

WHY NASCAR DIGITAL MEDIA?

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

71% OF ONLINE RACING AUDIENCE

75% MOBILE AUDIENCE

99.9% BRAND SAFE

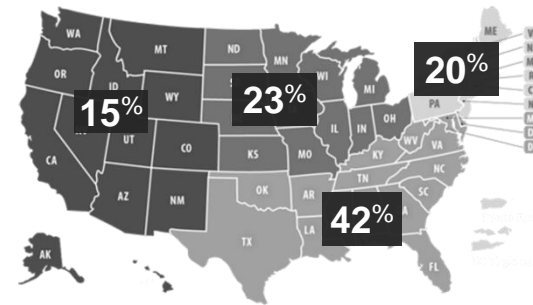
**CUSTOMIZED AND SCALABLE
SPONSORSHIP PACKAGES**

Source: ComScore Media Metrix Demographic Profile, Multi-Platform, U.S. only, 18+, Feb.–Nov. 2021
Adobe Analytics, Feb.–Nov. 2021

CONFIDENTIAL
FOR NASCAR USE ONLY

3/4

of all racing page views online



Geographic Distribution



45%

Use a second device
to follow NASCAR on
race day



69%

Male



31%

Female



1/3

HH with Children

\$69^k

Avg. HHI



5.1M
Page Likes



3.5M
Followers

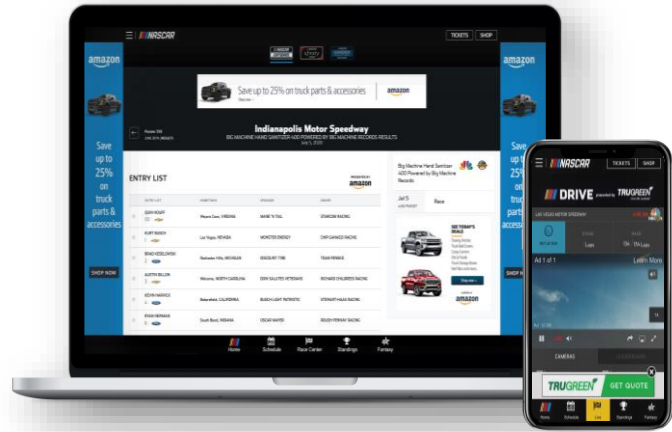


1.6M
Followers

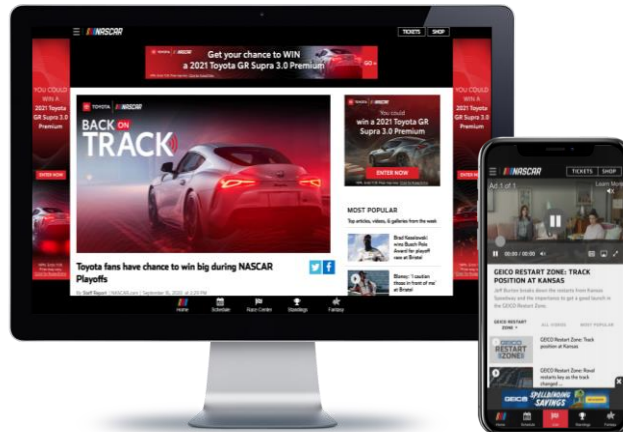




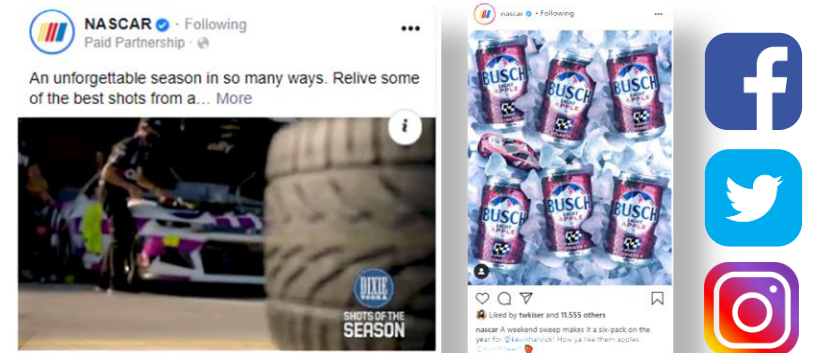
NDM ADVERTISING OPPORTUNITIES



PREMIUM LIVE EVENT SPONSORSHIPS



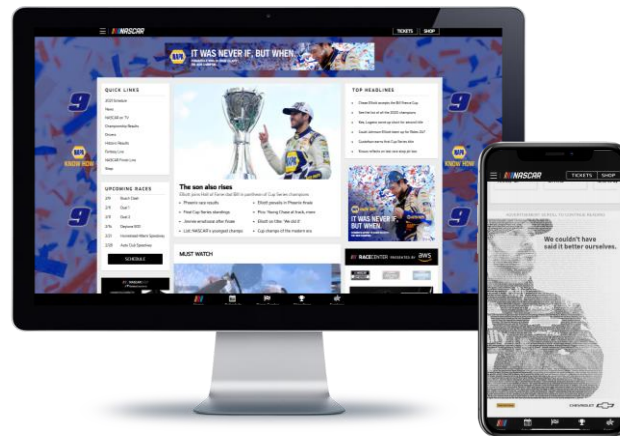
RACE HIGHLIGHTS



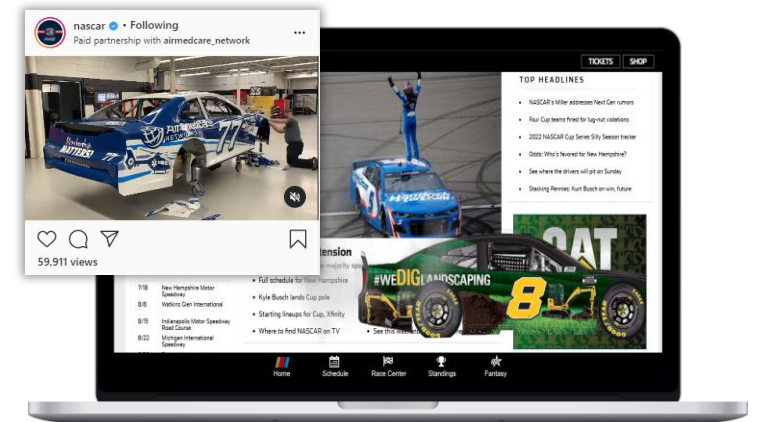
SOCIAL MEDIA



RACE ENTITLEMENT AMPLIFICATION



WIN, ROS, & RICH MEDIA



PAINT SCHEME AMPLIFICATION



CONTACT US

FOR ALL INQUIRIES RELATED TO BUYING MEDIA AND
ADVERTISING ON NASCAR.COM AND AFFILIATED SITES:

ADVERTISING@NASCAR.COM

FOR ALL PROGRAMMATIC, THIRD-PARTY OR AD TECH INQUIRES:

REVOPS@NASCAR.COM

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[2022 MEDIA KIT](#)

