

## RPM CATALOG

35,721	12 MONTH BUYERS	\$75.00/M	UNIT OF SALE:
52,461	TOTAL BUYERS	\$70.00/M	\$270.00 AVERAGE

RPM CATALOG CARRIES THE MOST UNIQUE MAGAZINE AND CLASSIFIED AD FORUM AVAILABLE FOR RACE CAR, DRAGSTER AND HOT ROD ENTHUSIASTS. RPM IS ALSO THE SOURCE FOR HOT ROD, CLASSIC CAR, STREET, DRAG AND OTHER PERFORMANCE AUTOMOBILE PARTS AND ACCESSORIES.

GENDER: 98% MALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

THESE BUYERS ARE CONFIRMED AUTO ENTHUSIASTS. THEY CONSIST OF WEEKEND HOBBYISTS TO SERIOUS RACERS. THEY PURCHASE PARTS AND ACCESSORIES FOR THEIR REBUILT, REFURBISHED AND BRAND NEW CARS. THEY RACE STREET PERFORMANCE VEHICLES, CIRCLE TRACK, OFF ROAD AND DRAG RACE.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

RPM CATALOG OFFERS HOT ROD SPECIALTY ITEMS SUCH AS ENGINE BLOCKS, BLOWERS, CAMS, CARBURETORS AND GAUGES AS WELL AS COLLECTIBLE LITERATURE AND MAGAZINES. THIS COLLECTION OF SHOPPING INCLUDES STREET ROD CATALOG, OPEN WHEEL RACING CATALOG, STREET PERFORMANCE, TRUCK & OFF-ROAD CATALOG, INTERNAL ENGINE PARTS CATALOG, ALLSTAR RACING CATALOG AND CIRCLE TRACK CATALOG.

THRU: FEBRUARY 2011  
NEXT: MARCH 2012

ADDITIONALLY, RPM OFFERS SHOPPERS THE OPPORTUNITY TO ATTEND AUCTIONS, SWAP MEETS AND TRADE SHOWS NATIONWIDE; FIND CLASSIFIED AD SALES OF MUSCLE CARS, STREET RODS, DRAG RACERS, RACING TIRES, TOOLS, PARTS AND ACCESSORIES.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: INTERNET, TRADE SHOWS, DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AMOS PRESS	GENUINE HOT ROD HARDWARE	STREET & SMITHS
BECKETT PUBLICATIONS	HOT ROD MAGAZINE	SUMMIT RACING
EASTWOOD CO.	SPEEDWAY MOTORS	

CONTACT LIST MANAGER: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)