

A red classic car, possibly a Ford Mustang, is shown from a rear three-quarter view. The hood is removed, revealing a large, highly detailed engine with various components like carburetors, belts, and hoses. The car is parked on a paved surface with green trees in the background. The text 'STREET MACHINE NATIONALS' is overlaid on the image. 'STREET' is in a black, stylized script font. 'MACHINE' is in large, bold, red block letters with a registered trademark symbol. 'NATIONALS' is in a black, bold, sans-serif font.

**STREET**  
**MACHINE**<sup>®</sup>  
**NATIONALS**

M E D I A   G U I D E

# AUTHENTIC. EXCITING. COMPETITIVE.

**Street Machine Nationals** are national events geared toward the hot rod, muscle car, street machine and street truck enthusiast. You will not only see the most unique vehicles at these shows, but get a chance to be a part of an industry that is growing everyday.

Participants come to display their performance cars for the weekend and compete in the racing events, judged awards and to swap fab techniques with other like-minded enthusiasts. Vendors and sponsors come to sell their wares and interact with the fans that use them on their project cars. Spectators come to watch and learn - and take in the gorgeous views of thousands of awesome show cars as far as the eye can see.



# EVENT OVERVIEW

**40,374+**

ANNUAL PARTICIPANT &  
SPECTATOR ATTENDANCE

**2X**

EVENTS

**23,547,814**

ANNUAL MEDIA IMPRESSIONS



STREETMACHINENATIONALS



@STREETMACHINENATIONALS



YouTube

STREETMACHINENATIONALS

**44,151**

AVG. MONTHLY  
PAGE VIEWS

**30,283**

AVG. MONTHLY  
UNIQUE VISITORS

**2,890,237+**

SOCIAL MEDIA  
AUDIENCE

**22,500+**

CUSTOM EMAIL  
SUBSCRIBERS

**15,000**

ON-SITE  
SHOW MAPS

Street Machine Nationals' audience is comprised of classic car, street machine & muscle car enthusiasts who are actively researching the newest vehicles, gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

Source: 2021 Google Analytics

# AUDIENCE PROFILE

The Street Machine Nationals audiences represent the most passionate group of enthusiasts in the street machine, classic cars and muscle car industry. They Travel near and far to enter their vehicle in the event festivities and engage in the one-of-a-kind atmosphere of the Street Machine Nationals.

## AFFLUENT, PASSIONATE ENTHUSIASTS



AVERAGE HOUSEHOLD INCOME OF \$55,000 AND HIGHER

**58%**



**79%**  
AVERAGING IN AGE BETWEEN 45 - 65 AND OLDER



MARRIED  
**68%**



**88%** MALE  
**11%** FEMALE

**91%**  
SHOW VEHICLE OWNERSHIP



**17%**  
PLAN TO PURCHASE A NEW VEHICLE IN THE NEXT 12 MONTHS

**81%**  
TRUCK OWNERS



**28%**  
RV/CAMPER/TOY HAULER OWNERS



## OUTDOOR ACTIVITIES ENJOYED



**39%**  
PARTICIPATES IN FISHING



**27%**  
PARTICIPATES IN HUNTING



**37%**  
PARTICIPATES IN CAMPING



**36%**  
PARTICIPATES IN BOATING



**30%**  
PARTICIPATES IN OFF-ROADING



**27%**  
PARTICIPATES IN ATTENDING OTHER SPORTING EVENTS

Source: 2021 Street Machine Nationals Survey

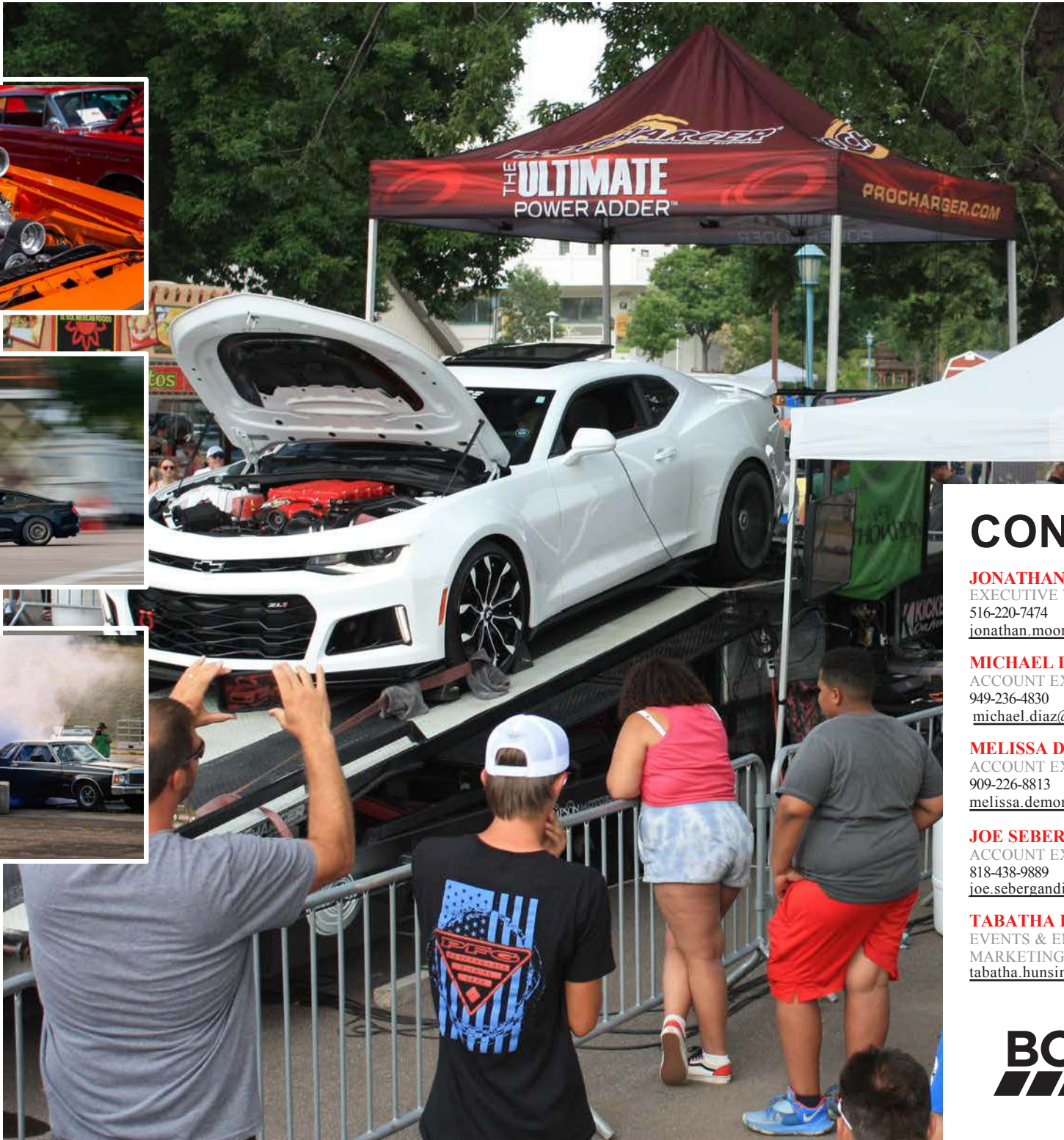
# *Save the Date*

## 2022 STREET MACHINE NATIONALS EVENTS

Du Quoin, IL  
Du Quoin State Fair  
Friday, June 24 - Sunday, June 26



St. Paul, MN  
Minnesota State Fairgrounds  
Friday, July 15 - Sunday, July 17



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**BONNIER**  
EVENTS