

# MEDIA PACK 2017

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

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## What makes Kimberley Media Group Ltd unique?

### Newstands

WHSmith

BARNES  
& NOBLE

Independent newsagents

amazon

Online newstands



### Trade Shows

AUTOSPORT  
INTERNATIONAL

24h  
LE MANS

LONDON  
CLASSIC CAR  
SHOW | EXCEL LONDON

Performance  
Racing Industry

TIME ATTACK

SEMA  
SHOW

Professional  
MotorSport  
WORLD EXPO 2016

Silverstone Classic  
Rocking and Racing

race  
retro

### Events

DRIVING TECHNOLOGY INTO POLE POSITION  
**RACE TECH**  
INTERNATIONAL  
**WORLD MOTOSPORT SYMPOSIUM**

"Another great opportunity to collect information and opinions from the most knowledgeable and influential people who can shape the future of modern motorsport. Many thanks to RACE TECH for this annual forum which is becoming a 'must'."

Pascal Vasselon, Technical director  
Toyota Motorsport GmbH

### Social Media

LinkedIn

facebook

twitter

YouTube

Instagram

## Our Publications



**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 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.

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.



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

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



**TRACK CAR PERFORMANCE** reflects the growing interest in track days, club motorsport and Time Attack. It focuses on how to make your cars more competitive and what to look for when kitting them out appealing to everyone from the person who just wants to take their car to the track for a bit of fun to the high-end track car owner who all have

the same mission in mind – and that is to go as fast as possible along a given piece of track.

Everything from the hardware such as dampers and turbos, induction kits and tuned exhausts, tyres and brakes, to items like helmets, gloves and race suits will all be covered as will hints and advice on driving techniques. It will also contain everything you need to know to convert your road car into a race car, items like the roll cage and seat belts, extinguishers and trackside equipment such as video systems and lap timers and how to test your car on a rolling road.

Available  
in Print

Available on the  
App Store

available on  
kindle fire

ANDROID APP ON  
Google play

Mac & PC

## Our Publications

[racetechmag.com](http://racetechmag.com)



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

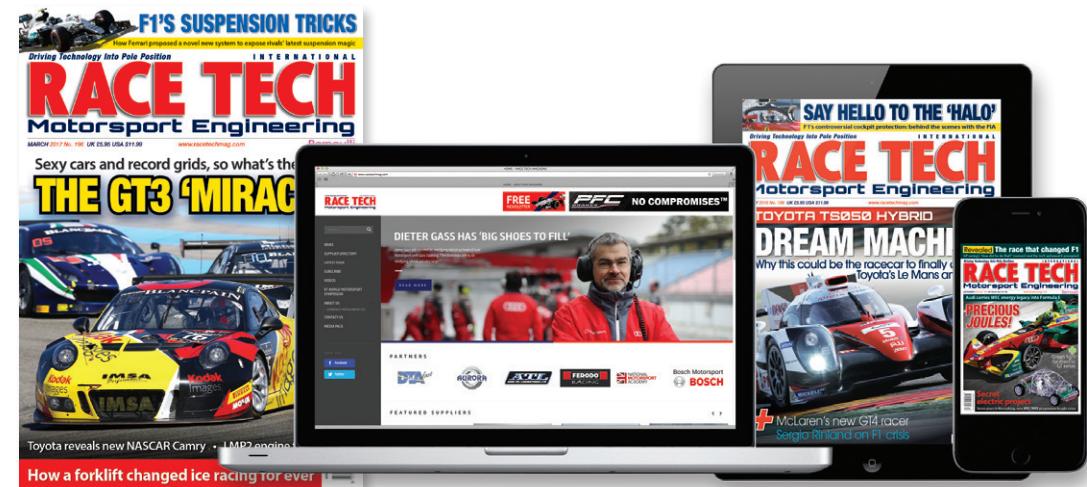
- Professional engineers
- Designers
- Senior managers
- Mechanics
- Purchasers and buyers
- Engineering students
- Club competitors

