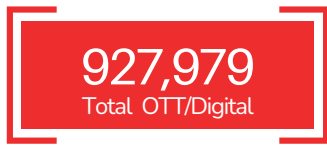


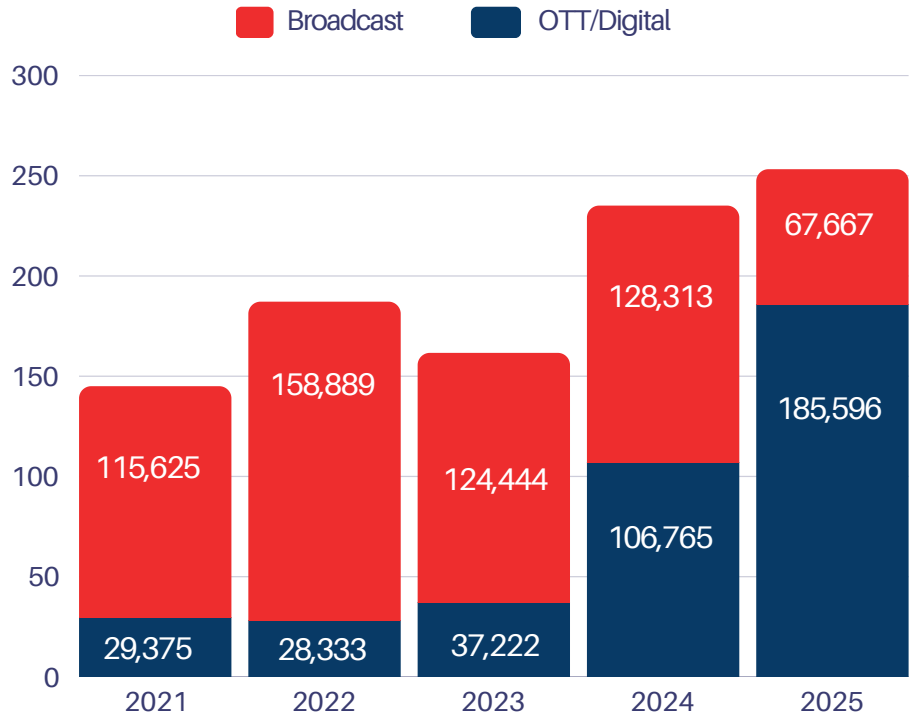
2025

AUDIENCE METRICS

Report Generated: 5/6/25



2025 AVERAGE VIEWERSHIP || YTD

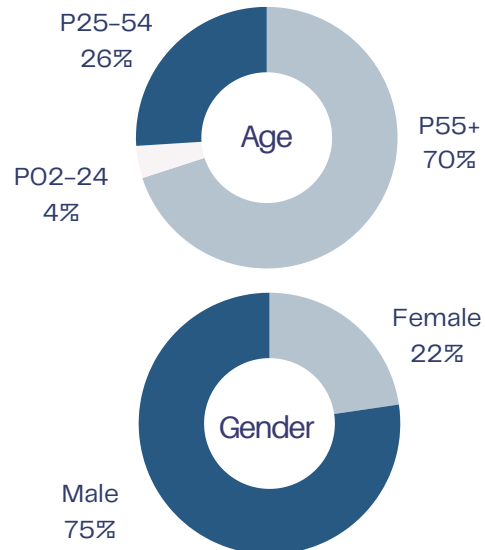


Telecasts/livestreams included in this report:

