

CIRCUITS²⁰¹¹

www.motorsportcircuitguide.com

2011 MEDIA INFORMATION

- » ONPAGE
- » ONTRACK
- » ONLINE





Scattered across the world are rings of tarmac etched in the earth where motor racing history is being written. Motor racing circuits have a million tales of success, failure, hope, tragedy and ambition. New racing circuits are being built as we write, supported by businesses and governments. The returns can be vast. In 2007 the Bahrain

Government spent \$45m on the Bahrain GP and the local economy benefited to the tune of \$395m*. These new circuits are world-class destination resorts, attracting fans from across the world, bringing together the zest and eccentricity of human life and human-conceived machinery to one place for one purpose.

Counter-balancing this brave new world of circuit architecture are the traditional circuits. These places have created a rich backdrop to the sport, providing a resounding stamp of authority. Who cannot be lured into deep discussion at the sheer lunacy of the Nurburgring – 21km of asphalt poetry, the high-banked corners at Brooklands, the overwhelming might of Le Mans, the delight of Eau Rouge corner at Spa-Francorchamps and the simple, earthy pleasure of Quarry Corner at Castle Combe.

As Richard Phillips, MD of Silverstone Circuit eloquently describes the modern-day racing circuit scene “The challenge of certain corners, flowing nature of older circuits and the pure history of what has gone on before will always create demand from drivers and spectators alike. Our job is to invest in the track, facilities and attractions to keep ahead of the competition.”

We at Discovery Media Group put motor racing circuits at the heart of everything we do. We will always support these amazing venues, their depth of history and their place in the community. In short, we celebrate their very existence.

We look forward to working with you.


Ben Lane, Publisher

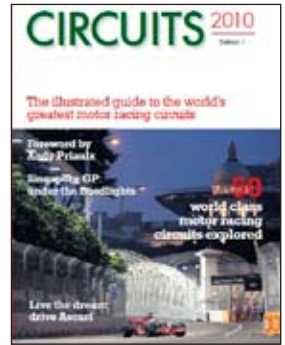
T: +44 (0)1442 823 523, E: ben@motorsportcircuitguide.com

W: www.motorsportcircuitguide.com

OUR MEDIA CHANNELS

>> ONPAGE: CIRCUITS MAGAZINE

- Authoritative annual print guide to the world's most important motorsport circuits;
- More than 170 pages exploring the world's greatest circuits
- Key facts and information about the circuit and services in the local area;
- 25,000 circulation via newsstand in the UK, Europe, the Middle East and the USA, track shops, circuit VIP lounges and motorsport events;
- Requested and paid-for circulation;
- Supported by a monthly e-bulletin (e-Circuits) to more than 4,000 registered users;



>> ONTRACK: MOTORSPORT CIRCUIT GUIDE EVENTS

- We exhibit trackside at the world's most important motorsport events each year;
- We help visitors to plan their motorsport travel and other purchase-needs through distribution of information from partners;
- We build registrations to our website so that seasoned fans or racing novices can access free travel advice and information at www.motorsportcircuitguide.com



>> ONLINE: WWW.MOTORSPORTCIRCUITGUIDE.COM

- History and background of more than 170 of the world's top racing circuits;
- Circuit-by-circuit news and features;
- Interviews with circuit management, drivers and team managers;
- Searchable database of accommodation and services nearby circuits;
- Circuit-by-circuit and series-by-series events' calendars;
- Travel directions and itineraries.
- Up to the minute motorsport news, editorial & features;
- New product reviews and offers



MOTORSPORT SOLUTIONS FOR YOUR BUSINESS

Through our online, ontrack and onpage media we can position your business at the heart of world motorsport. And as no two businesses are alike, we make it a priority to fully understand your business before we recommend the right partnership to you. Current clients are enjoying a media mix including print media, PR, online, sampling, data and bespoke distribution. We can identify specific circuits, countries or racing series' to target your marketing activity according to your exact requirements.

An Effective Media Partnership

From the outset we listen to your return-on-investment expectations and tailor the right partnership for you. We carefully monitor the successes of your campaign and feed back information to help steer your campaign successfully through the Motorsport year.

