



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

STEWARDSHIP

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)



NASCAR.com
 NASCAR Mobile App
 NASCAR RaceView App
 Fantasy
 Content
 NASCAR YouTube
 MRN.com

NASCAR DIGITAL MEDIA IS...



27% DESKTOP
 48% MOBILE WEB
 25% MOBILE APP

NASCAR Facebook
 NASCAR Twitter
 NASCAR Instagram
 NASCAR Snapchat
 Snapchat Our Stories



5.1 MM

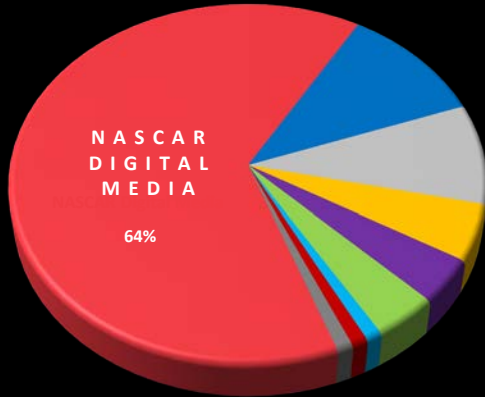


3.3 MM



1 MM

#1 SITE WITHIN MOTORSPORTS



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





CONTACT US

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