

PADDOCK

2012 MEDIA KIT



The Paddock Magazine is the only business and lifestyle magazine in Formula 1. Now in its fifth year of publication, The Paddock bring a sharper focus on the business of Formula 1 as the sport faces one of its most dramatic years. The Paddock will guide readers through the twisting and turning investment routes in Formula 1, whilst comparing the sport to of those of its rivals.



The pinnacle of global motorsport; the FIA Formula 1 World Championship is worth over US\$4bn in generated revenue each year. It is for this reason alone that Formula 1 is renowned as the only true annual global sports sponsorship platform.

With the sport actively pursuing the rapidly expanding markets of China, Abu Dhabi, South Korea, India and now USA and Russia, Formula One can boast the involvement of more than 300 world-class companies exploiting the championship's marketing potential.



Data

Bite-sized information and articles covering in detail the nuts and bolts of Formula 1. This includes subjects such as finding the right team for the sponsor; sports media coverage around the world and some other unique view points.

Features

In-depth understanding and original features on the personalities, current affairs and issues that matter the most.

Columns

Our reputation for exclusivity is reinforced through monthly columns from the leading business minds of the motorsport world.

Lifestyle

A showcase of the most cutting edge products from teams and sponsors. There is also analysis of how celebrities are used to promote sponsors' involvement in the sport and profiles of destinations visited by the drivers. Formula 1's social responsibility is also highlighted through profiles of the drivers' charitable involvements.



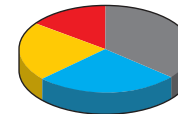
The Paddock Magazine has an average print run of 12,000 copies per edition. We will become a member of BPA audit in 2012.

The Paddock Magazine is aimed at exclusive readers involved in the business of high-end motorsport series, with an emphasis on Formula 1. Over a third of copies are sent out to subscribers and potential clients, with a further 25% distributed at selected locations and events. We aim to distribute magazines to all Formula 1 Grand Prix races, top five star hotels and private aviation companies during racing weekends.

The avenues through which the magazine is distributed ensure it is read by high-net worth individuals.

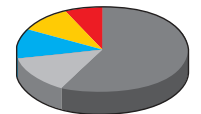
Distribution

■ Subscription	36%
■ Newsstand	15%
■ Trade	27%
■ Bulk	22%



Worldwide Circulations

■ Europe	58%
■ North America	14%
■ Asia	11%
■ Middle East	10%
■ Rest of World	7%





Travel

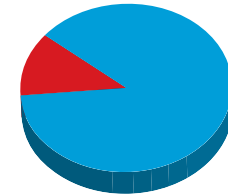
Took at least one return air trip	94%
Took 3 or more return air trips	90%
Took 6 or more return air trips	72%
Flew First or Business, or by private air charter	41%
Are prepared to live abroad	60%

Purchasing power

Purchase a luxury holiday at least once a year	27%
Own a cellar of fine or vintage wines	20%
Own a second holiday home abroad	17%
Would spend €3000 + to replace an expensive watch	20%
Has spent €4500 + on a jewellery item in last year	11%

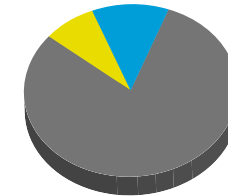
Demographics

Male	88%
Female	12%



Net worth

Average personal income	€185,000
Average household income	€260,000
Average household net worth	€1.8 million





Reader Profile

They are the power brokers of international motor racing, from team principals and driver managers to sponsorship heads and broadcaster CEOs. They are wealthy jet-setters; leading entrepreneurs and executives who drive stylish cars, own yachts and fly by private jet. They know the value of luxury and wield significant spending power in their personal and professional lives.

Motorsport's opinion leaders are highly successful executives who hold senior positions and earn higher incomes than most readers of alternative business and current affairs publications.

The global readership constitutes one of the best target audiences for luxury goods and services advertisers. Owning the best in fashion, arts, personal accessories, automobiles and property is a necessity for them. Readers also form one of the most attractive audience for travel advertisers, as they regularly travel to destinations around the world for both business and pleasure.

