NASCAR IS...

AUTHENTIC
- Power
- Bravado
- Americana
- Kick-Ass
- Dramatic
- Dangerous
- Accessible

INNOVATIVE
- Ingenuity
- Creative Technology
- Drive
- On the Edge
- Safety
- Push Boundaries

DRIVEN
- Competition
- Thrilling
- International
- Vibrant
- Enhanced
- Celebration
- Intense

COURAGEOUS
- Bold
- Tough
- Inspirational
- Unpredictable
- Fearless
- Confident
- Daring

STEWARDING
- Passion
- Spirited
- Proud/Pride
- Exciting
- Heroic
- Community/Family
- Unforgettable

80 MILLION FANS | 1 IN 3 U.S. ADULTS

#1 IN FAN LOYALTY

65% FANS AGREE

“When I see a company using the tagline of ‘Official Sponsor of NASCAR’ in its advertising, I AM MORE LIKELY TO CONSIDER PURCHASING its products or services”

FAN BASE MIRRORS US POPULATION

61% MALE

39% FEMALE

TV AUDIENCE ENGAGEMENT

#1 IN % OF EVENT VIEWED

AMONG MAJOR SPORTS (AVERAGE OF 48.5% OF EVENT VIEWED)

Sources: 1) Turnkey Sports & Entertainment, results published in SBJ, n=400 for each sport’s entire study; Latest results for each sports property as of December 2018; 2) Nielsen Scarborough (USA+ Release 1, 2018); 3) The Nielsen Company. Based on Live + Same Day data stream.
NASCAR DIGITAL MEDIA IS...

27% DESKTOP
48% MOBILE WEB
25% MOBILE APP

5.1 MM
3.3 MM
1 MM

#1 SITE WITHIN MOTORSPORTS

NASCAR DIGITAL MEDIA 64%

Fox Sports NASCAR 11%
ESPN NASCAR (Jayski) 9%
Yahoo Sports NASCAR 5%
MOTORSPORT.COM 4%
MSN Sports NASCAR 4%
SportingNews NASCAR 1%
BleacherReport.com NASCAR 1%
NBC Sports Motorsports 1%

CONTENT BY DAY OF THE WEEK

Sunday
AT TRACK COVERAGE

Saturday
AT TRACK COVERAGE

Friday
AT TRACK COVERAGE

Thursday
WEEKEND PREVIEW

Wednesday
WEEKEND PREVIEW

Tuesday
POWER RANKINGS

Monday
RECAPPING THE WEEKEND

CONTACT US

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