

Paddock.

2019 Media Kit

Overview

Formula 1 business and **lifestyle monthly**

Spanning across multiple platforms including digital, print, tablet, email & social media, *Paddock Magazine* maintains its dialogue with the evolving global motorsports business market and consumer, recognizing today's modern opinion leader uses multiple channels to communicate. Print editions distribution includes Europe, Middle East, United States, Canada, Australia, and South East Asia & South America.

Paddock Magazine has an expected print run of 12,000 copies per edition. The publication 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 distribute magazines to some Formula 1 Grand Prix races, top five star hotels and private aviation companies during racing weekends.

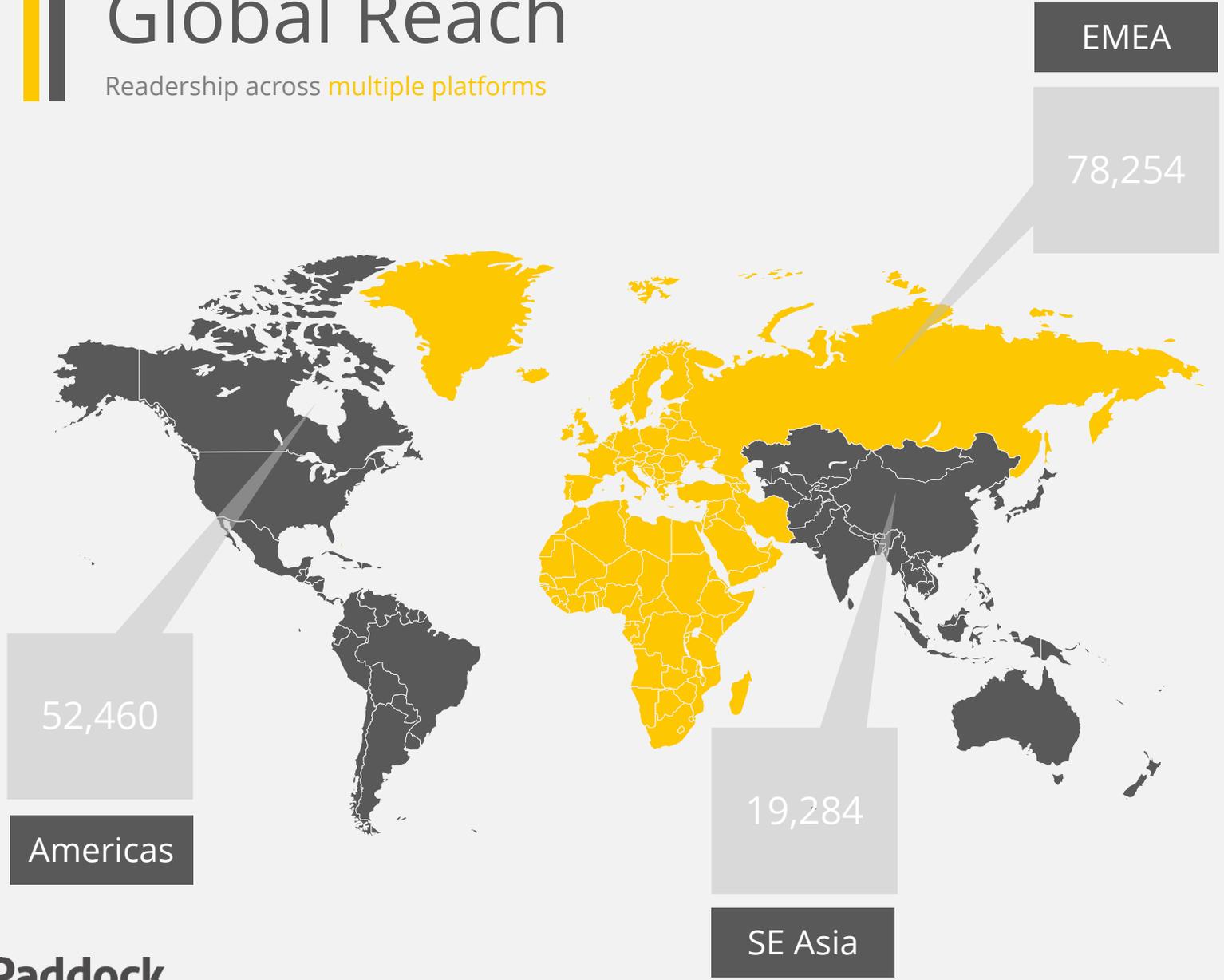
International, intelligent and influential, *Paddock Magazine* is the world's most important Formula 1 business and lifestyle magazine brand. Since 2008, Paddock has attracted a sophisticated global audience by constantly pushing into new territories and ensuring that its coverage of everything from Formula 1 business to sponsorship, corporate hospitality to driver management, travel to lifestyle remains unrivalled.

