



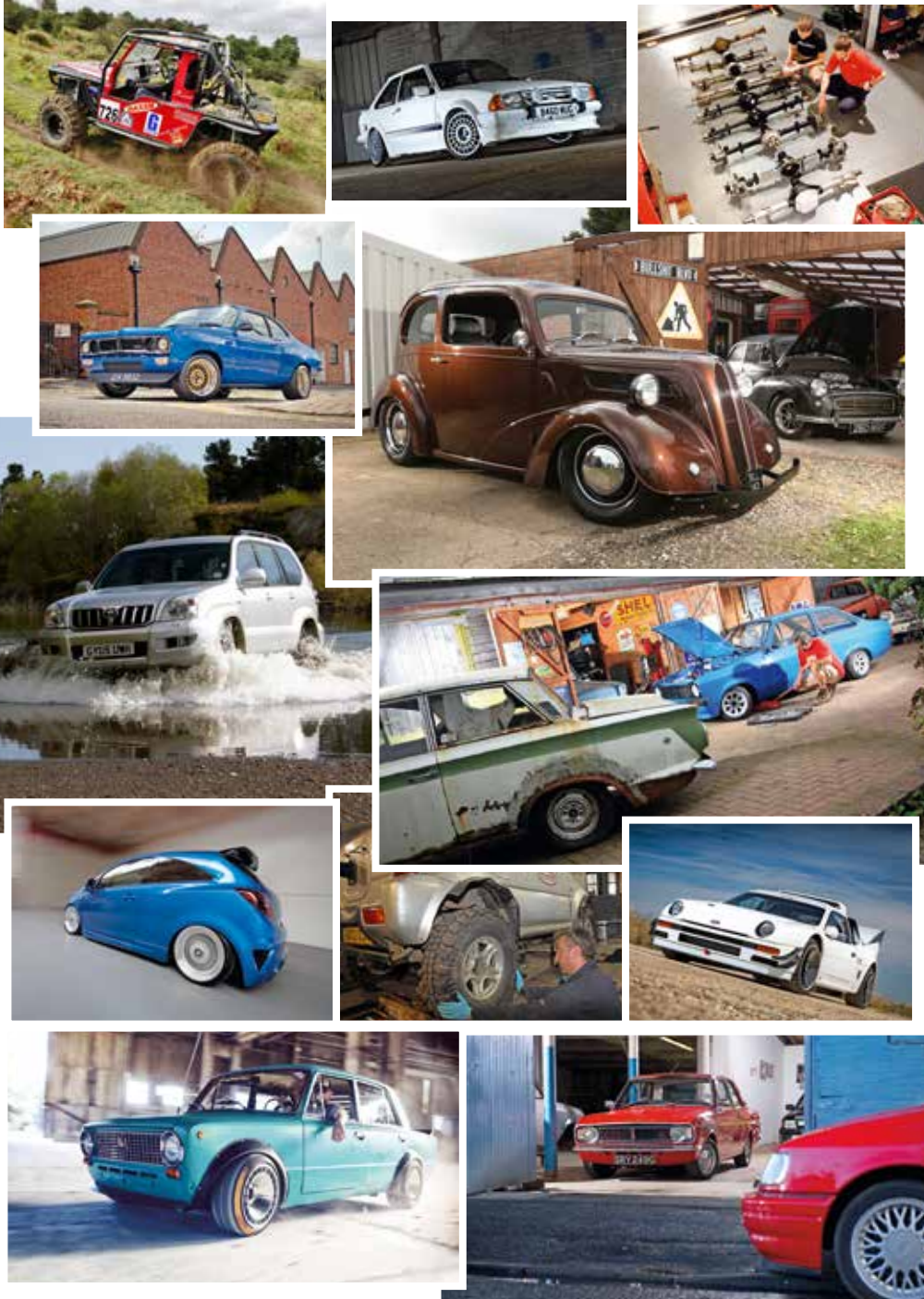
PERFORMANCE MOTORING

2015 MEDIA INFORMATION

Britain's largest performance motoring portfolio

Print, web, digital, social media and event platforms which offer comprehensive multimedia marketing solutions





