

# KIMBERLEY MEDIA GROUP LTD



- Host of the **RACE TECH WORLD MOTORSPORT SYMPOSIUM**, the “Davos of motorsport engineering”
- Media sponsor of the **TRADE & TECHNICAL** area at Autosport International
- Media partner of the **Advanced Engineering Show, NEC, Birmingham**
- Available on newsstands, including WHSmith and Barnes & Noble, as well as all major travel hot spots in all major airports and train stations
- Attends major international trade shows such as Autosport (Birmingham), Advanced Engineering Show, PMW (Cologne) & PRI (Indianapolis)
- One stop shop for all motorsport technology books

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[www.kimberleymediagroup.com](http://www.kimberleymediagroup.com)

# RACE TECH

## Motorsport Engineering

## Reaching the right audience

Each month RACE TECH reaches a global audience of more than 56,000 motorsport professionals, including engineers, designers and senior decision makers. Catering to a well-informed and highly relevant audience ensures maximum exposure for your advertising and editorial with the right people.

Celebrating its 20th anniversary in 2015, RACE TECH is recognised as the leading international authority on engineering and technology in motorsport.

### READERSHIP PROFILE

- Professional engineers
- Designers
- Senior managers
- Mechanics
- Purchasers and buyers
- Engineering students
- Club competitors

### AREAS OF INTEREST

RACE TECH applies its unique approach to all aspects of motorsport engineering, from the engine and powertrain, through to suspension, vehicle dynamics and aerodynamics. Beyond that, it also covers the wider motorsport industry, looking at business and administrative issues, technical regulations and current affairs.

### DISTRIBUTION

RACE TECH is sold in 43 countries spread across six continents. Around 44% of the distribution for the printed magazine goes to the North America, with the United Kingdom and Europe accounting for 38% and 18% going to the rest of the world.

### Copy deadlines, Editorial schedule, Additional distribution and Publication date

Issue	Editorial Features & Event Distribution	Copy deadline	Print date
February 183	Autosport Show special, Engine Technology <b>Distributed at the Autosport Show</b>	18.12.15	23.12.15
March 184	Autosport Show report, Engine Technology	20.01.16	28.01.16
April 185	F1 season preview, Special report: Test systems, Engine Technology	17.02.16	25.02.16
May 186	Special report: Cooling systems and fluid transfer, Engine Technology	16.03.16	24.03.16
June 187	Special report: Suspension, Engine Technology	13.04.16	21.04.16
July 188	Special report: Endurance products <b>Distributed at the Le Mans 24 Hours race</b>	18.05.16	26.05.16
August 189	Special report: Engine components <b>Distributed at the British Grand Prix</b>	22.06.16	30.06.16
September 190	Special report: Lubricants, Engine Technology	20.07.16	28.07.16
October 191	Special report: Brakes, Engine Technology	17.08.16	25.08.16
November 192	Special report: Materials & Coatings, Engine Technology	14.09.16	22.09.16
December 193	Special report: Electronics, Engine Technology <b>Distributed at the BMW Show, Cologne</b>	19.10.16	27.10.16
January 194	F1 technical review, PRI Show preview, World Motorsport Symposium preview <b>Distributed at the PRI Show and the World Motorsport Symposium</b>	16.11.16	24.11.16
February 195	PRI Show report, World Motorsport Symposium report <b>Distributed at the Autosport show</b>	14.12.15	22.12.16

# HISTORIC RACING Technology

UK £6.99 USA \$12.00

www.racetechnology.com

Today's technology in yesterday's cars

## Modern lessons, old cars

**HISTORIC RACING TECHNOLOGY** has been hailed as 'the magazine we've always been waiting for' by key members of the historic motorsport industry. Launched in 2014, this exciting new magazine brings a fresh perspective to classic and vintage motorsport, showcasing **today's technology in yesterday's cars**.

Uniquely, **HISTORIC RACING TECHNOLOGY** is dedicated to the engineering and craftsmanship found in today's historic racing industry. Inside you'll find in-depth technical articles on preparing, racing and restoring historic cars in the modern era.

### **BY THE INDUSTRY FOR THE INDUSTRY**

**HISTORIC RACING TECHNOLOGY** has rapidly established a keen following among professional engineers and home enthusiasts alike. Ranging from club competitors to those involved with major international events, it covers every aspect of classic and vintage motorsport. Topics include engine building, coachbuilding and bodywork, reverse engineering techniques and manufacturing.

Each issue is packed with technical articles, feature cars and product news with machinery

ranging from the very earliest days of motorsport, right up to modern classics such as Group C and Super Touring cars. Written by some of the most experienced journalists and engineers in the industry, it provides an unparalleled link to this fast-growing and extremely lucrative market.

### **DISTRIBUTION**

Reaching a highly specialised audience of over 6,000 engineers, owners and enthusiasts worldwide, **HISTORIC RACING TECHNOLOGY** is a truly international publication, backed up by rapidly growing digital sales and social media.

### **READERSHIP PROFILE**

- Classic and vintage preparation specialists
- Owners of historic competition cars
- Drivers
- Engineering companies
- Craftsmen
- Historic vehicle dealers and auctioneers
- Engine builders
- Race engineers
- Mechanics
- Historic racing enthusiasts

### **Copy deadlines, Editorial schedule, Additional distribution and Publication date**

Issue	Editorial Features & Event Distribution	Copy deadline	Print date
8	<b>Distributed at Goodwood Festival of Speed</b>	31.3.16	7.4.16
9	<b>Distributed at Silverstone Classic, Goodwood Revival</b>	28.6.16	5.7.16
10	<b>Distributed at SEMA, Las Vegas, PMW, Cologne, PRI, Indianapolis</b>	22.9.16	29.9.16
11	<b>Autosport Show, London Classic Car show, Race Retro</b>	15.12.16	22.12.16

[www.historicracingtechnology.com](http://www.historicracingtechnology.com)

Pushing cars to the limit

INTERNATIONAL

# TrackCar

## Performance

## Exciting new concept

The exciting new title, **Track Car Performance** brings together journalists from **RACE TECH**, **HISTORIC RACING TECHNOLOGY** and **TRACK DRIVER** magazine, to create the ultimate guide for an exciting track experience. Mark Hales and Carl Owen will be testing the latest cars and technology to inform readers on how to enjoy the track.