They are the power brokers of international motor racing, from Team Principals and driver managers to sponsorship heads, VIP's and broadcaster CEOs. They are wealthy jet-setters, leading entrepreneurs and executives who drive stylish cars, own yachts and travel by private jets.

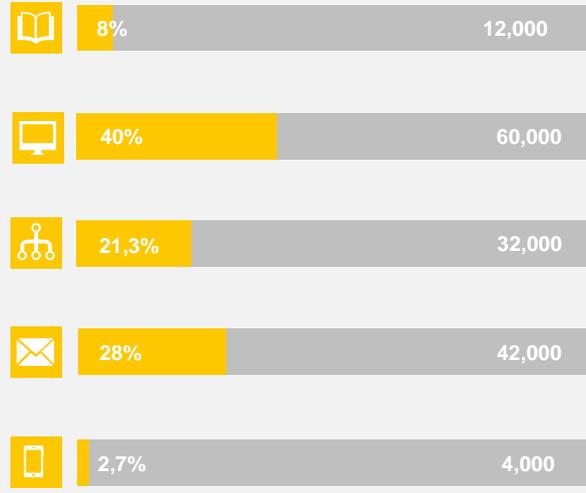
The global readership constitutes one of the best target audiences for luxury goods and services advertisers. Owning the best in fashion, arts, personal accessories, automobiles and property is a necessity for them. Readers also form one of the most attractive audiences for travel advertisers, as they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

Global Reach

Readership across multiple platforms



Total Reach 150,000



Audience

Our readers are power brokers in **international motorsport**



Income

€374,000 is an average household income of our readers. Average household net worth - 11,820,00



Education

83% of our readers are college graduates.



Employment

81% of our readers are currently employed. 52% hold executive positions.



Flights

73% of our readers took twelve or more return trips. 43% flew by private plane, first or business class.



Cars

77% of our readers own a luxury or a classic car. 12% own a yacht.



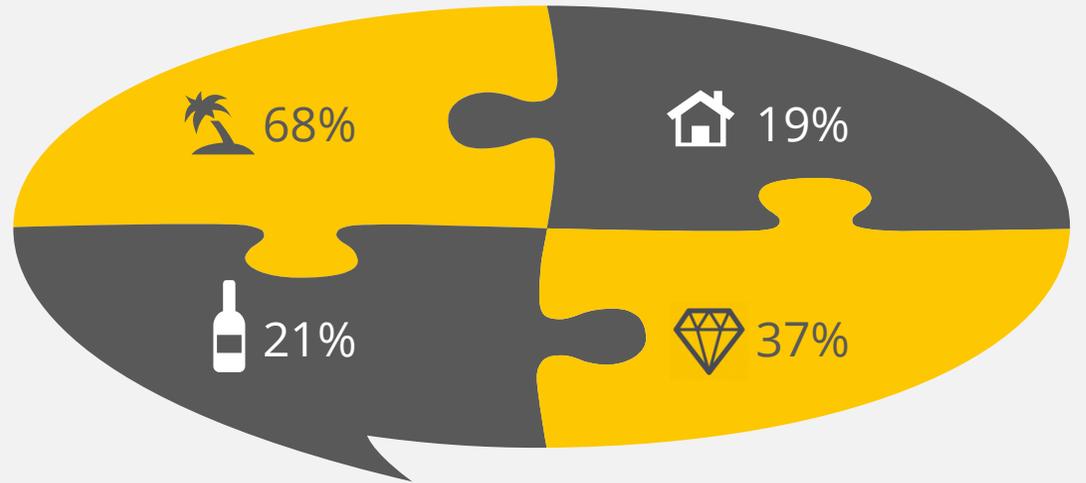
Racing

89% of our readers attended racing events, mostly Formula 1 races.