AUDIENCE DEMOGRAPHIC AND STATISTICS

Overall reach: 5.5 million

Print, web, digital, social media and events

- 97% male audience
- Average age of 33
- Average income: £47,000
- 40% AB, 35% C1 and 25% C2
- 98% trust the advice and recommendations made by our editorial teams
- 76% own three or more cars
- 81% spend over £4,000 per annum on modifying and maintaining their vehicles



PRINT

AUDIENCE: 176,000

Our enthusiast-based readers pour over each and every printed page and truly value the information and guidance provided by the editorial teams. Many collect their editions in binders and refer back to articles of interest for many years to come.

Each title is also available in digital format and can be downloaded from the Apple iTunes Store; providing the added opportunity of embedding website links, video content and supplements.

- **Fast Car:** Circulation: 35,000
- **Retro Cars:** Circulation: 23,000
- **Classic Ford:** Circulation: 25,000
- **Custom Car:** Circulation: 22,000
- **Modern MINI:** Circulation: 20,000
- **Fast Ford:** Circulation: 20,000
- **4x4:** Circulation: 16,000
- **Total Vauxhall:** Circulation: 15,000

Print Rates

DISPLAY	COST PER THOUSAND *
Double page spread	£45 (£990 per mag)
Whole page	£25 (£550 per mag)
Half page	£13 (£286 per mag)
Quarter page	£7 (£154 per mag)
COVER POSITIONS	
Inside front cover	£30 (£660 per mag)
Inside back cover	£28 (616 per mag)
Outside back cover	£30 (£660 per mag)
CLASSIFIED	
Eighth page	£4 (£88 per mag)
Sixteenth page	£3 (£66 per mag)

*CPM rates are based on campaigns across all eight publications i.e. the full audience of 176,000. Separate rate cards are available for individual brands.

Series reductions: 3 inserts: 5%, 6 inserts: 10%, 12 inserts: 20%

Agency commission: 10% commission available to PPA recognised agencies only

VAT: All rates quoted are subject to standard rate VAT

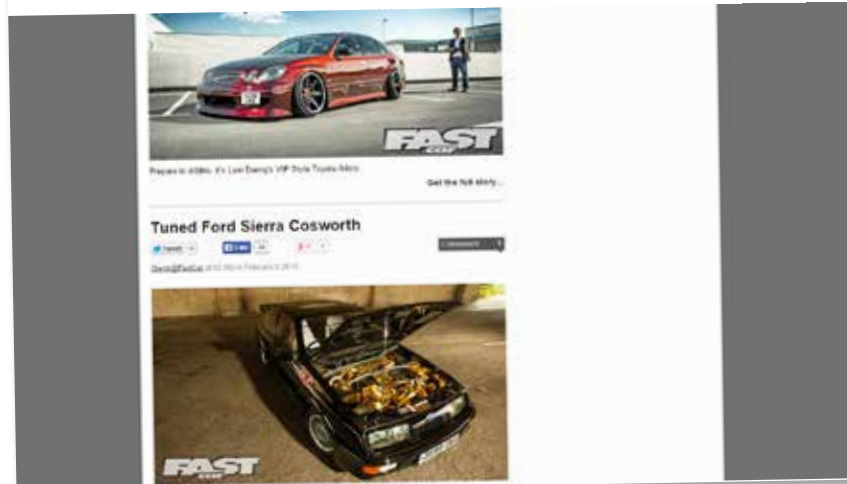


WEB, DIGITAL AND SOCIAL MEDIA

Unique website users: 411,000 E-database list volume: 100,000 Social media followers: 4.5 million



Send an e-newsletter to our digital database of over 100,000 subscribers – ideal for product launches, competitions and events! Website links and video content can be included to increase engagement.



