

BBC Top Gear – Print

Think you know Top Gear? Think again. Discover the UK's biggest and best car content, car culture and men's lifestyle brand.

Average age

37

1.8 MILLION

will pay extra for quality goods

46% of our audience are

25-54 yrs

Entrepreneurial young adults starting business'
and families with a passion for cars and lifestyle

87% male

£75k-£125k

58% audience HHI

2.1 MILLION

Combined UK Audience

60% ABC1



IMMEDIATE

Burda company

The Magazine

MARKET LEADERS

We maintain our lead in the UK print motors market with 25.1% market share and have the highest subscription numbers in the sector.

In men's lifestyle we have a 24.7% market share, with more subscribers than GQ.

HIGH IMPACT PRINT FORMATS

From gatefolds and barndoors to advertising options on our subscriber envelopes... we've even done LED covers and glow in the dark!

ABC Circulation

78k

Print Subscribers

35k

Combined Print & Digital Editions Circulation

120k

