

Racecar engineering

Media pack 2023





FROM THE EDITOR

Racecar Engineering is the world's leading technical publication for motorsport design, technology, and engineering. It has maintained its position as the pre-eminent brand in the ever-evolving world of motorsport engineering since 1990. From concept to track, each monthly issue is packed with the technical information, cutting-edge features, interviews, and analysis – our expert contributors include Peter Wright, Claude Rouelle and Danny Nowlan – that you would expect from motorsport's leading technology magazine. With unique insight into all forms of motorsport including Formula One, Le Mans, IndyCar, and NASCAR through to grass roots racing, *Racecar Engineering* allows its technically adept audience to keep up to speed with the latest products, events, and developments. Our commitment to innovation – in print and online – has delivered robust newsstand and subscription sales and increased digital engagement.

Andrew

Andrew Cotton
Editor



TOTAL
COMBINED REACH
OF OVER
169,000

OUR AUDIENCE

Racecar Engineering has a readership of more than 35,000 across various platforms, including newsstand, digital and subscription. It is read by industry professionals, including designers, engineers, manufacturers, and race teams from all areas of the sport, as well as being on sale to the general public. The magazine is read by the decision makers and budget holders at the forefront of motorsport. They govern large research and development budgets and are also responsible for personnel within their team. In Formula 1, it is not uncommon for teams to number more than 600 people, and budgets to stretch into the hundreds of millions of pounds. Seventy five percent of *Racecar Engineering* readers draw their main income from motorsport, with 71% responsible for purchasing decisions and an average spending budget of \$170,000, meaning we can influence key purchasers on a monthly basis.

OUR REACH

- **12** UK editions
- **35,000** Print Readership
- **134,000** Digital Reach
- **12,000** Email Subscribers

DISTRIBUTION

- Strategically promoted at key newsstands including WHSmith High Street and WHSmith Travel stores in the UK, and Barnes & Noble and Books-A-Million in the US
- Leading independent newsagents in the UK and overseas
- High-profile media partnerships with internationally renowned motorsport associations, events, shows and more



SOLUTIONS

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

- UK/International edition (print & digital)
- Digital supplements
- Glossy annual *Running a Racecar* publication
- Digital monthly newsletters

CREATIVE PARTNERSHIPS

We are delighted to work with key partners within the industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.

PROMOTIONS



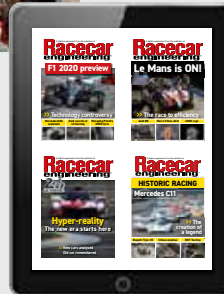
NEWSLETTER



ANNUAL PUBLICATION



DIGITAL SUPPLEMENTS





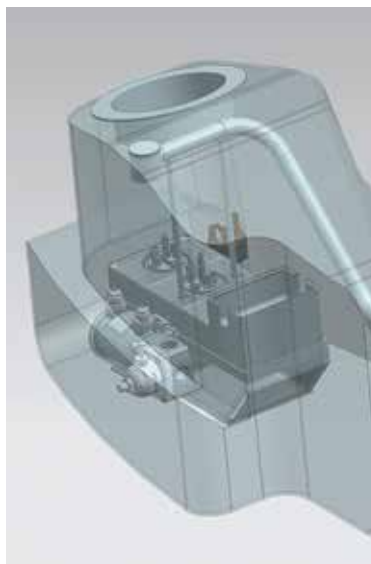
ADVERTISING RATE CARD

Racecar Engineering provides the perfect vehicle to promote high-quality, premium brands, products, and services to an affluent and discerning audience.

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

DISPLAY, INSERTS & CLASSIFIED

Double page spread	£3,710
Outside back cover	£2,862
Inside front cover	£2,650
Inside back cover	£2,409
Full page	£2,120
Half page	£1,272
Quarter page	£848
Eighth page	£583
Double page spread advertorial	£4,638
Full page advertorial	£2,650
Inserts (per thousand)	POA



ADVERTISING CONTACTS

Advertisement Manager

Lauren Mills 020 7349 3796

lauren.mills@chelseamagazines.com

Advertising

Jubilee House,
2 Jubilee Place,
London SW3 3TQ
Tel 020 7349 3700

DIGITAL

DIGITAL AUDIENCE

Website

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.

www.racecar-engineering.com

- **56,100** monthly average unique users
- **88,700** monthly average page views
- **12,000** email subscribers
- **58,700** social media followers



Our comprehensive website is a deep dive across the industry: F1, Le Mans, Nascar, IndyCar, Rally, Tech Explained, Features, Directory. Written predominantly by engineers and professionals, **Racecar Engineering** helps visitors keep pace with news, products, technological developments, and testing, providing informed analysis of results for the keen observer, industry expert or race enthusiast looking to expand their knowledge.

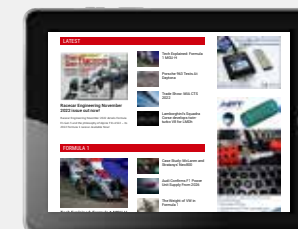
DIGITAL RATES

Website

Reskin	£2,500
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Online directory	£300
Social media post	POA

Email marketing

Newsletter advertorial	£750
Newsletter leaderboard	£475
Bespoke solus email	£100 per 1,000



All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.



CALENDAR 2023

MARCH 2023 <p>BOOKING 27 January</p> <p>ARTWORK 30 January</p> <p>ON SALE 10 February</p>	APRIL 2023 <p>BOOKING 24 February</p> <p>ARTWORK 27 February</p> <p>ON SALE 10 March</p>	MAY 2023 <p>BOOKING 24 March</p> <p>ARTWORK 27 March</p> <p>ON SALE 6 April</p>	JUNE 2023 <p>BOOKING 19 April</p> <p>ARTWORK 21 April</p> <p>ON SALE 5 May</p>	JULY 2023 <p>BOOKING 20 May</p> <p>ARTWORK 23 May</p> <p>ON SALE 2 June</p>	AUGUST 2023 <p>BOOKING 17 June</p> <p>ARTWORK 20 June</p> <p>ON SALE 7 July</p>	SEPTEMBER 2023 <p>BOOKING 21 July</p> <p>ARTWORK 24 July</p> <p>ON SALE 4 August</p>
OCTOBER 2023 <p>BOOKING 25 August</p> <p>ARTWORK 28 August</p> <p>ON SALE 8 September</p>	NOVEMBER 2023 <p>BOOKING 22 September</p> <p>ARTWORK 25 September</p> <p>ON SALE 6 October</p>	DECEMBER 2023 <p>BOOKING 20 October</p> <p>ARTWORK 23 October</p> <p>ON SALE 3 November</p>	ANATOMY OF A RACECAR #4 <p>BOOKING 3 November</p> <p>ARTWORK 6 November</p> <p>ON SALE 17 November</p>	JANUARY 2024 <p>BOOKING 17 November</p> <p>ARTWORK 20 November</p> <p>ON SALE 1 December</p>	FEBRUARY 2024 <p>BOOKING 20 December</p> <p>ARTWORK 22 December</p> <p>ON SALE 5 January</p>	