAR Mobile App
 NASCAR YouTube
 Fantasy
 MRN.com
 Jayski.com
 Racing-Reference

NASCAR DIGITAL MEDIA IS...

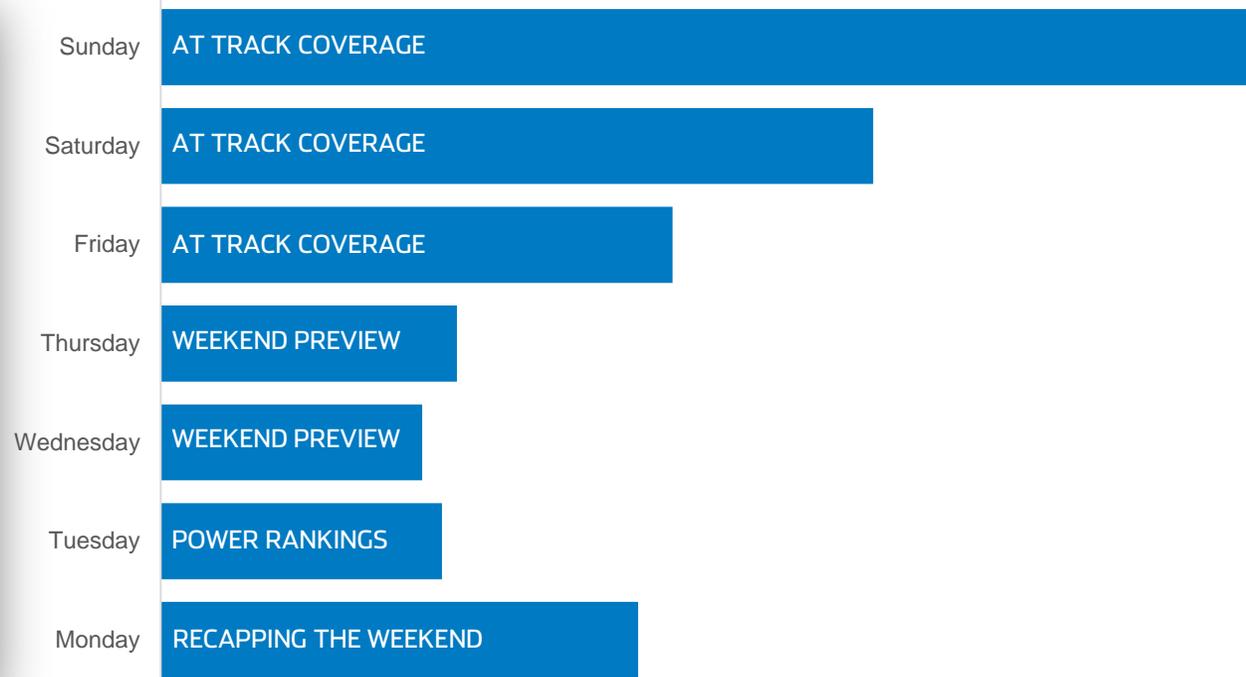


23% DESKTOP
47% MOBILE WEB
30% MOBILE APP

Facebook
 Twitter
 Instagram
 Snapchat
 TikTok



CONTENT BY DAY OF THE WEEK



Sources: Adobe Analytics, Feb-Nov 2019

WHY NASCAR DIGITAL MEDIA?

#1 SITE FOR DIGITAL CONSUMPTION VS. ALL MAJOR SPORTS LEAGUES

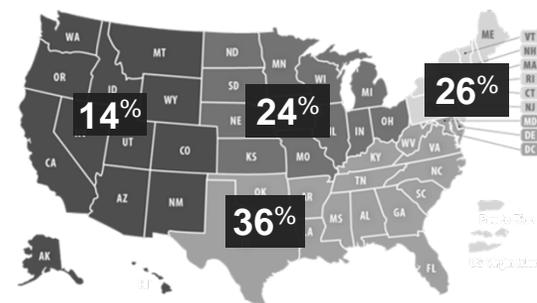
71% OF ONLINE RACING AUDIENCE

73% MOBILE AUDIENCE

CUSTOMIZED AND SCALABLE SPONSORSHIP PACKAGES

2/3

of all racing page views online



Geographic Distribution



45%

Use a second device to follow NASCAR on race day



65%

Male



35%

Female



1/3

HH with Children

\$67k

Avg. HHI



4.7M Page Likes

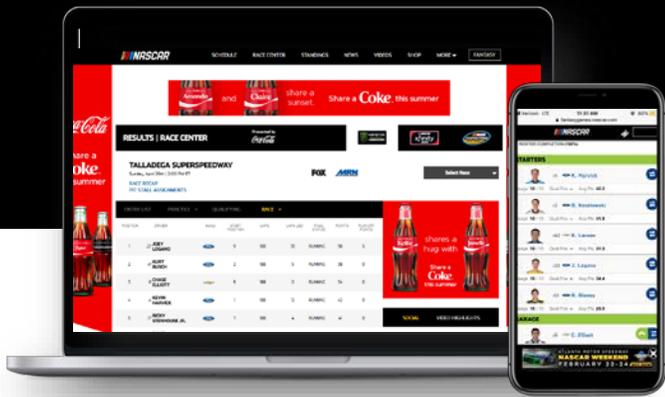


3.3M Followers

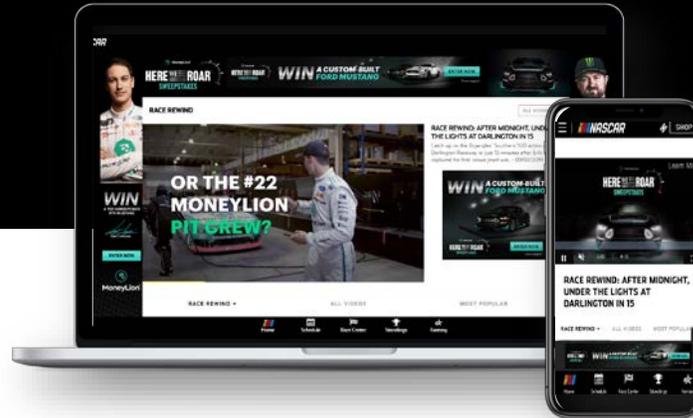


1.1M Followers

NASCAR DIGITAL MEDIA ADVERTISING OPPORTUNITIES



PREMIUM LIVE EVENT



VIDEO & EDITORIAL SPONSORSHIPS



SOCIAL MEDIA



RACE ENTITLEMENT AMPLIFICATION



WIN, ROS, & RICH MEDIA



CUSTOM CONTENT



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