

pmw

Engineering for performance

www.pmw-magazine.com

"GREAT TOPICS, SERIOUS ARTICLES"

Stephane Helle, principal
engineer, McLaren

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

Pierre Prunin, head of
motorsport, Spark Racing
Technology

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The definitive publication for the
motorsport and high-performance
automotive industries!



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2025

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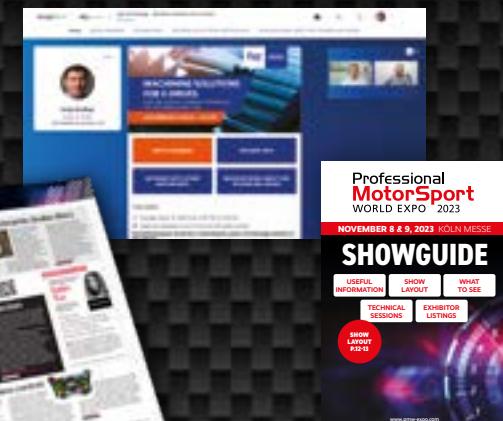
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It takes two
to tango
Ginetta's GT2
in detail

pmw expo
NOVEMBER 10 & 11, 2023
KOLN MESSE GERMANY
12-PAGE SHOW
PREVIEW

www.pmw-magazine.com

Media and advertising data 2026



Professional
Motor Sport
WORLD EXPO 2023
NOVEMBER 8 & 9, 2023 KOLN MESSE

SHOWGUIDE

USEFUL INFORMATION SHOW LAYOUT WHAT TO SEE
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www.pmw-expo.com

The official publication of

pmw
expo

November 10 & 11, 2026
Cologne, Germany

Media stats



22,000

Individual subscribers
to the digital magazine
and newsletter



52

Countries
across six
continents



2

Dedicated
editions per
year



9,000

Magazine print
distribution



115,000

Unique website
visitors per year
(2024)



220,000

Website page
views per year (2024)



16,500

Average monthly
website advert
impressions



5,000

LinkedIn company
page followers
(magazine and events)



228,000

Annual impressions
across combined LinkedIn
platforms

Reader survey*



Format

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

Readership

80%
final decision makers or influencers

Quality of content

97%
say it's good/ very good/ excellent

Relevance of content

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

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

*Reader survey conducted by publisher, November 2024

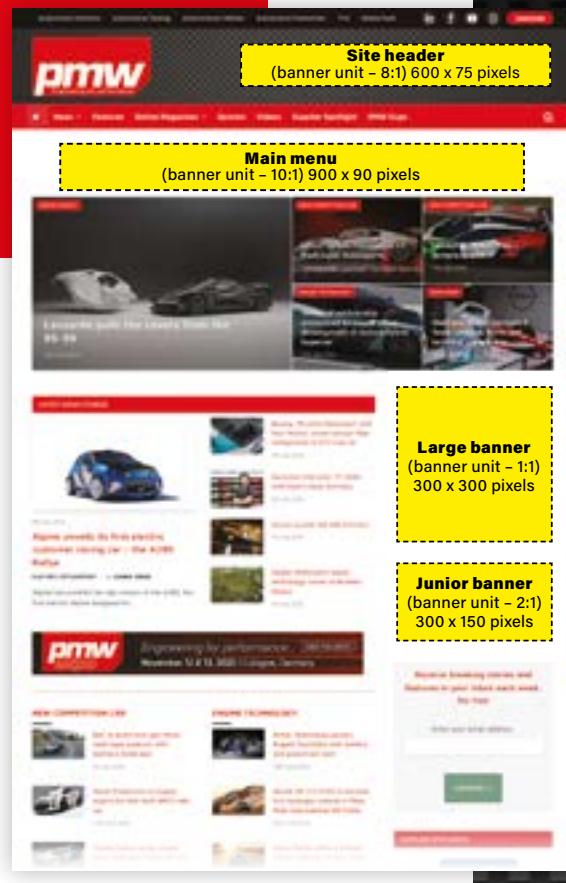
Website

www.pmw-magazine.com is the leading news platform for the motorsport development sector.

www.pmw-magazine.com continues to grow, with an average of 9,500 unique monthly visitors (2024), and a weekly e-newsletter sent to 16,000 industry professionals.