Issue	Theme	Copy Deadline	On Sale
January 2012	100 Most Powerful People in Formula 1, Top 50 Hotels	5 January	10 January
February 2012	Circuit Promoters Special, Season Preview	2 February	7 February
March 2012	Australian & Malaysian Grand Prix	1 March	5 March
April 2012	Chinese & Bahrain Grand Prix, Executive Travel	2 April	7 April
May 2012	Spanish & Monaco Grand Prix, Yachting Special	1 May	5 May
June 2012	Canadian & European Grand Prix	2 June	7 June
July 2012	British, German & Hungarian Grand Prix, Luxury Property Special	1 July	5 July
August 2012	Belgian Grand Prix, Private Aviation Annual	3 August	8 August
September 2012	Italian & Singapore Grand Prix	1 September	5 September
October 2012	Japanese, Korean & Indian Grand Prix	28 September	3 October
November 2012	Abu Dhabi, United States & Brazilian Grand Prix	24 October	30 October
December 2012	Season Review 2012, Luxury Watches Special	2 December	7 December

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Double Page Spread	1 Month	3 Month	6 Month	12 Month
First DPS	€17,500	€15,750	€14,000	€12,250
DPS (guaranteed position)	€16,100	€14,490	€12,880	€9,660
DPS	€14,600	€13,140	€11,680	€8,760

Full Page

Outside Back Cover	€13,200	€11,880	€10,560	€7,920
Inside Front Cover	€11,750	€10,575	€9,400	€7,050
Inside Back Cover	€10,250	€9,225	€8,200	€6,150
Ist Right-Hand Page	€8,800	€7,920	€7,040	€5,280
Single Page	€8000	€7,200	€6,400	€4,800

Half Page

Half Page DPS	€8,800	€7,920	€7,040	€5,280
Half-Page (guaranteed position)	€5,100	€4,590	€4,080	€3,060
Half-Page	€4,400	€3,960	€3,520	€2,640

File Formats

The supplied files must not be mirror, without scales, crops or other official information. The measures of their page have exactly to coincide with an issue measures up to cut – issue's format + 5mm to each side except spine, but posters and similar issues without folding – issue's format + 5mm to each side of page. It must be embedded to files all used fonts and pictures. If fonts cannot be included or they are used in EPS files, we recommend transforming texts into curves before files' generation.

Material for printing should be supplied in composite (not separated, not decomposed) postscript (.ps) or in composite 1.3 (Acrobat 4.0) version PDF files (.pdf). If agreed with production department, separated postscript files could be supplied as well.

PDF 1.3 full page and double page spread Display Advertisements must be centred within a 5mm border – over and above trim size – on all 4 sides. For best reproduction all graphics must be supplied as either 300 dpi greyscale or 1200 dpi bitmap. Fonts must be supplied as embedded Type 1 PostScript fonts with associated suitcase file(s). We cannot use True Type fonts or Multiple Master fonts.

Please note that the following items are not acceptable:

Microsoft PowerPoint documents, RGB graphics, colour graphics in Mono ads, JPEG/ASCII graphics within documents, spot colours or duotone graphics- CMYK only, native files, EPS files, Tiff files.

Materials should be sent to the FTP server <ftp.thepaddockmagazine.com>. please contact us for login details.

Film Requirements

UK/Europe

2 sets of positives wrong reading emulsion side up, same size as advertisement with 3 sets of progressives or Eurostandard Cromalins.

Worldwide

4 sets of positives wrong reading emulsion side up, same size as advertisement with 6 sets of progressives or Eurostandard Cromalins.

The quality of reproduction cannot be guaranteed if The Paddock Magazine's specifications are not adhered to or if the material is received after our copy deadlines.

Dimensions

Full colour page	Trim 210×275	Bleed 220×285
Double page spread	Trim 420×275	Bleed 430×285
1/2 Horizontal	Trim 210×135	Bleed 220×145
1/2 Vertical	Trim 105×275	Bleed 115×285
1/3 Vertical	Trim 65×275	Bleed 75×285
1/3 Horizontal	Trim 210×89	Bleed 220×99



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WWW.THEPADDOCKMAGAZINE.COM