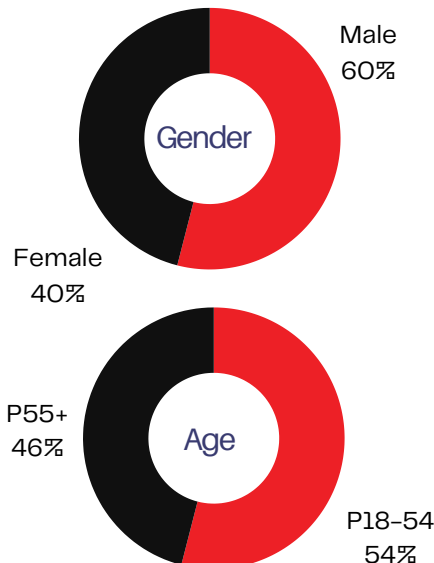
3 FS1 Premiers
 5 FS1/FS2 Re-Airs
 5 Livestreamed Events



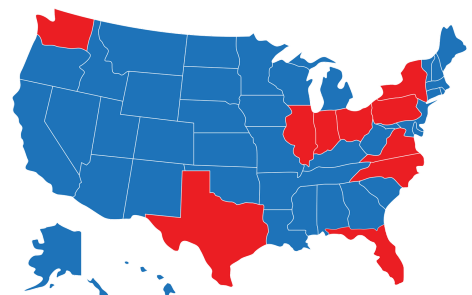
DEMOGRAPHICS



FLORACING DEMOGRAPHICS



TOP TEN STATES



PA, VA, IL, OH, NC, NY,
FL, IN, TX, WA

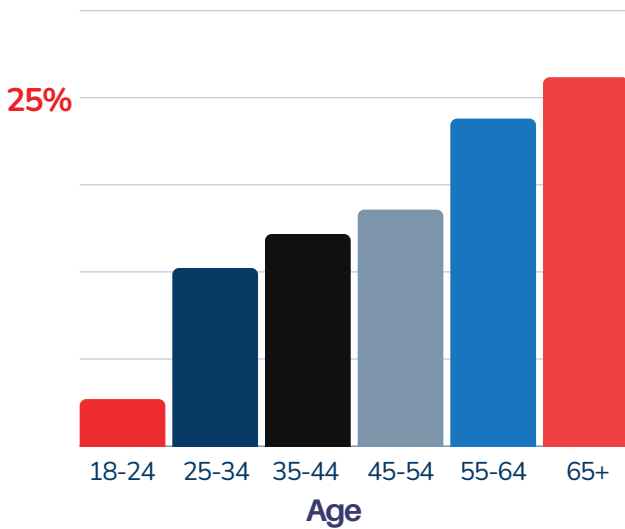
2025

AUDIENCE METRICS

Report Generated: 5/6/25



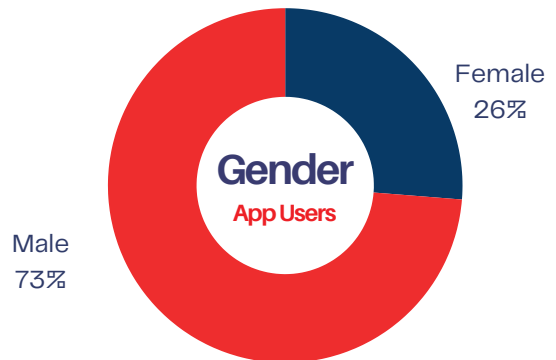
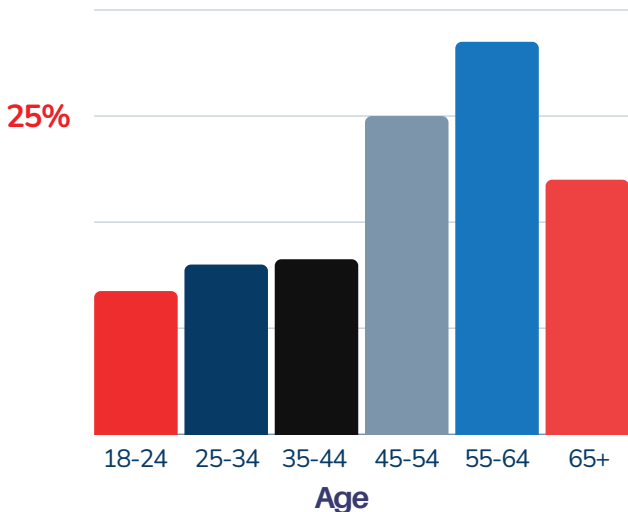
AMERICANFLATTRACK.COM || USER DEMOGRAPHICS