Alongside breaking news, the website hosts a fully interactive version of *PMW Magazine* and archive issues, and includes exclusive features, opinion and videos, as well as opportunities for brands to showcase their expertise and thought leadership via custom-crafted content such as their own webinar, white paper, opinion piece, supplier interview, etc.

Website traffic:
9,500
unique monthly visitors (2024 average)



Website banner

Wallpaper banner (desktop only)
300 x 950 pixels

Main menu banner
900 x 90 pixels

Site header banner
600 x 75 pixels

Large banner
300 x 300 pixels

Junior banner
300 x 150 pixels

*Banners are available for a minimum of 3 months

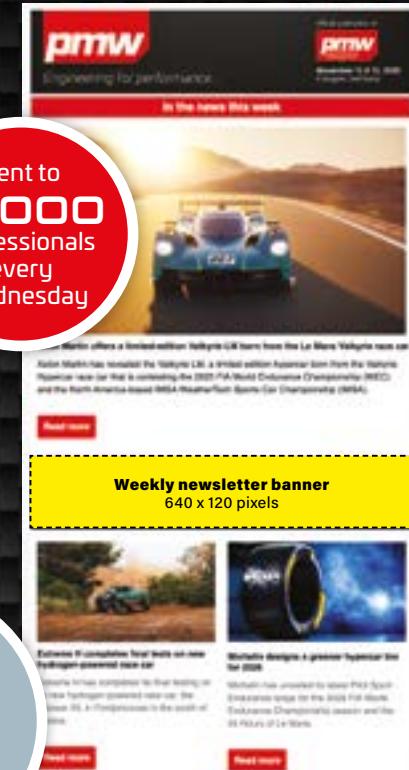
[Click here for specifications and sizes](#)

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Weekly e-newsletter

Sent to more than 16,000 fully engaged key industry professionals weekly, our e-newsletter keeps the motorsport development sector up to date with the latest industry news and developments.

Sent to
16,000
professionals
every Wednesday



E-newsletter banner

3 months (13 emails)

6 months (25 emails)

12 months (50 emails)

32%
average
opening rate

3%
average
CTR

[Click here for an example of a weekly e-newsletter](#)

www.pmw-magazine.com

E-blast service

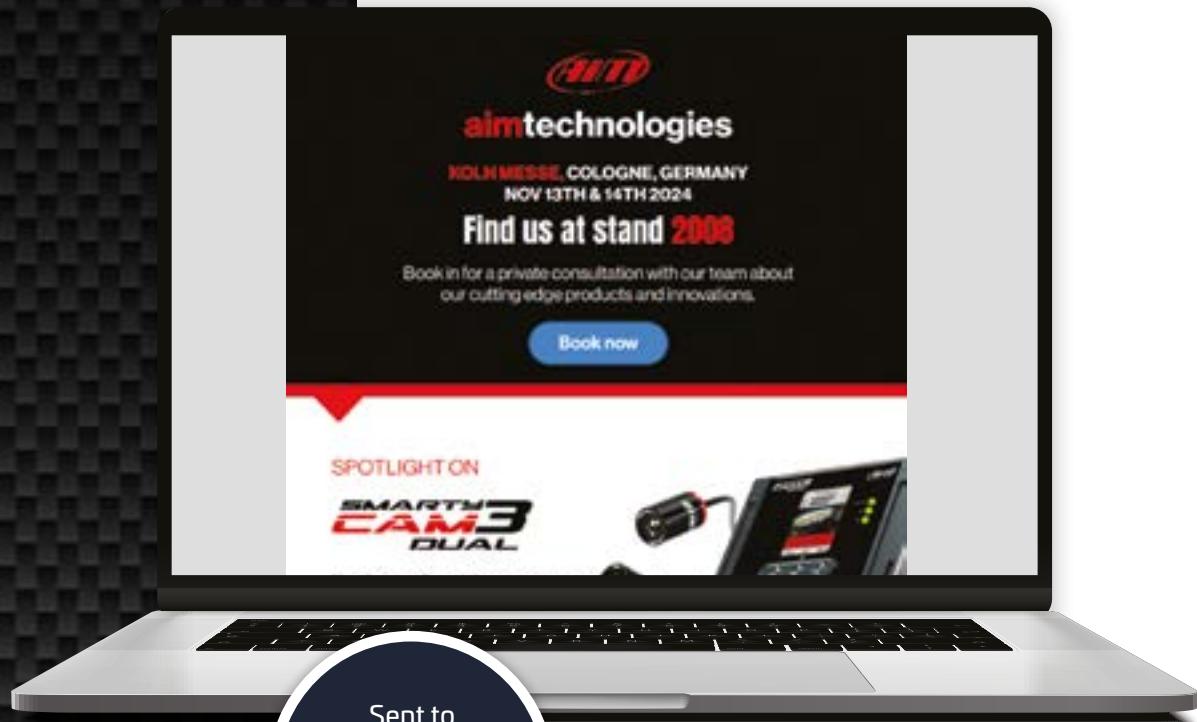
Ideal for new product announcements or an invitation to arrange meetings at a trade show that you will be attending. You can send your own message to our circulation database on a date and time of your choice with links to your website or email address.

