

STREET MACHINE NATIONALS

13,400+

ANNUAL PARTICIPANT &
SPECTATOR ATTENDANCE

2X

EVENTS

6,875,634

ANNUAL MEDIA IMPRESSIONS



STREETMACHINENATIONALS



@STREETMACHINENATIONALS



YouTube

STREETMACHINENATIONALS

44,151

AVG. MONTHLY
PAGE VIEWS

30,283

AVG. MONTHLY
UNIQUE VISITORS

49,000+

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: 2022 Google Analytics

STREET MACHINE NATIONALS 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