



# 2020 Average Monthly Metrics



January - September

Magazine: **8,866**

6x Annually. Paid or requested print and digital circulation.

**Note:** Newsstand distribution was impacted mid-year due to pandemic while subscriptions rose 4%. **Est. circulation for most recent issue is 9,388.**

**VintageMotorsport.com**

Users: **13,168**  
 Sessions: **17,627**  
 Pageviews: **25,871**

**Vintage Motorsport**

**Social Media**

**3K** Engaged users / **46.9K** reach

**2.2K** Facebook engaged users / **32.2K** FB reach  
**112** FB shares / **1.33K** FB likes / **62** FB comments  
**159** Twitter engagements / **11.13K** impressions  
**10** retweets / **27** likes / **83** URL clicks  
**638** Instagram engagements

**Vintage Motorsport Weekly E-Newsletter**

11.7K Subscribers

**RACER Daily E-Bulletin**

18.9K Subscribers

**RACER.com**

**Vintage Motorsport Channel**

Pageviews: **47,956**  
 Social shares: **5,428**  
 Comments: **75**

**RACER.com**

**Vintage Motorsport Channel Social Media**

**5.82K** Engaged users / **195.77K** reach

**4.8K** Facebook engaged users / **119K** FB reach  
**109** FB shares / **1.4K** FB likes / **2.9K** FB comments  
**863** Twitter engagements / **76.8K** impressions  
**24** retweets / **129** likes / **426** URL clicks  
**135\*** Instagram engagements

**RACER**

Users: **697,807**  
 Sessions: **1,625,128**  
 Pageviews: **3,026,514**

\*Instagram used once in April only — all other instagram activity via Vintage Motorsport page

Sources: Google Analytics, Facebook Analytics, Twitter Analytics and Instagram Analytics. Magazine data from USPS statement of ownership and circulation, Oct., 2020.