We can provide a post activity report to confirm the following:

- Number delivered to
- Opening rate
- Click thru rate

International emails (full data)
(Series discounts available on request)

Regional/expo emails also available (POA)



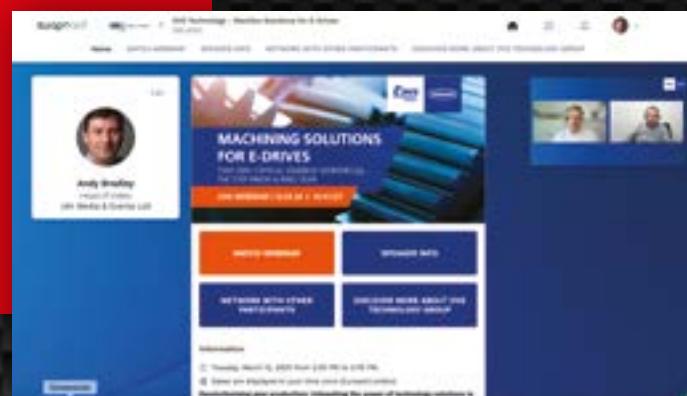
Webinars

PMW Magazine can create, host and help promote an end-to-end digital webinar service that includes:

- Audience marketing and engagement via two dedicated e-blasts, web/newsletter and social
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

We can run and help promote a webinar on your chosen topic with your chosen speakers.

Option for editorial team to moderate the Q+A and provide an intro. Webinars are run on Swapcard, which combines the interactions of an in-person meeting with the international reach and scalability of a webinar. Product PDFs, case study documents and additional video content can be included.



Video content

PMW Magazine can also produce custom editorial video content, including interviews, for hosting on our website and promoted via the weekly e-newsletter, etc. See exhibitor promotion (p13) for live video opportunities around our events.

Webinar

Silver level

Webinar promotion package (host and promote only)

Gold level

'Simu-live' webinar creation package (create, host and promote)

Platinum Level

Live webinar creation package (create, host and promote)

Print edition

Circulation

PMW Magazine is the international magazine designed specifically for people at the cutting edge of motorsport development.

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.

9,000 print copies are sent to an international circulation of 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 over 18,000 digital visits), 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.

Sample subscribers

- Senior Research Engineer, **Hyundai**, Korea
- ICE Powertrain Engineer, **Aston Martin**, UK
- Mechanical Engineer, **Audi Formula Racing**, Germany
- Motorsport Procurement, **Lamborghini**, Italy
- Powertrain Chief Engineer, **Ford**, USA
- Engine Design Specialist, **Ferrari**, Italy
- Drive system Architecture Manager, **Bentley**, UK
- Lead Control System Design Engineer, **JLR**, UK
- Procurement, **Porsche AG**, Germany
- Lead Thermal Engineer, **Tata Motors**, UK



Advertisers
may be able to
take advantage of
technical editorial
opportunities,
dependent on
availability

**"OUTSTANDING
PUBLICATION IN
EVERY RESPECT"**

Clarence Romero, engineering,
Cosworth Racing

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Publishing schedule

APRIL 2026

- New season technical roundups
- Inside look: Ferrari Clienti Corse
- Focus features on Aerodynamics and data logging systems and powertrain technologies