Purchasing Power

Our readers form the most attractive audience to **business & luxury advertisers**

With the most knowledgeable editors covering key categories such as watches, jewelry, automotive, spirits and travel, Paddock magazine is an indispensable guide for the ultra-wealthy to find the best in luxury products and services.



 **Holiday**

Purchased at least one holiday last year.

 **Home**

Own a second holiday home abroad.

 **Wine**

Own a cellar of fine or vintage wines

 **Jewellery**

Has spent €4,500+ on a jewellery item in last year.

Gender



12%



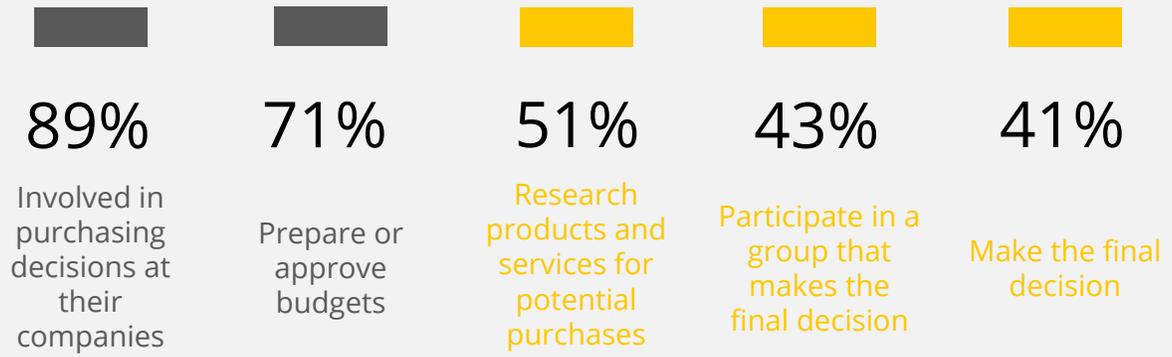
88%

Purchasing Decisions

41% of our readers are involved in making **final decisions**



Affluents (and especially Ultra Affluents) are particularly likely to be executives and entrepreneurs- high-spenders in their personal lives who shape consumer markets, and influential leaders whose business decisions can drive economic and job growth nationally.



Double Page Spread Rate Card

All prices are in euros **and are valid from 1 of January 2017**

One Edition	Three Editions	Six Editions	Twelve Editions
1 x print advertisement 1 x digital advertisement 1 x e-newsletter 1 x web advertisement	3 x print advertisements 3 x digital advertisements 3 x e-newsletters 3 x web advertisements	6 x print advertisements 6 x digital advertisements 6 x e-newsletters 6 x web advertisements	12 x print advertisements 12 x digital advertisements 12 x e-newsletters 12 x web advertisements
Price: € 17,000	Price: € 15,500	Price: € 13,500	Price: € 10,500
Get this Plan	Get this Plan	Get this Plan	Get this Plan

Single Page Spread Rate Card

All prices are in euros **and are valid from 1 of January 2017**

One Edition	Three Editions	Six Editions	Twelve Editions
<p>1 x print advertisement 1 x digital advertisement 1 x e-newsletter 1 x web advertisement</p> <p>Price: € 8,000</p> <p>Get this Plan</p>	<p>3 x print advertisements 3 x digital advertisements 3 x e-newsletters 3 x web advertisements</p> <p>Price: € 7,000</p> <p>Get this Plan</p>	<p>6 x print advertisements 6 x digital advertisements 6 x e-newsletters 6 x web advertisements</p> <p>Price: € 6,000</p> <p>Get this Plan</p>	<p>12 x print advertisements 12 x digital advertisements 12 x e-newsletters 12 x web advertisements</p> <p>Price: € 4,500</p> <p>Get this Plan</p>

Meet The Team

Our editorial department has a vast experience in **Formula 1 business**



Kipras Sumskas

Editorial Director

Kipras is somewhere between 'crazy' and 'reliable'. Usually, at both ends.



