

PROFESSIONAL MOTORSPORT WORLD

pmw



2018

MEDIA DATA

www.pmw-magazine.com



PROFESSIONAL MOTORSPORT WORLD IS THE DEFINITIVE PUBLICATION FOR THOSE IN THE BUSINESS OF GOING MOTOR RACING!

THE MAGAZINE

- Professional Motorsport World (PMW) is the international magazine designed specifically for people at the cutting edge of race car and automotive development. It is sent to an international circulation of over 10,000 key decision makers at Race Teams, Motorsport OEM's and their supplier network. There are also an additional 10,000 readers from our online version. PMW comprises interviews and feature articles covering the full spectrum of motorsport technology, issues, and strategies. It also highlights the latest products and services available to the industry, from advanced engine technologies, chassis development, test systems and services, to composite technologies, performance materials, and components.

PUBLISHING SCHEDULE

- ISSUE 1** – March 2018 – Electric and Hybrid edition (distribution at the Battery show and EV Tech Expo 15th-17th May 2018 Hannover Germany) plus PMW Expo post-show review
- ISSUE 2** – July 2018 (The Circuit Edition)
- ISSUE 3** – September 2018 (PMW Expo preview special edition)
- ISSUE 4** – November 2018 – North American Showcase (PRI on-site distribution)

ADVERTISING RATES

Number of Insertions (£ Sterling)	Full Page	Half Page
1	£4,550	£3,750
2 (per insertion)	£4,150	£3,050
3 (per insertion)	£3,950	£2,850
4 (per insertion)	£3,750	£2,550

SPONSORSHIP OF THE CARRIER SHEET

Cost per issue, 1 side: **£4,550**
 Cost per issue, 2 sides: **£5,950**

APP BANNER
£7,850
 for 1 year

"TMG works with Professional Motorsport World in order to communicate directly with the motorsport community, particularly regarding our third-party services and customer motorsport projects. The main attraction is to reach an audience who are genuinely involved in the industry as ultimately the purpose is to generate additional business. Professional Motorsport World achieves this very well."

Toyota Motorsport GmbH

"McLaren Applied Technologies have found PMW Magazine to be a suitable platform to promote us exhibiting at the PMW Expo in Cologne. It is an ideal vessel to promote our products, the targeted circulation of the magazine helps prospective customers to be aware of our products before the exhibition"

McLaren Applied Technologies

EDITORIAL OPPORTUNITIES

Professional Motorsport World invites selected advertisers to maximize their commercial representation within the publication in one of two ways:

- 1. PRODUCTS AND SERVICES PROFILES**
 Allocated to selected full-page advertisers, Products and Services Profiles enable an organization to announce new technologies or developments in a one- or two-page illustrated article (space is limited and articles are allocated on a first-come, first-served basis), presented in a comprehensive Products and Services section within the publication.
- 2. PRODUCTS AND SERVICES DIRECTORY**
 This section enables advertisers to publish a short, sharp press release-style editorial of around 250 words, highlighting product launches, company/personnel changes, etc.

DIGITAL MAGAZINE

The PMW magazine is online and with each issue now reaching even more key motorsport professionals. Additionally, www.pmw-magazine.com features:

- News on the latest motorsport and automotive developments
- Web exclusive articles, features, image galleries, and opinion
- A substantial magazine archive in digital format
- Supplier Spotlight – a directory of leading suppliers covering all aspects of the professional motorsport industry

ANNUAL DIGITAL RATES

- Head-of-page lead banner £10,350
- Base-of-page lead banner £8,800
- Junior banner (left- or right-hand column) £6,750 (limited to five suppliers)
- Industry Directory £1,150 (exclusive to magazine advertisers and Expo exhibitors)

CONTACT US

- ADVERTISING**
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