



## Ohio Drag Racing Times to Focus on the Bracket Racer in Ohio

*Motorhead Media announces new publication, Ohio Drag Racing Times to join it's sister publication, Cruisin' Times Magazine.*

Cleveland, Oh ([PRWEB](#)) November 21, 2004 -- Ohio Drag Racing Times will be available at 12 drag strips located throughout Ohio as well as at various performance manufacturer outlets, speed shops and by subscription beginning March 2005. State wide distribution and affordable advertising makes it the perfect marketing vehicle for the small performance related business. 15,000 copies are scheduled to be printed each month.

"When we decided to first publish Ohio Drag Racing Times we did so because there seemed to be a log jam of magazines that only focused on the upper most pro categories, top fuel dragsters, top fuel funny cars and pro-stocks, but there wasn't anybody super serving the little guy racer", said John Shapiro, Publisher and owner. "Our research has shown that it's the bracket racer who makes up 80% of the weekend racing and never gets any recognition, we're going to see to it that is reversed!"

Motorhead Media was founded as a custom publisher in 1987 with Cruisin' Times Magazine a regional based magazine that spotlights the collector car market throughout the Midwest. Over the years, they expanded to include publishing 2 magazines, a yearly color glossy calendar and a Drag Racing Memories coffee table book.

Ohio Drag Racing Times distinguishes itself from other drag racing publications by featuring stories on local points races at only local tracks through out Ohio along with track results, listings and other interest stories. Advertising partners in the current edition include Summit Racing, Schubeck Motorsports, Thompson Drag Raceway, Norwalk Raceway Park, Weber Racing engines.

Note to editors:

A copy of the new Ohio Drag Racing Times is available by contacting John Shapiro, by email: [editor@cruisintimes.org](mailto:editor@cruisintimes.org) or by calling 440-331-

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More Information: <http://www.prweb.com/releases/2004/11/prweb179949.htm>

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**Online Web 2.0 Version**

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