2,985,240
Page Views

644,014
2025 Web Sessions

AMERICANFLATTRACK.COM || MOBILE APP USER DEMOGRAPHICS



710,704
Screen Views

102,375
App Sessions

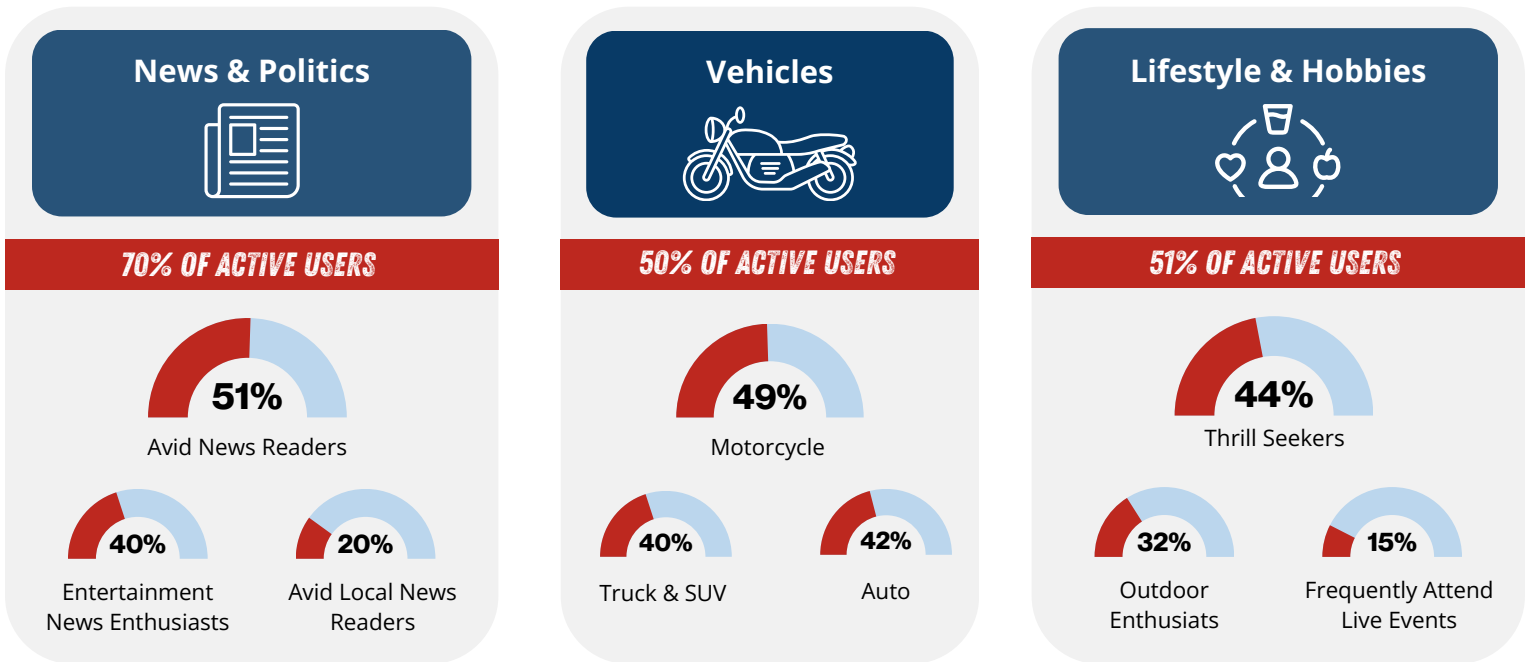
2025

AUDIENCE METRICS

Report Generated: 5/6/25



AMERICANFLATTRACK.COM || TOP AFFINITY CATEGORIES



AMERICAN FLAT TRACK || SOCIAL MEDIA HIGHLIGHTS

22,661,023
Impressions

1,452 Posts

6.4M Video Views