Pilar Celebrovsky

Pilar is currently commenting Formula 1 races and working as a digital journalist.



Brian Sims

Brian's career spans from being the Marketing Director of two F1 teams to founding the MIA.



Stephen Camp

A truly hardworking writer and blogger of all things Formula 1, Stephen always delivers.



Meet The Team

Our editorial department has a vast experience in **Formula 1 business**



Elle Haus

An FIA-accredited F1 journalist from Melbourne, Elle has a lot of experience as a media and communications specialist.



Simon John O'Brien

Simon is the author of our magazine's Legal Column, which tackles the legal matters of high-end racing.



Károly Méhes

Károly has been working as a Formula 1 correspondent for the past 25 years.



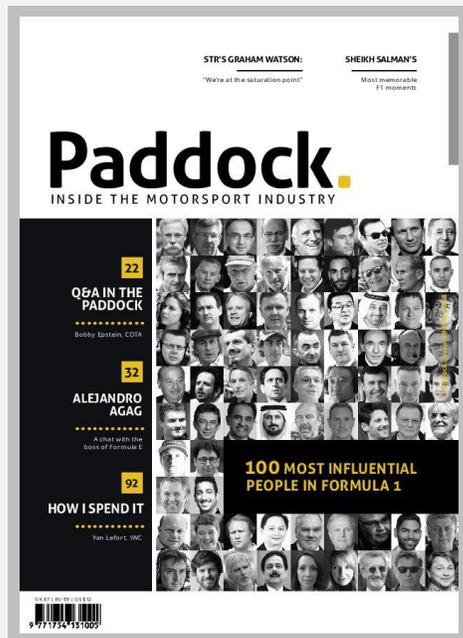
Jon Wilde

Being the Sponsorship Director at PHG International, Jon brings his own twist on Formula 1's inside affairs.



Signature Departments

Paddock magazine is divided into four main sections



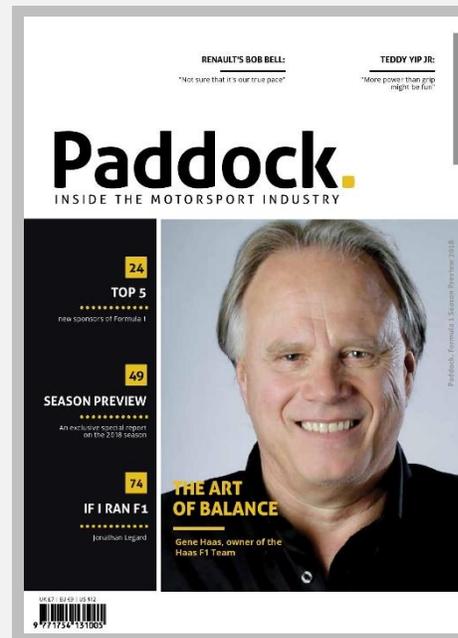
Columns

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



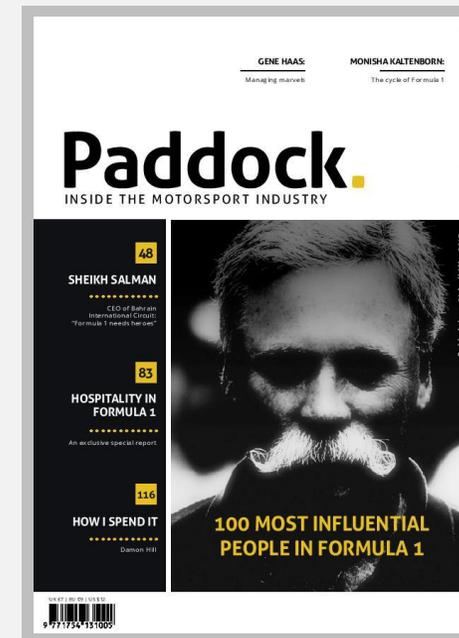
Features

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



Lifestyle

A showcase of the most cutting edge products from teams and sponsors, analysis of how celebrities are used to promote sponsors' involvement in F1.