Bonus distribution at Vehicle Tech Week Europe

Editorial deadline: February, 2026

Advertisement deadline: March, 2026

SEPTEMBER 2026

- PMW show preview issue
- Technical review features on forthcoming regulation changes
- Focus features on safety equipment, off-track testing technologies and race to road tech transfer

Show preview - bonus distribution at PMW Expo

Editorial deadline: July/August, 2026

Advertisement deadline: September, 2026

**pmw
expo**

November 10 & 11, 2026
Cologne, Germany

www.pmw-magazine.com

Print opportunities

Full- and half-page advertisements



Full-page and half-page options



Advertisement rates

FULL PAGE

With up to 1,000 words for a technical article or case study (by invitation only)

HALF PAGE

With up to 500 words for a technical article case study (subject to availability and by invitation only)

[Click here for advertiser's guidelines](#)



← Cover flap advertisement

Price available on request



Belly band advertisement

Price available on request



← Bound and loose inserts

Price available on request





Digital edition

Each digital edition of *PMW Magazine* is sent to the full subscriber database (22,000) via a dedicated e-blast, as well as being hosted on the magazine website (along with an extensive archive of past issues), and highlighted on the weekly e-newsletter. Fully interactive, advertisers can choose to embed video content into their adverts or articles, while readers can opt for mobile-friendly presentation and the option to 'listen' to articles if on the move.

[Click here to view the digital edition](#)

Sponsor the digital edition

- A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- Two 'interstitial ads'. These ads pop up automatically between pages as you flick through the digital edition.
- A logo in the email blast sent by *PMW Magazine* on digital publication to full data

Price available on request



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PMW Awards

The PMW Expo Awards celebrate excellence and innovation across the motorsport and high-performance automotive supply chain. Recognizing the pivotal contributions of suppliers and engineers, these awards highlight the technologies and solutions that drive the industry forward.

Since 2023, the awards have run to a dynamic format, with entries judged live at the expo by a panel of industry experts spanning various automotive engineering and motorsport disciplines. From former Le Mans winning race car designers to Formula 1 and rallying engineers, the judging process is rigorously impartial.

pmw
expo

November 10 & 11, 2026
Cologne, Germany

**Sponsor
the awards**

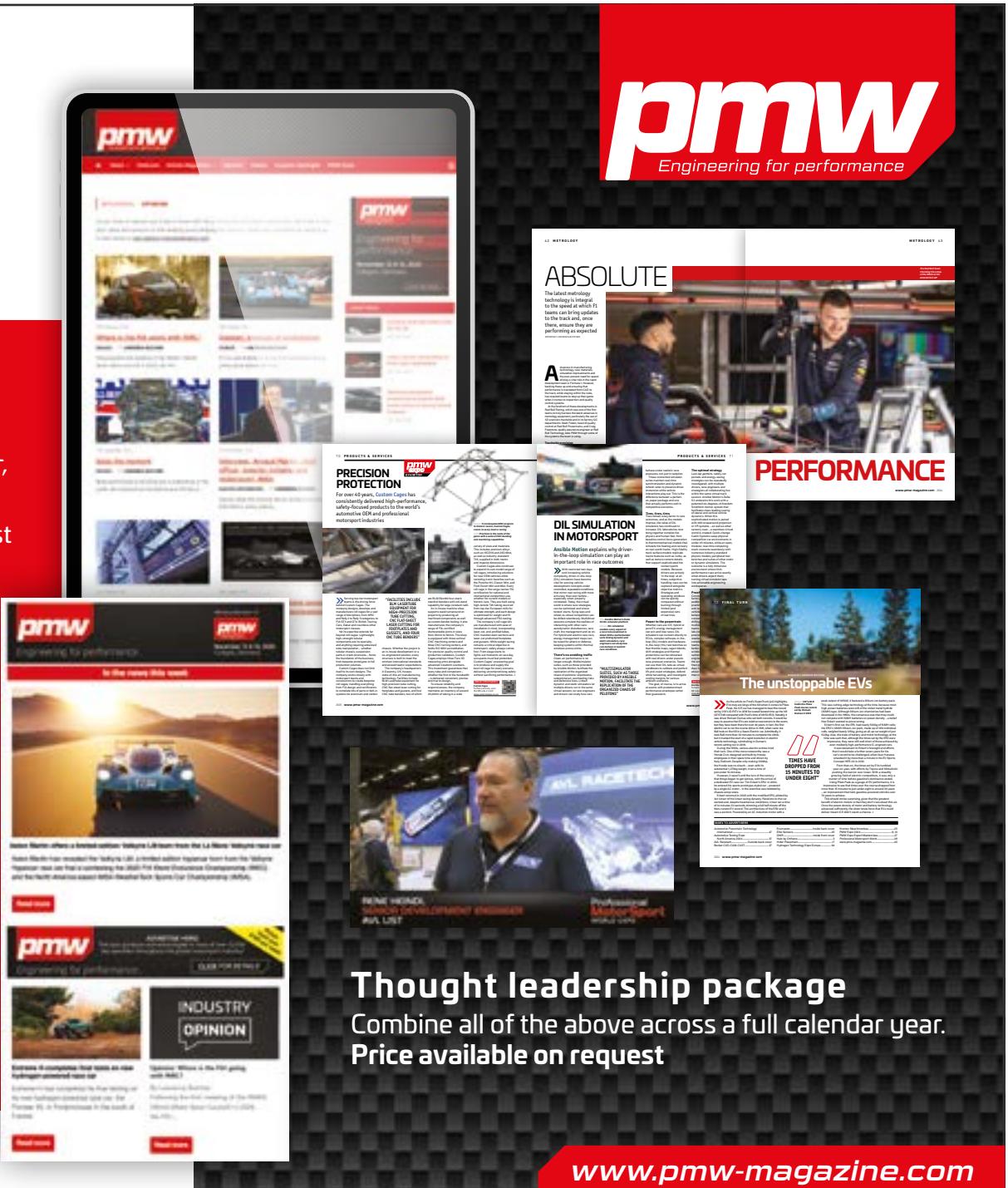
Headline sponsorship package available, including live presentation during awards, digital sponsorship, etc - please enquire for full details

