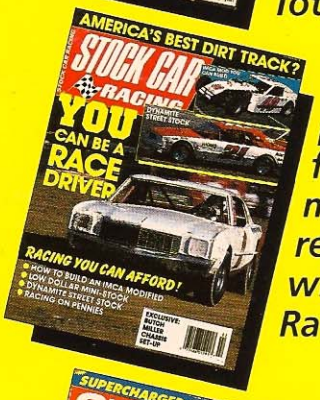
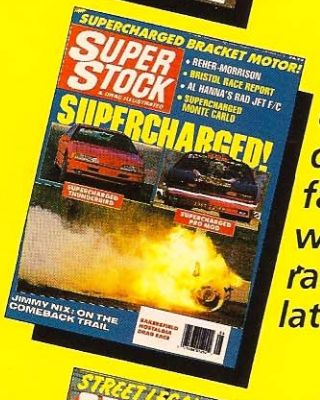
THE ULTIMATE MARKETING VEHICLES...
THE GENERAL MEDIA AUTOMOTIVE GROUP

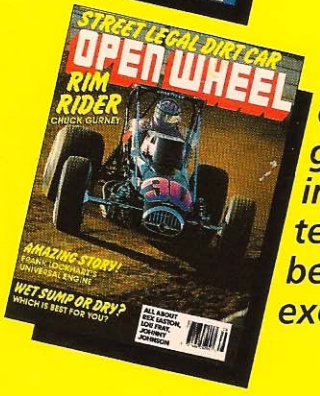
FOUR WHEELER... *The flagship of General Media's automotive publications, FOUR WHEELER has been keeping truck advertisers in gear since 1962. FOUR WHEELER is the industry's most credible showcase for truck parts and pieces, and provides an informed, colorful representation of the lifestyle these vehicles support. Articles on do-it-yourself performance upgrades, equipment reviews and recreational opportunities are featured each month. Total Circulation: 355,466**



STOCK CAR RACING... *Award winning coverage of the most popular form of motorsports brings readers hands-on technical features, and stories about how to race faster and safer for less money. There are personality profiles, behind-the-scenes race reports and features written by pros like seven time Daytona 500 winner Richard Petty, race organizer Andy Fusco and Rousch Racing team manager, Steve Hmiel. Total Circulation: 112,676**



SUPER STOCK & DRAG ILLUSTRATED... *The definitive journal of drag racing, SUPER STOCK & DRAG ILLUSTRATED captures all the drama and excitement of the Fastest Sport On Earth. Racer and fan alike can appreciate this magazine's comprehensive coverage, which features the latest developments in the sport. Along with race coverage, are state-of-the-art technical articles detailing the latest advances in drag racing technology. Total Circulation: 48,923**



OPEN WHEEL... *Sprint cars, midgets, super-modifieds and Indy cars are all covered in OPEN WHEEL, the only publication targeted exclusively at this growing area of fan and competitor interest. Each issue contains sport-specific technical articles written in a practical, hands-on style. OPEN WHEEL also publishes behind-the-scenes race reports, personality profiles and other exciting racing features. Total Circulation: 57,692**

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*Source: ABC FAS FAX 8/90