Reports

The very exclusive Paddock special features are the ones to look for. A range of various companies or big players is examined accordingly to the subject at hand.

Editorial Calendar

Advertising materials copy deadlines, publishing dates & editorial content



January 2019



Best Formula 1 Destinations,
Top 50 Hotels

Copy Deadline: 28 December
On Sale: 3 January

February 2019



Formula 1 Circuit
Promoters

Copy Deadline: 25 January
On Sale: 31 January

Editorial Calendar

Advertising materials copy deadlines, publishing dates & editorial content

March 2019



Australian & Bahrain Grand Prix, F1 Season Preview

Copy Deadline: 21 February
On Sale: 26 February

April 2019



Chinese & Azerbaijan Grand Prix, F1 Corporate Hospitality

Copy Deadline: 24 March
On Sale: 29 March

May 2019



Spanish & Monaco Grand Prix, 100 Most Powerful People in F1

Copy Deadline: 25 April
On Sale: 29 April

June 2019



Canadian, French & Austrian Grand Prix, F1 Sponsorship

Copy Deadline: 27 May
On Sale: 31 May

Editorial Calendar

Advertising materials copy deadlines, publishing dates & editorial content

July 2019



British & German Grand Prix, Luxury Property Special

Copy Deadline: 24 June
On Sale: 28 June

August 2019



Belgian Grand Prix, Private Aviation Special

Copy Deadline: 26 July
On Sale: 30 July

September 2019



Italian, Singapore & Russian Grand Prix, Superyachts Special

Copy Deadline: 23 August
On Sale: 28 August

October 2019



Japanese, Mexican & USA Grand Prix

Copy Deadline: 24 September
On Sale: 28 September

Editorial Calendar

Advertising materials copy deadlines, publishing dates & editorial content

November 2019



Brazilian & Abu Dhabi
Grand Prix, Luxury
Goods Special

Copy Deadline: 24 October
On Sale: 29 October

December 2019



2019 Formula 1
Season Review

Copy Deadline: 5 December
On Sale: 10 December



Print Edition

Paddock magazine is a full size, 100+ pages, full colour, high quality publication that many readers over the past 9 years of publication have come to rely on as their main source of motorsports business, lifestyle and travel related information.



Rate base
12,000



Median age
43,9



Readers per copy
3,4.



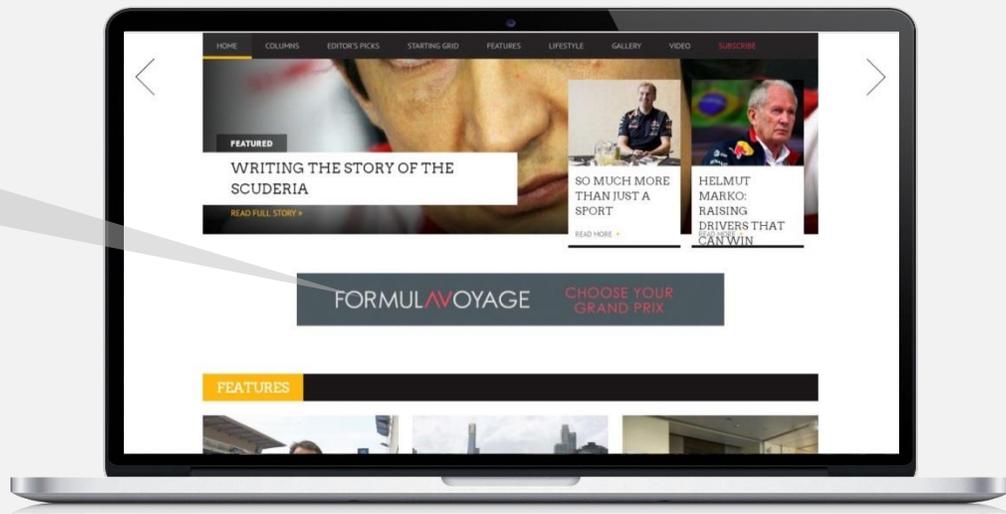
Total audience
40,800

Website

Our fully interactive website brings you the best F1 content straight to **any device in beautiful clarity**

Leader board

€72 CPM



Gender



18%



82%

Responsive

Our website uses responsive design in order to be compatible on mobile phones, tablets and smart TV. This enables ads to be far more impactful than on a standard website.