### 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 and Publication date

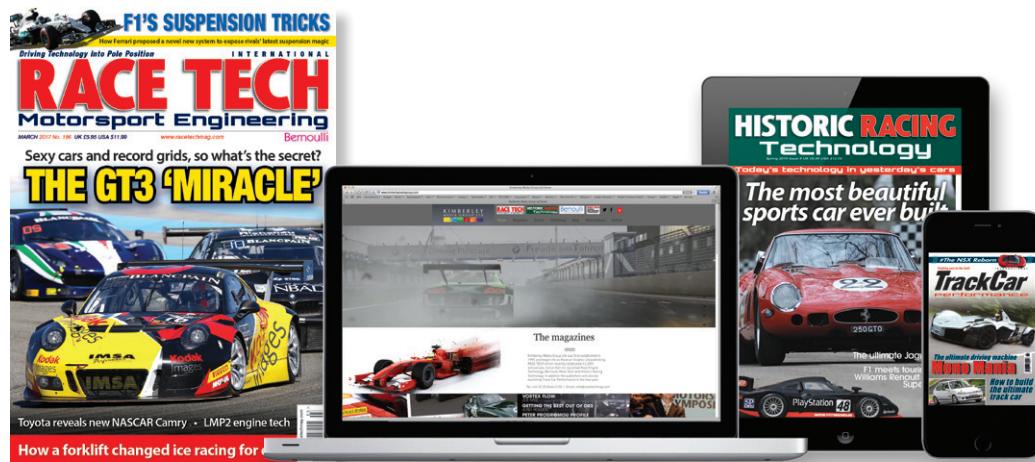
Issue	Editorial Features	Copy deadline	Print date
April 197	Special report: Camshafts, conrods, crankshafts & pistons	17.02.17	23.02.17
May 198	WEC 2017 preview, Special report: Safety equipment + products State of the Art: Tyres and tyre pressure monitoring systems	17.03.17	23.03.17
June 199	Special report: Wind tunnels + IndyCar aerodynamics Special Focus: Rallycross special	20.04.17	27.04.17
July 200	Special report: Endurance Racing products, Special Focus: Lubes & oils for endurance racing	18.05.17	25.05.17
August 201	Special report: Vehicle Dynamics incl Suspension, brakes, steering Le Mans technical debrief including Le Mans Prototype engines	22.06.17	29.06.17
September 202	Special report: Additive manufacturing & materials, Formula Student debrief, Engine Expo report	20.07.17	27.07.17
October 203	Special report: Simulators & Testing	17.08.17	24.08.17
November 204	Special report: Fuels & lubes. Most Innovative New Motorsport Products of the Year shortlist	14.09.17	21.09.17
December 205	Special report: Electronics, sensors, engine management systems, data acquisition, videos, timing. WMS awards shortlist	19.10.17	26.10.17
January 206	Pushrods, rockers & lifters. PMW report and PRI preview	16.11.17	23.11.17
February 207	PRI Show report	14.12.17	22.12.17

# Advertising Rates 2017

## 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:** Please supply all artwork designed to the correct dimensions above as a high resolution (300 dpi) PDF with all colours converted to CMYK and all fonts embedded. Word/PowerPoint/Excel files can not be accepted.

## Advert Dimensions

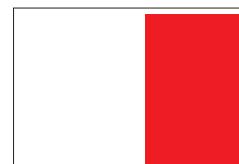
### Full Page

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



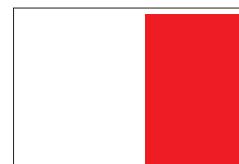
### Half Page (H)

187 x 140 mm



### Half Page (V)

91 x 287 mm



### Quarter Page

91 x 140 mm

**PLEASE NOTE:** When designing your full page artwork please take special care to ensure that company logos, contact details or any other important information is kept within the copy area of 277mm x 190mm. If your artwork has any important elements close to the trim line, you may be asked to resupply it.

## Online opportunities

### Platinum

- Headline banner on the home page and throughout the website
- Scrolling company logo on home page
- Bespoke 'profile page'
- Directory Listing
- Banner links through to your 'profile page'
- Scrolling company logo also included on the home page and throughout the website
- x3 Bespoke e-shots\*
- x2 Sponsored e-shots\*\*

**1 Year package price: £8,400 + VAT**

### Gold

- Scrolling company logo positioned on the home page and throughout the website
- Bespoke 'profile page'
- Directory Listing
- Banner links through to your 'profile page'
- x2 Bespoke e-shots \*
- x1 sponsored e-shot \*\*

**1 Year package price: £6,000 + VAT**



### Silver

- Company feature on the home page
- Directory Listing
- Bespoke 'profile page'
- Banner links through to your 'profile page'
- x1 Bespoke e-shot\*

**1 Year package price: £3,600 + VAT**

### Bronze

- Directory Listing
- Bespoke 'profile page'

**1 Year package price: £2,400 + VAT**

\* Bespoke e-shot: Send us information about your company, business or area of interest which we'll create as an email and send out to our database.

