Driving Technology Into Pole Position

MEDIA PACK 2020/21

RACE TECH
Motorsport Engineering

kimberleymediagroup.com

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on +44 (0) 208 446 2100 • adrian.goodsell@kimberleymediagroup.com
RACE TECH is the only technology led motorsport engineering magazine that focuses on every aspect of the racing car, from the drawing board to the race track.

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 52 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.

Schedule 2019/2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Art deadline</th>
<th>On Sale</th>
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<tr>
<td>231 February 2020</td>
<td>16/12/2019</td>
<td>03/01/2020</td>
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<td>232 March 2020</td>
<td>13/01/2020</td>
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<tr>
<td>233 April 2020</td>
<td>24/02/2020</td>
<td>06/03/2020</td>
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<td>234 May 2020</td>
<td>23/03/2020</td>
<td>03/04/2020</td>
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<td>235 June 2020</td>
<td>27/04/2020</td>
<td>08/05/2020</td>
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<td>236 July 2020</td>
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<td>05/06/2020</td>
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### Advertising rates

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<th>Advert size</th>
<th>£ Pound Sterling</th>
<th>€ Euro</th>
<th>$ US Dollar</th>
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<td>€6,500</td>
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<td>IFC &amp; IBC</td>
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<td>€2,700</td>
<td>$3,500</td>
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<tr>
<td>Half Page</td>
<td>£1,000</td>
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<tr>
<td>Quarter Page</td>
<td>£600</td>
<td>€900</td>
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Included in all print and electronic versions, on Apple iOS, android and Amazon Kindle, and now Mac & PC.

### Artwork Specifications

#### Artwork Dimensions

- **Full Page**
  - Bleed: 216 x 303 mm
  - Trim: 210 x 297 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

#### Artwork Specification

Press ready PDF files should be supplied. If in doubt please set using the pass4press guidelines (www.pass4press.com).

Please supply all artwork at the required dimensions below. High resolution (300 dpi) PDF's with all colours as CMYK and all fonts embedded.

Word/PowerPoint/Excel files cannot be accepted.

PLEASE NOTE: When building 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

### 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

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* 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.

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Newstands
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Trade Shows
- Autosport International
- Performance Racing Industry
- SEMA Show
- 24h Le Mans

Events
- World Motorsport 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

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