

PROFESSIONAL MOTORSPORT WORLD



Professional
MotorSport
WORLD EXPO

Köln Messe, Cologne,
Germany

MEDIA DATA 2024



**THE DEFINITIVE PUBLICATION
FOR THOSE IN THE BUSINESS
OF GOING MOTOR RACING!**

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 **12,000 key decision makers** at race teams, motorsport OEMs and their supplier network, with further, extensive distribution at Professional Motorsport World Expo in Cologne, Germany. 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

- SEPTEMBER 2024**
PMW Expo preview special edition
**Professional
MotorSport**
WORLD EXPO



MAGAZINE ADVERTISING RATES

Number of Insertions (£ Sterling)	Full Page	Half Page
1	£4,750 GBP	£3,500 GBP

PMW MAGAZINE APP

- Receive the latest issue weeks before the hard copy is available
- Includes the latest news & Free Magazine archive
- APP BANNER **£7,725** FOR 1 YEAR



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.



"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



PROFESSIONAL MOTORSPORT WORLD ONLINE

www.pmw-magazine.com

www.pmw-magazine.com is the place to get daily, breaking motorsport and automotive news, and the only portal where you can read the very latest issue of *Professional Motorsport World* – with online readers able to access the issue at least two weeks before the print version is circulated.

The online version features interactive advertisements and articles that link straight through to advertisers' featured websites, while digital distribution ensures even more key decision makers, engineers, designers and planners can view the industry's leading publication.

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

www.pmw-magazine.com continues to grow, with an average of **10,000 unique monthly visitors** (2022), and a **weekly e-newsletter** sent to **12,000 industry professionals**.

With mission-critical news, features, opinion and videos compiled by our in-house team and worldwide freelance reporter network, our content is exclusive to www.pmw-magazine.com and uploaded in real time, as and when the stories unfold.

WEBSITE ADVERTISEMENT RATES

	Banner Unit: 10:1 Header menu	Banner Unit: 8:1 Site header	Banner Unit: 1:1 Large banner	Banner Unit: 2:1 Junior banner
3 months	£3,000 GBP	£2,500 GBP	£2,000 GBP	£1,500 GBP
6 months	£5,250 GBP	£4,750 GBP	£3,750 GBP	£2,750 GBP
12 months	£10,075 GBP	£8,575 GBP	£6,575 GBP	£5,000 GBP
Supplier Spotlight Directory	£1,125 GBP			

WEEKLY NEWSLETTER BANNER RATES

The weeks leading news stories, product launches, features, videos, etc sent to an opt-in list of 12,000+ subscribers

12 months (50 emails)	£9,000 GBP
6 months (25 emails)	£5,000 GBP
3 months (13 emails)	£3,000 GBP
Mailshot to database	£3,150 GBP

CONTACT US

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BANNER DIMENSIONS

WEBSITE ▼

Banner Unit: 10:1 (header menu) 900 x 90 pixels

Banner Unit: 8:1 (site header) 600 x 75 pixels

Banner Unit: 2:1 (junior banner) 300 x 150 pixels

Banner Unit: 1:1 (large banner) 300 x 300 pixels

WEEKLY NEWSLETTER ▼

Weekly newsletter banner 640 x 120 pixels

IN THE NEWS THIS WEEK

VIDEO: How MIT Driverless is using autonomous racing to advance its research

If engineers at MIT (Massachusetts Institute of Technology) are successful, in October a modified Dallara IL-15 Indy Lights race car programmed by MIT Driverless will hit the Indianapolis Motor Speedway at speeds of up to 193km/h.

FIA announces impact data recorder to reduce fatal accidents

The FIA has announced the development of a cost-effective impact data recorder (IDR), which the governing body states will aid in reducing fatal incidents and improving the safety level of grassroots motorsport events.

Weekly newsletter banner 640 x 120 pixels