\*\* Sponsored e-shot: Feature your logo and a short company description in one of our News e-shots relevant to your area of business.

• All e-shots sent to over 20,000 • All company banners link through to your own 'bespoke profile page' on our website

## Bespoke Profile Page for [www.racetechmag.com](http://www.racetechmag.com)

**RACE TECH** INTERNATIONAL  
Motorsport Engineering

**PFC BRAKES** NO COMPROMISES™

### Bosch Motorsport

Bosch Motorsport equip teams in the 24 Hours of Le Mans, Formula 1, DTM, FIA European F3, and many other series with its race-tested systems and components. Bosch's involvement in motor racing dates back 115 years: the first racing victories with Bosch technology on board came in the early 1900s, and the motorsport success stories continue to this day. Since 2003 Bosch Motorsport is part of Bosch Engineering, a subsidiary specializing in engineering services.

[PROFILE](#)   [NEWS](#)   [VIDEO](#)   [CONTACT](#)

The product range currently consists of over 200 products and over 1,500 versions e.g. engine control units (Diesel and Gasoline), displays, electronics, injection and ignitions components as well as alternators, starters, actuators, brake control systems, sensors and software tools. With about 22 Authorized Dealers worldwide, Bosch Motorsport is in the position to also serve even smaller teams, race car owners and motorsport enthusiasts.

The Bosch Motorsport story began shortly after 1900 with the first major car race. The winning streak started in 1903 at the Gordon Bennett race with the 60-hp Mercedes Benz race car, equipped with a Bosch low-voltage magneto ignition.

Another big moment, which preceded many others, came in 1954 when a Mercedes Benz 2.5-liter formula race car won the French Grand Prix using a Bosch mechanical direct gasoline injection system. This was the first time it had been used in motorsport. A few years later, in 1965, a breakerless transistor ignition system was used in races for the first time in the Porsche 906. Shortly afterwards, in 1968, came an experimental Antilock Braking System in the Porsche Bergspyder.

At the start of the 1980s, Bosch combined the gasoline injection system and ignition system to create the Motronic electronic engine control system. This was refined for Formula 1, the result of which was the World Championship



The Bespoke Profile Page is a great platform to provide detailed information about your company. Your bespoke listing includes:

- Your company logo, products and services
- News and PR, Videos, photos and case studies
- A dedicated prospect response form
- Social media engagement



## Further Opportunities

### 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
- Uploaded to LinkedIn, Facebook and YouTube
- Tweeted to @racetechmag

#### Or talk to RTTV exclusively...

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

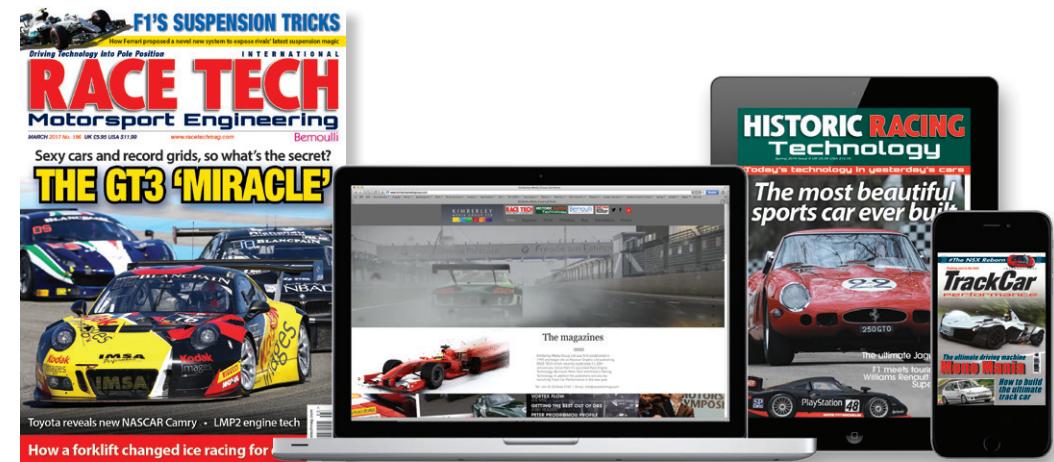
### MONTHLY NEWSLETTER

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 us:

For more information on advertising your key contacts are:

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