No other title offers such an insight to this growing market and with thousands of car owners being frustrated by new regulations for using the road, **Track Car Performance** demonstrates how track days hold the answer, allowing them to push their car to the limit! In addition to road users, **Track Car Performance** also appeals to the rapidly growing international audience of track users and offers an ideal platform for suppliers to both road and race car drivers.

### DISTRIBUTION

The magazine will be found on major news stands such as **WH Smith** and **Barnes & Noble**, along with international circuits and major exhibitions around the world. The combined database of Kimberley Media Group also enables the title to reach over 30,000 subscribers.



### READERSHIP PROFILE

- Track Day Drivers
- Club Racers
- Professional Drivers
- Online racing enthusiasts
- Engineers
- Motorsport enthusiasts

[www.trackcarperformance.com](http://www.trackcarperformance.com)

## LIVE & INTERACTIVE WEBSITE

[www.racetechmag.com](http://www.racetechmag.com) Viewed by those that count!

- Exclusive online content with news and features direct from the motorsport industry
- Discounted online subscriptions to RACE TECH and HISTORIC RACING TECHNOLOGY
- Motorsport technology books available from the RACE TECH shop including Learn & Compete
- Read the RACE TECH team blog and much, much more...

### Add your online banner

With an online advert your website is only ever a click away from our readers! Attracting more than 63,000 unique users across the globe, the RACE TECH website is the premier online meeting point for the international motorsport industry.

Our box and banner ads are a highly effective means of driving traffic to your website, providing an opportunity to promote your company logo and details. You can even embed video footage in your banner!

## TRULY MULTIMEDIA

Online video marketing, the way forward!

In 2015, online video reached 34 million UK internet users, representing 80% of the total UK internet audience. It's also on the increase in the USA, with 48% of Americans now using the internet as a vehicle for media consumption.

RACE TECH TV is the only online video channel dedicated purely to motorsport technology. Full of exclusive stories, interviews, news and videos direct from the industry.

### Promote your latest product, technology or news on RTTV

Create your own video OR send us content and we'll do the editing

- Showcased on the RACE TECH website
- Distributed via the RACE TECH newsletter
- Uploaded to LinkedIn, Facebook and Youtube
- Get your message out WITH STYLE to the right people
- Tweeted to @racetechmag
- You do the talking, we'll do the rest!

### Or talk to RTTV exclusively...

Filmed, edited and produced by our own in-house former TV producer!

## MONTHLY NEWSLETTER

Free, Fast & Full of technical information! The latest motorsport technology news hot off the press

**Emailed to over 17,000 International engineers, team owners, senior executives, & key decision makers in the motorsport industry**

**Take advantage of the RACE TECH database place a banner!**

- Read by over 17,000 within the motorsport industry
- Direct link to your own website
- Embed your own corporate video
- Increase your brand awareness

### Contact

For all digital enquiries  
contact Maryam Lamond  
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or +44 (0) 208 446 2100

# Advertising Rate card 2016

## RACE TECH, HISTORIC RACING TECHNOLOGY & TRACK CAR PERFORMANCE

Advert size	£ Pound Sterling	€ Euro	\$ US Dollar
Full Page	£1800	€2700	\$3500
Half Page	£1000	€1500	\$1900
Quarter Page	£600	€900	\$1100

Included in the print and electronic versions on Apple iOS, android and Amazon Kindle and now Mac & PC

### Advert file specification

PDF files should be supplied, and set using the pass4press guidelines ([www.pass4press.com](http://www.pass4press.com)).

IMPORTANT: All images sent must be set at 300 dpi. All fonts must be embedded. Word/PowerPoint/Excel files can not be accepted.

### racetechmag.com Website Banners

#### Revolving leaderboard 737px X 90px

1 month	3 months	6 months	12 months
£200	£500	£900	£1500
€240	€600	€1080	€1800
\$320	\$800	\$1440	\$2400

#### Square box 231px X 192px

1 month	3 months	6 months	12 months
£150	£400	£700	£1200
€180	€480	€840	€1440
\$240	\$640	\$1120	\$1920

### Monthly RACE TECH Newsletter banners

1 month	3 months	6 months	12 months
£500	£400	£350	£200
€585	€500	€420	€240
\$850	\$650	\$560	\$320

Prices per month

### RTTV video & sponsorship rates

	Option Details	Video length	Cost per month
1	Company provides own edited video NB. No change required	90 second video	£300 €360 \$480
2	Company provides material to be cut and edited into a video by RTTV NB. Material includes footage, stills, press releases & logos.	90 second video	£450 €540 \$720
3	Footage shot and edited into a video by RTTV	90 second video	From £550 €660 \$880

## Contact

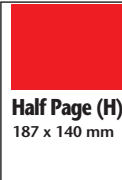
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### Advert dimensions

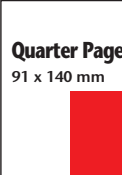
**Full Page**  
 Trim: 210 x 297 mm  
 Bleed: 216 x 303 mm  
 Type: 190 x 277 mm



**Half Page (H)**  
 187 x 140 mm



**Half Page (V)**  
 91 x 287 mm



**Quarter Page**  
 91 x 140 mm