Luxury

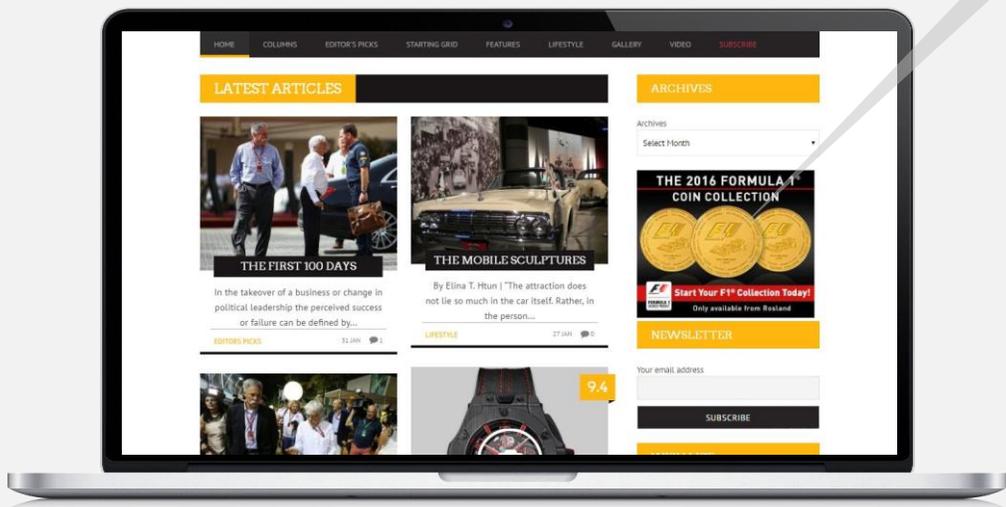
Our website is also suitable for luxury goods and services providers. A dedicated web team collaborates with Paddock print team to produce all original content on the site.

Website

One of the largest Formula 1 **business portals**

Rectangle
ad

€68
CPM



Impressions

70,000 page impressions per month.



Users

14,000 web monthly unique users.



Time

Dwell time: 4,7 minutes.



Pages

Pages per user: 6,7.

Our website provides original and unique coverage of the major motorsports business categories – exclusive travel, corporate hospitality, sponsorship. From desktop to mobile and video, our content spans every device and every occasion – connecting you with the consumer in the context that makes your message work best..

Tablet Edition

Tablet devices have reinvented how we tell stories, how consumers interact with our content, and how advertisers connect with our audiences, all while maintaining the design fidelity and engagement of a print magazine. They also offer complete portability: Paddock Magazine's content will be everywhere our readers go.



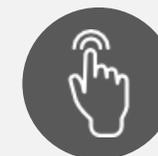
Downloads
Average 4,000 monthly downloads.



Average minutes
Readers are spending an average of 40 minutes.



Satisfaction
Overall satisfaction is extremely high with 88% satisfied.



Interactive
Readers are seeking even more slideshows, video and interactive content.

Tablet Rate Card

€2,000 – a base rate for portrait & landscape mode advertisement.
No PDF replicas are accepted. Advertisers can include up-to 5 unique URLs per ad unit. Due to OS compatibility, all URL's cannot go to every destination. The Apple iOS does not allow for any Adobe Flash content to be displayed.

Audio

Ad opportunity with up to 3 embedded audio tracks totalling up to 2 minutes..



Slideshow

Ad opportunity featuring up to 10 images. Includes up to 3 links that can be placed on any page..



Video

Ad opportunity with a 60 second video caught in the device. Can play full screen or embedded in the page..



Hotspots

Ad opportunity with up to 5 hotspots that expand and reveal information when tapped. Includes up to 3 links.



Path finder

Ad opportunity that takes readers on a visual journey of product discovery. Can be up to 3 pages.



Virtual tour

Ad opportunity with full interactivity offering self-guided experience. Includes full 360 degrees rotatio

Get in Touch

Please use the details provided below



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Paddock.

Thanks for your
interest

Have a good day