Kelsey's performance motoring content is everywhere – in print, online, on mobile devices, and in social media. Our audience live digitally plugged-in lives, and we go where they go.

Our dedicated digital marketing team are able to offer bespoke content-led solutions that meet specific client objectives. Utilising all of our platforms and editorial expertise – users are effectively engaged at every opportunity. Campaigns are project managed and monitored throughout to ensure that results are maximised.

Digital Rates

WEB SPECIFICATIONS (411,000 UNIQUE VISITORS)	COST PER THOUSAND
Web leaderboard	£10 + VAT
Web MPU	£12 + VAT
Web button	£8 + VAT
Web wallpaper	£20 + VAT
Advertorial (full page)	£40 + VAT
Advertorial plus vid (full page)	£60 + VAT
DIGITAL MAILING LIST (100,000 SUBSCRIBERS)	COST PER THOUSAND
E-database hire (plus free of charge in-house design)	From £70 + VAT
SOCIAL MEDIA (4.5 MILLION FOLLOWERS)	ONE OFF COST
A single post or share	£250 + VAT
Seven posts in one week (competition or similar)	£1,000 + VAT

Target our 4.5 million social media followers with competitions, surveys and product branding initiatives!

EVENTS

Combined reach: 400,000

Britain's largest collection of performance motoring events offers unrivalled marketing opportunities, whether you are a sole trader who is looking for a small stand from which to sell products, or a world-renowned brand that would like to gain mass exposure through sponsorship, we have tried and tested solutions to suit all.

Each event also has a dedicated website, digital database and social media pages which are able to provide year-round exposure.

JAPFEST

Castle Combe Circuit
Saturday 16th May 2015

Attendance: 16,000

Now firmly established as Europe's biggest Japanese car show, Japfest is the premier event for the serious enthusiast. Experience non-stop high-speed performance Japanese track action including; spectacular drifting displays, a huge retail village and over 3,500 of Europe's best Japanese cars on display.

CLASSIC FORD SHOW

Santa Pod Raceway
Sunday 31st May 2015

Attendance: 12,000

Britain's premier classic Ford event for dedicated enthusiasts passionate about restoring, maintaining, tuning and driving. Expect a whole day of Ford only RWYB on the famous Santa Pod drag strip, toe curling stunts from the best in the business plus thousands of Britain's best club cars on display.

PV SHOW

Santa Pod Raceway
Sunday 7th June 2015

Attendance: 10,000

The Performance Vauxhall Show is Britain's biggest show celebrating everything that surrounds the Vauxhall marque. Featuring tyre-smoking action on the Santa Pod drag strip, over 1,600 of Europe's finest Vauxhalls on display and a full day of live action.

MINI LIVE (NEW LAUNCH)

Rockingham Motor Speedway
Sunday 5th July 2015

Estimated attendance: 3,000

FORD FAIR

Silverstone Circuit
Sunday 2nd August 2015

Attendance: 17,000

No other single marque show dominates the market place like Ford Fair - it's the biggest of its kind in Europe! With over 3,600 cars packed into every available inch of Silverstone - everything from immaculate restored classics to the very latest performance and modified motors. This year will be its 30th anniversary so expect the show to be the biggest and best yet.

RETRO CARS LIVE (NEW LAUNCH)

Rockingham Motor Speedway
9th August 2015

Estimated attendance: 3,000

JAPFEST 2

Castle Combe Circuit
Sunday 16th August 2015

Attendance: 5,000

Japfest 2 is the ultimate high performance experience. With a mix of thrilling track action and adrenaline pumping drifting displays and rides; this show is all about getting inside the cars and taking

them to their limits! Not forgetting a diverse range of Japanese cars on display - from pristine classics to modified show cars, track day cars and rare imports.

TRAX

Silverstone Circuit
Sunday 6th September 2015

Attendance: 16,000

TRAX is the ultimate performance car event; bringing together over 3,500 of the finest club cars from all marques, the biggest automotive brands, the most engaging experiences and non-stop track action on the Silverstone Circuit. The quality and variety on display is unrivalled, so expect an incredible turnout featuring everything from striped out track weapons to the very latest performance and tuned motors.

