

A photograph of a red classic car, possibly a Ford Mustang, with its hood open, revealing a highly detailed and customized engine. The car is parked outdoors at what appears to be a car show, with other vehicles and trees in the background. The text "STREET MACHINE NATIONALS" is overlaid on the image. "STREET" is in a stylized, italicized black font. "MACHINE" is in a large, bold, red sans-serif font. "NATIONALS" is in a bold, black sans-serif font.

STREET MACHINE[®] 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% **11%**
MALE 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

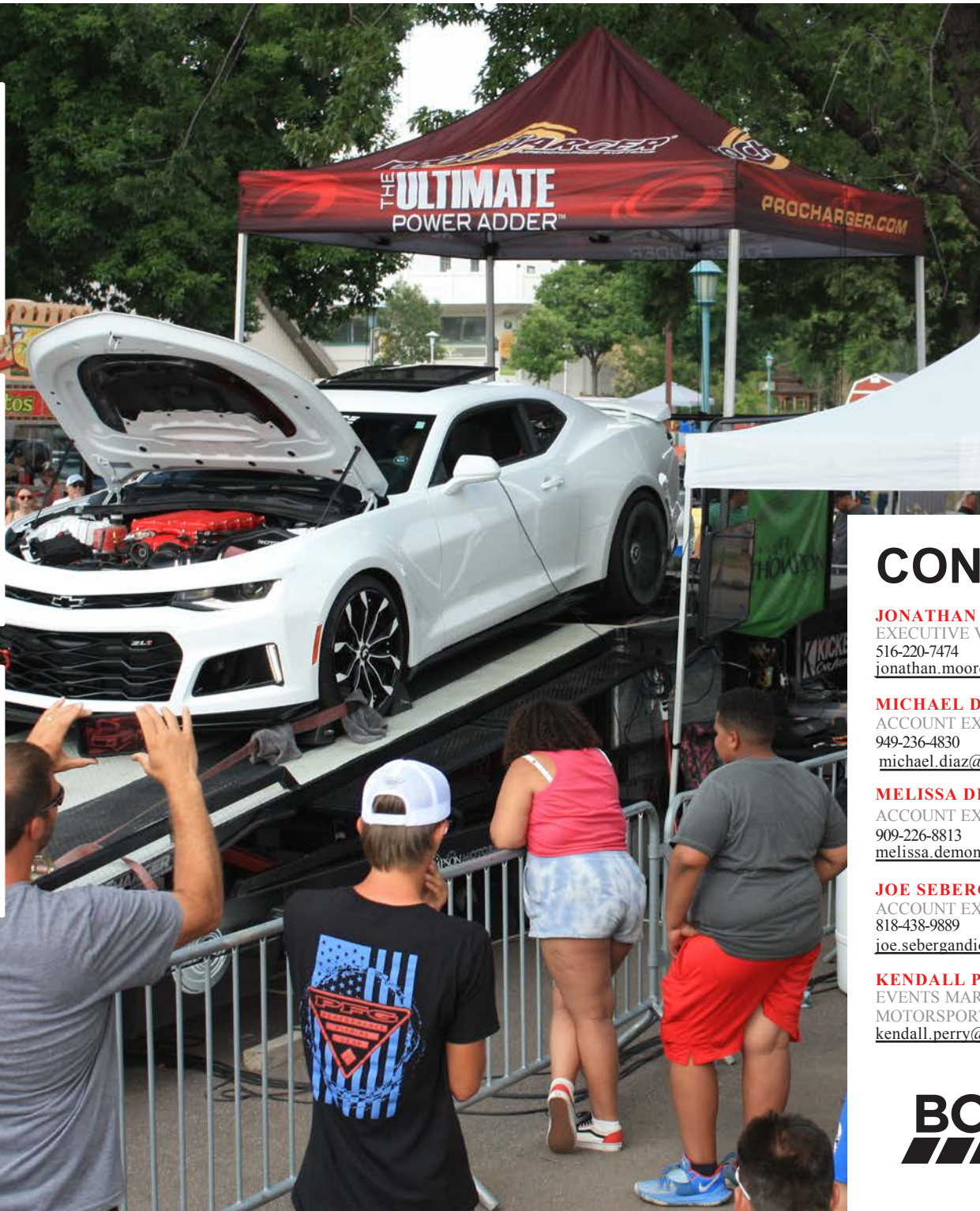
Save the Date

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