

FEBRUARY 11 – NOVEMBER 18, 2019

NASCAR

REACHING RACE FANS
ALL YEAR LONG



Frequently traveling at nearly 200 mph, NASCAR drivers risk it all week after week trying to be the first to cross the finish line, and your Comcast Spotlight pit crew will be there at every turn. Covering the top three tiers of the NASCAR ladder, the season will launch in Daytona in February and culminate in November in Miami. Comcast Spotlight will align your business with NASCAR's brand loyal audience across all devices.

The Fans Watching¹



of NASCAR fans are loyal to a sponsor's brands



of NASCAR fans purposely switched brands when a manufacturer became a NASCAR sponsor



of NASCAR fans trust sponsors' products



59%

spend more than 5 hours per week on the internet²



57%

are more likely to have used video on demand in the last 30 days²

Loyalty and Engagement

NASCAR fans are the most brand loyal sports fans in America.³ Reach these highly engaged consumers all year long wherever they watch.

1 OR 2 most watched sport of the weekend (22 race weekends)⁴

4.1M VIEWERS tune in per minute to NASCAR races (22 race weekends)⁴



12 million social followers⁵

23
RACES

FS1 / NBCSN
MONSTER ENERGY
SERIES

24
RACES

FS1 / NBCSN
XFINITY SERIES

15
RACES

FS1
GANDER OUTDOORS
TRUCK SERIES

Sources:

1-Insights into NASCAR fan loyalty to sponsors." thedriveoutconnect.com. 5/4/16. Web. 1/12/18

2-Scarborough USA+ (Aug15-Sep16) Adults 18+ who have watched any NASCAR on Cable in the last 12 months.

3-"NASCAR Fans most brand loyal among all American sports fans." nielsen.com. Nielsen. 3/23/15. Web. 1/12/18

4-The Nielsen Company; data based on Live + SD data stream of race broadcasts in 2018.

5-Data is representative of all three national series. Data is from the start of the calendar year, 2018. Facebook insights, Iconosquare and Twitter TV Analytics. Social followers include the NASCAR Facebook page, the primary NASCAR Twitter Handles (@NASCAR, @NASCAR_XFINITY, @NASCAR_Trucks), the NASCAR Google+ page, the NASCAR Instagram account and Snapchat account.

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