



IDRC RELAUNCHES DRAG SPORT AUTOMOTIVE TITLE - PTMG/PROJECT 13 MEDIA come aboard to handle advertising sales.

JANUARY 21st, 2003 - HUNTINGTON BEACH, CALIFORNIA - After gathering a stellar team of editors, the IDRC launched DRAG SPORT magazine in August of 2002 with a unique concept of controlled targeted distribution. Six months later, DRAG SPORT has become the biggest, baddest, and fastest growing import performance magazine in the world.

([PRWEB](#)) January 23, 2003 -- After the most successful launch of a new automotive title in history, DRAG Sport magazine continues to set precedents. The premiere issue marked the first large-format tabloid dedicated to the import industry. The second issue featured the first "triple-cover" for an aftermarket automotive magazine. Now approaching the fourth issue, a frequency increase to monthly and a dual-format will put more copies than ever before in to the hands of enthusiasts.

DRAG Sport magazine proudly introduces the first dual-format automotive magazine. Quite simply, it's the right tool for each job. The original "oversized" version will continue to be available at tuner shops and import events throughout the nation. The new conventional size magazine will be available on a record-number of additional newsstands across the country. Newsstand distributor Rider Circulation Services has made DRAG Sport a top priority with new authorizations for more copies coming in daily. "With the new format, we have the newsstand horsepower of a 200-horsepower shot of nitrous oxide. It's time to hit the button and hold on," says DRAG Sport Publisher Michael Ferrara.

With the new dual-format noted, Wayne Kiang from DRAG Sport adds what makes the magazine different from other titles of the same genre. "DRAG Sport is by the racers, for the racers. Instead of teaching journalists how to be racing and performance experts, we went to the experts themselves and taught them how to write. We are the only large-format publication dedicated to import drag racing. Controlled Targeted Distribution means we ship out complimentary issues to over 600 tuner shops nationwide. That means the real enthusiasts are seeing the magazines in addition to the newsstand presence."

Expecting media frenzy, Santa Monica based PTMG/PROJECT 13 MEDIA, the advertising agency which is a part of PTMG/worldwide, prepared the automotive division of their office. "We have a great track record of creative work and media buying for automotive manufacturers and aftermarket suppliers, so the next logical step was to handle advertising sales for a major publication," states Jayson Barrett, CFO of PTMG/PROJECT 13 MEDIA. "Usually we have to do a major media blitz just to get attention for automotive clients, but the buzz around DRAG Sport has already proven valuable."

DRAG Sport is now published monthly in both oversized and conventional formats. Current paid circulation numbers are 75,000, and are expected to be over 200,000 by mid-2003. DRAG Sport is published by IDRC, Inc.

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