



## **DRAG Sport magazine goes nationwide inside WAL-MART, Ralphs and ANCO**

*RCS and Convertito Lead the DRAG Sport Charge to Number One. Wal-mart, Ralphs and ANCO Top the List of New Authorizations*

HUNTINGTON BEACH, CALIFORNIA ([PRWEB](#)) May 9, 2003 - Rider Circulation Services (RCS) of Los Angeles, California and newsstand consultant Richard Convertito are making big things happen for the fastest growing automotive title in the country, DRAG Sport magazine. "DRAG Sport was created on a solid foundation that would one day allow it to become the number one automotive magazine in newsstand sales. The team at RCS and Convertito are making this day closer than ever. New authorizations are now in place which exceed our most optimistic projections," says DRAG Sport Publisher Michael Ferrara.

To become the number-one selling automotive newsstand magazine, the IDRC estimates that roughly 750,000 copies will need to be distributed to newsstands nationally. According to Ferrara, "It's not a question of if we can become number one. It's solely a question of when. The basis for our success and the future success of small publishers across America is simple. Enthusiast publishing can only be done right by enthusiasts. You must take care of the readers and advertisers with a quality product and unique content."

DRAG Sport launched its first issue in August of 2002 in an oversize, tabloid format. In March of 2003, the format was made newsstand friendly with the April 2003 issue. The June issue of DRAG Sport featuring the World's Quickest WRX went on sale yesterday.

Wal-Mart (NYSE: WMT) leads the nation in single copy newsstand sales accounting for 15 percent of all single copy sales, according to industry executives. DRAG Sport will be the newest title to make the grade.

Headquartered in Cincinnati, Ohio, Kroger (NYSE: KR) is one of the nation's largest retail grocery chains. At the end of the third quarter of fiscal 2002, the Company operated (either directly or through its subsidiaries) 2,461 supermarkets in 32 states under banners including Kroger, Ralphs, Fred Meyer, Food 4 Less, King Soopers, Smith's, Fry's and Fry's Marketplace, Dillons, QFC and City Market. Kroger also operates (either directly or through its subsidiaries) 783 convenience stores and 341 supermarket fuel centers. DRAG Sport will be expanding its presence with a feature program pocket in every Ralphs store.

Established in 1917, Anderson News (ANCO), a privately held company, is the largest sales and marketing company for magazine and book product in the United States. Currently, Anderson News markets thousands of books and magazines to over 40,000 retailers in the U.S. DRAG Sport was recently granted CSC status, the highest level of status granted to a title by ANCO. This will make DRAG Sport available to every single ANCO retailer.

Established in 1998, Import Drag Racing Circuit, Inc. (IDRC), a privately held corporation, is a leader in event production and automotive enthusiast publishing. For the 2003 season, the IDRC will produce 13 national drag racing events with a projected season attendance of over 150,000. DRAG Sport is currently the fastest-growing automotive magazine in the U.S. and is the only monthly title in its segment to be involved in a Controlled Targeted Distribution (CTD) program that delivers copies directly to over 600 tuning shops across the country.



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