2011 Rates and Information

>> ONPAGE: CIRCUITS MAGAZINE

- Main sponsor (Logo on front cover, inside front cover, single editorial page, 4-centre ad pages) £12,450
- Outside back cover £2,850
- Inside back cover £2,350
- Full page (guaranteed position) £2,150
- Full page (non-guaranteed position) £1,950
- Half page £1000
- Quarter page £550
- Inserts from £50 per thousand (dependent on size and weight)



>> ONTRACK: MOTORSPORT CIRCUIT GUIDE EVENTS

- Literature distribution (dependent on size, weight, event location and distribution mechanism) – from £300 per event
- Event partner (includes minimum 1.5m x 1.5m stand space and 1 x staff pass) – from £900 per event



>> ONLINE: WWW.MOTORSPORTCIRCUITGUIDE.COM

- Database of 22,000 opted in motorsport fans and motorsport industry professionals
- Banner ad (linked, 1 in 2 rotation) £18 per month per circuit
- Spot ad (linked, fixed) £18 per month per circuit
- Text box £10 per month per circuit
- Hotel listing £25 per month
- Restaurant listing £15 per month
- e-Circuits sponsorship (12 per annum) £100 per newsletter

CIRCUITS FACTFILE

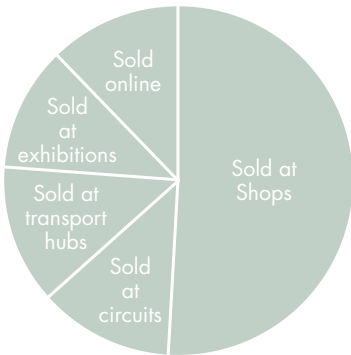
The Motorsport Audience

- There are an estimated 130 million overseas journeys made to follow major motorsports championships each year, including Formula One, World Superbikes, Moto GP, Touring Cars, Classic, GT and 24hr events.
- 80% of Formula 1 enthusiasts are male
- 84% of fans are 15 – 54 years old, the average age is 36
- 60% of fans are ABC1
- Motorsports fans are twice as likely as the average person to wear designer clothes and own a plasma TV, and nearly three times as likely to like a car that stands out.



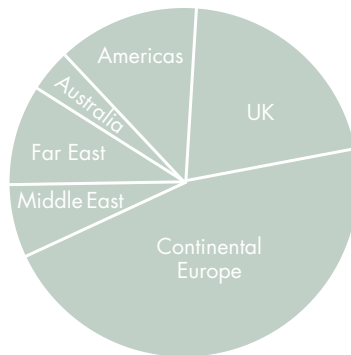
Circuits Magazine Circulation Profile

By type:



- Total annual circulation = 25,000 copies
- 10,000 copies sold at circuit shops at up to 44 world-class circuits
- 5,000 copies sold online at motorsportcircuitguide.com
- 5,000 copies sold at exhibitions during major events at world-class circuits
- 5,000 copies sold at UK and international airport newsstand

By area:



- UK 14,000
- Continental Europe 4,000
- Middle East 2,000
- Far East 1,000
- Australia 1,000
- Americas 3,000

100% requested and paid for circulation.
Cover price £10 pounds / 10 Euros

BRING YOUR BRAND TO LIFE IN FRONT OF NEARLY 2 MILLION MOTORSPORT FANS IN 2011

Opportunities for invited partners at selected world-class motorsport events:

- Syndicated and staffed marquee space, situated in the infield or trackside
- AV presentations in the tent for the duration of the event
- Competitions, giveaways, data capture and registration
- Live presentations
- Retail sales
- Sampling
- Inclusion of gifts and marketing material into the bespoke event gift pack

Each overseas visitor to the 2002 British F1 Grand Prix spent £414 in total; £131 of that being on-site, £118 off-site and £165 elsewhere in the UK. On-site expenditures were so high because many overseas visitors spent large sums of money on merchandise. Source: Sports Tourism and Motorsports - an Exploration by the Motorsport Research Group, Bournemouth University.

WHAT THE INDUSTRY SAID ABOUT **CIRCUITS 2010** MAGAZINE...

"This is a superb publication, featuring some of the world's greatest motor racing circuits. This is essential reading for any motor racing enthusiast"

Damien Smith, Editor, Motor Sport Magazine

"The facts and figures are complemented by the science behind circuit design and history"

Autosport

"With a foreword by WTCC champion Andy Priaulx, this is the ultimate collector's guide to the best-loved tracks in the world"

Veloce Publishing

"I read it from cover to cover. Couldn't put it down"

Dennis Carter, CEO, British Automobile Racing Club

"I was blown away!"

Matthias Girlich, Marketing Director, Ascari Race Resort

For the sales, events and editorial teams call +44 (0)20 8297 9073 (Sales/ Events: London office) or +44 (0)1442 823 523 (Editorial: Hertfordshire office).

Email either: mark@motorsportcircuitguide.com or ben@motorsportcircuitguide.com