FORD FEST (NEW LAUNCH)

Santa Pod Raceway
Friday 13th September 2015

Estimated attendance: 4,500

Please contact us for trade stand rates and example sponsorship packages.



PRINT ARTWORK DEADLINES AND ON SALE DATES

FAST CAR

Issue	April 2015	Spring 2015	May 2015	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016
Copy Deadline	January 22nd	February 19th	March 19th	April 16th	May 14th	June 11th	July 9th	August 6th	September 3rd	October 1st	October 29th	November 26th
On sale date	February 6th	March 6th	April 3rd	May 1st	May 29th	June 26th	July 24th	August 21st	September 18th	October 16th	November 13th	December 11th

RETRO CARS

Issue	March 2015	April 2015	May 2015	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016
Copy Deadline	February 6th	March 6th	April 1st	May 1st	June 5th	July 3rd	August 7th	September 4th	October 2nd	November 6th	December 4th
On sale date	February 20th	March 20th	April 17th	May 15th	June 19th	July 17th	August 21st	September 18th	October 16th	November 20th	December 18th

CLASSIC FORD

Issue	March 2015	April 2015	May 2015	June 2015	July 2015	Summer 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016
Copy Deadline	January 15th	February 12th	March 12th	April 9th	May 7th	June 4th	July 2nd	July 30th	August 27th	September 24th	October 22nd	November 19th
On sale date	January 30th	February 27th	March 27th	April 24th	May 22nd	June 19th	July 17th	August 14th	September 11th	October 9th	November 6th	December 4th

CUSTOM CAR

Issue	March 2015	April 2015	May 2015	June 2015	Summer 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016
Copy Deadline	January 16th	February 13th	March 13th	April 10th	May 8th	June 5th	July 3rd	July 31st	August 28th	September 25th	October 23rd	November 13th
On sale date	January 30th	February 27th	March 27th	April 24th	May 22nd	June 19th	July 17th	August 14th	September 11th	October 9th	November 6th	December 4th

MODERN MINI

Issue	May/June 2015	Summer 2015	Jul/Aug 2015	September/ October 2015	Autumn 2015	November/ December 2015	January/ February 2016	March/April 2016
Copy Deadline	February 27th	April 17th	May 29th	July 10th	August 21st	October 9th	November 27th	January 22nd
On sale date	March 13th	May 1st	June 12th	July 24th	September 4th	October 23rd	December 11th	February 5th

FAST FORD

Issue	March 2015	April 2015	May 2015	June 2015	July 2015	August 2015	Summer 2015	September 2015	October 2015	November 2015	December 2015	January 2016
Copy Deadline	January 15th	February 12th	March 12th	April 9th	May 7th	June 4th	July 2nd	July 30th	August 27th	September 24th	October 22nd	November 19th
On sale date	January 30th	February 27th	March 27th	April 24th	May 22nd	June 19th	July 17th	August 14th	September 11th	October 9th	November 6th	December 4th

4X4

Issue	March 2015	April 2015	May 2015	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016
Copy Deadline	January 22nd	February 19th	March 18th	April 16th	May 14th	June 11th	July 9th	August 6th	September 3rd	October 1st	October 29th	November 26th
On sale date	February 6th	March 6th	April 2nd	May 1st	May 29th	June 26th	July 24th	August 21st	September 18th	October 16th	November 13th	December 11th

TOTAL VAUXHALL

Issue	March 2015	April 2015	May 2015	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016
Copy Deadline	January 28th	February 25th	March 25th	April 22nd	May 20th	June 17th	July 15th	August 12th	October 7th	November 4th	October 7th
On sale date	February 13th	March 13th	April 10th	May 8th	June 5th	July 3rd	July 31st	August 28th	October 23rd	November 20th	December 18th



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