

pmw

Engineering for performance

The official publication of



November 12 & 13, 2025
Cologne, Germany

**"PMW IS A GOOD TOOL TO
STAY AWARE OF WHAT IS
HAPPENING IN OUR INDUSTRY"**

*Pierre Prunin, head of motorsport,
Spark Racing Technology*

**"OUTSTANDING PUBLICATION
IN EVERY RESPECT"**

*Clarence Romero, engineering,
Cosworth Racing*

MEDIA DATA 2025



**THE DEFINITIVE PUBLICATION
FOR THE MOTORSPORT
AND HIGH-PERFORMANCE
AUTOMOTIVE INDUSTRIES!**

www.pmw-magazine.com

THE MAGAZINE

- PMW is packed with the latest technical insights from the motorsport and high-performance automotive industries. Its mission is to arm readers with the knowledge they need to navigate the ever-evolving engineering landscape and keep abreast of new and emerging technologies.

It is sent to an international circulation of over **13,000 key decision-makers** at race teams, OEMs and their supplier networks, with further, extensive distribution at PMW Expo in Cologne, Germany. The magazine is also available in digital format, with an average of 9,000 readers*, providing advertisers with a range of interactive content options to engage with customers.

PMW 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.

*publisher's statement

PUBLISHING SCHEDULE

SEPTEMBER 2025

PMW Expo preview special edition

Copy deadline:

Friday, September 12, 2025



READER SURVEY ¹

READERSHIP

79% final decision makers or influencers

QUALITY OF CONTENT

98% say it's good/very good/excellent

RELEVANCE OF CONTENT

81% say the content is relevant to them and their role

FORMAT

76% read the print magazine
24% prefer to read the digital version

NEWSLETTER READERS

72% of respondents subscribe to the weekly newsletter

Of which **91%** rated the newsletter as good/very good/excellent

72%

of readers share their copy with colleagues (on average 2-3)

81%

of readers find the magazine useful for sourcing new products

45

Net Promoter Score

¹ Reader survey conducted November 2024, by the publisher of PMW

EDITORIAL OPPORTUNITIES

- PMW invites selected advertisers to maximize their commercial representation within the publication in one of three ways:

1. PRODUCTS AND SERVICES PROFILES

Allocated to selected full-page advertisers, products and services profiles enable organizations 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 short, sharp press release-style editorials of around 250 words, highlighting product launches, company/personnel changes, etc



3. SUPPLIER INTERVIEWS

A limited number of supplier interviews are available in each issue, providing select full-page advertisers with an opportunity to explore their products and services in greater detail than in a profile article. These interviews also have more prominent positioning within the magazine.

MAGAZINE ADVERTISING RATES

Number of insertions (£ sterling)	Full page	Half page
1	£4,750	£3,500

PMW MAGAZINE APP

- Receive the latest issue weeks before the hard copy is available
- Includes the latest news and free magazine archive
- APP BANNER **£7,725** FOR ONE YEAR





PROFESSIONAL MOTORSPORT WORLD ONLINE

• www.pmw-magazine.com

www.pmw-magazine.com is an invaluable resource to keep readers up to date with the latest motorsport and high-performance automotive industry news.

From exclusive technology insights to in-depth features covering powertrain, aerodynamics, manufacturing and much more, *PMW* is the one-stop resource for engineers.

www.pmw-magazine.com's readership continues to grow – over 100% in the past three years – with an average of **12,000 unique monthly visitors** (2023-24) generating over 220,000 page impressions annually. This is backed up by a **weekly e-newsletter** sent to **13,000 industry professionals**.

WEBSITE ADVERTISEMENT RATES

	Banner unit: 10:1 Main menu	Banner unit: 8:1 Site header	Banner unit: 1:1 Large banner	Banner unit: 2:1 Junior banner
3 months	£3,000	£2,500	£2,000	£1,500
6 months	£5,250	£4,750	£3,750	£2,750
12 months	£10,075	£8,575	£6,575	£5,000

Supplier Spotlight directory £1,125

WEEKLY NEWSLETTER BANNER RATES

- The week's leading news stories, product launches, features, videos, etc sent to an opt-in list of 13,000+ subscribers (43% average open rate).

12 months (50 emails)	£9,000
6 months (25 emails)	£5,000
3 months (13 emails)	£3,000

EMAILERS

- Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 13,000 key industry professionals.
Dedicated mailshot(s) to database – prices from £2,950

CONTACT US

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WEBINARS ▼

Professional Motorsport World can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

Professional Motorsport World webinars are run on SwapCard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar. It can host product PDFs, case study documents and additional video content.

BANNER DIMENSIONS WEBSITE ▼

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

Banner unit – 10:1 (main menu) 900 x 90 pixels

Banner unit – 1:1 (large banner) 300 x 300 pixels

Banner unit – 2:1 (junior banner) 300 x 150 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 190km/h.

[Read More](#)

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.

[Read More](#)

pmw expo

NOVEMBER
12 & 13, 2025

KÖLN MESSE, COLOGNE,
GERMANY



Official publication and media
partner for PMW Expo

www.pmw-expo.com

EXHIBITING OR SPEAKING AT PMW EXPO 2025?

Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:

- Advertise and share your latest customer case study or technology innovation in an exclusive article;
- All exhibitors who advertise in the pre-show issue are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with advert);
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event – with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Special cover positions available for advertisers to amplify brand awareness and new product launches and promote their booth number, etc;
- Take an ad in the official showguide/planner – the on-site catalog used by visitors to navigate the show;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event;
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included.

PROMOTE
YOUR
COMPANY
HERE!



EXCLUSIVE
EXHIBITOR
AND SPEAKER
INTERVIEWS



LIVE VIDEO
INTERVIEWS

ADVERTISE
IN THE
SHOWGUIDE



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