656K Engagements

366K Comments
Shares
Reactions

2025

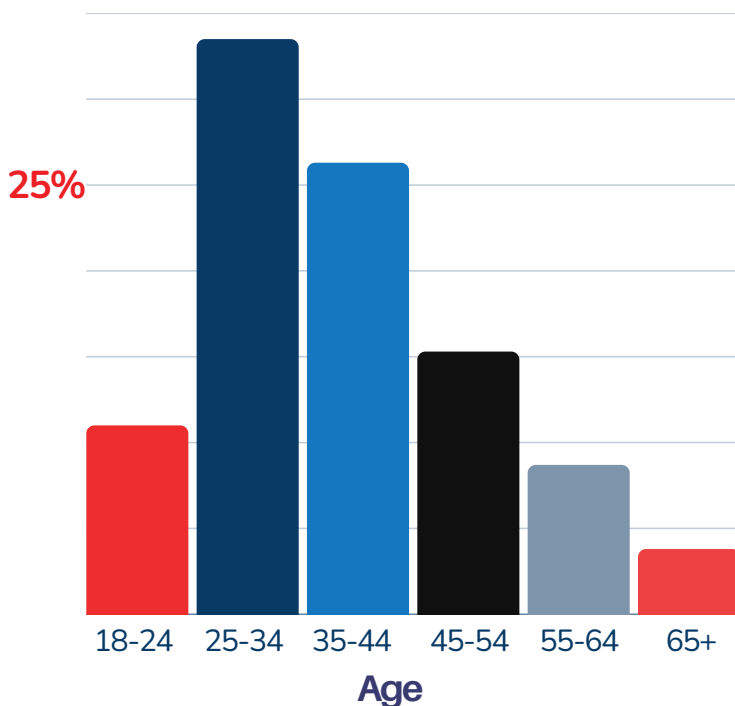
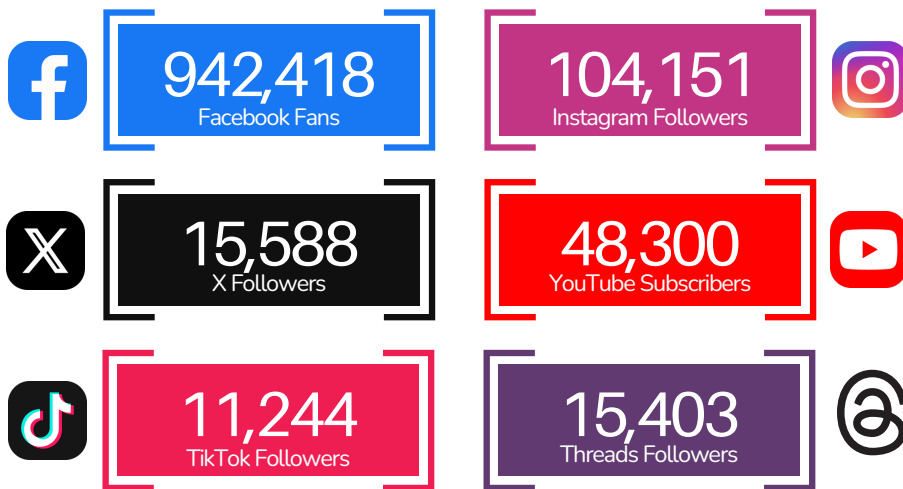
AUDIENCE METRICS

Report Generated: 5/6/25



AMERICAN FLAT TRACK || SOCIAL MEDIA YTD AUDIENCE

1,137,104



Gender

Male

70%



Female

30%



60% of American Flat Track's social media audience falls within the highly desirable 25-44 age range.