

Exposure Statistics for Mike Morgan and Bandit Series*

Favorite Bandit = Mike Morgan, 49% of votes; Favorite Bandit Truck = Mackvader, 50% of votes through Bandit Series website

Track attendance = Most maxed out at 10,000 per event x 12 races in 2018 = 120,000 fans;
10,000 per event x 13 races in 2017 = 130,000 fans

Bandit followers on Facebook = 79,229 fans

Live streaming and videos on Bandit Facebook = 823,000 views (so far, 2018) & 2,081,000 (2017) views; video interviews of Mike Morgan alone = 13,400 views

Live streaming and video on Bandit YouTube = 7,100 views (so far, 2018) & 92,700 (2017) views

Powershift Performance followers on Facebook = 2,033 fans

Videos on Powershift Performance Facebook = 1,100 views (so far, 2018) & 21,600 (2017) views

Powershift Performance website = 20,133 visits over the past 12 months; an average of 58 visits per day year round

Miles traveled with Mackvader on an open trailer = 1,678 (so far, 2018) & 10,724 (2017)

PUBLICITY (Mike Morgan)	Type	Circulation	When
Overdrive	print/online	214,000	4/18 +19 articles in 2017
Land Line	print/online	214,000	10/17, 6/17
10-4 Magazine	print		5/18
Autoweek	print/online	285,000	11/17
The Tennessean/ USA Today Network	print/online	213,000	9/17
RoadKing	print	225,000	Sept-Oct/2017
Transportation Nation	video streaming		2/18, 1/18, 5/17, 4/17
Cision PR Newswire	online		7/17 (2), 6/17
ccjdigital	online		6/17
Trucks at Tracks	online, twitter		10/17, 9/17
Smokey Barn News	online		9/17
Lebanon Democrat	print/online	25,000	6/17
WSMV Channel 4 Nashville	television		1/16 (interview)
WKRN Channel 2 Nashville	television	1,025,000	9/17

* As of 5/10/18