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Thought leadership

Publish insight articles, case studies and white papers to demonstrate expertise within your capability area:

- **Leadership interview** – a 1,000-word interview, hosted on the website and promoted on the e-newsletter, social channels, etc.
- **Opinion** – a 600-word opinion piece, published in the first quarter of the magazine, and hosted on the website and promoted on the e-newsletter, social channels, etc.
- **Feature inclusion** – inclusion as an expert source in an independently written magazine feature on a relevant topic, coordinated by our editorial team.
- **Technical article** – a 1,000-word magazine article, highlighting your latest innovation, commenting on a new market trend or demonstrating your expertise via a customer case study.
- **White paper** – Host your latest white paper on our website, with full data capture, and promoted via weekly e-newsletter, socials, etc.
- **Video interview** – our expert editorial and video team can interview you on a topic of your choosing, with the content hosted on our website and promoted via weekly e-newsletter, etc.



Thought leadership package
Combine all of the above across a full calendar year.
Price available on request

Awareness/ branding

Shining a spotlight on your company through news content, banner advertising and targeted e-blasts:

- **Publish a press release** – up to three press releases per year on our website, and promoted on the weekly e-newsletter, socials, etc
- **Technical article (and advert)** – a 1,000-word magazine article, highlighting your latest innovation, commenting on a new market trend or demonstrating your expertise via a customer case study.
- **High-profile banner advertising online and in email** – position your banner alongside our much-acclaimed technical content to reach thousands of motorsport development professionals.
- **Dedicated e-blast** – email to our full database, highlighting your latest product.



Awareness/branding package

Combine all of the above across a full calendar year.

Price available on request

Expo opportunities

Pre-show promotion



Present your star product, new launch or customer case study in a detailed one- or two-page technical article (with advert) in the pre-show issue of the magazine;

Secure an exclusive one- or two-page exhibitor interview (limited availability) in the pre-show issue (with advert);

– All advertisers in the pre-show issue are also guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;

– 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, promoted via the app, etc;

– Exhibitor show news from advertisers can also appear in online editorial content promoting the show, the show daily news e-blasts, the official show review, etc.

Official showguide advertisement

- Take an ad in the official showguide – the on-site catalogue used by visitors

Dedicated e-blast

- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event

Exclusive webinar

- Book an exclusive webinar (before or after the event) for highly targeted lead generation brand awareness, with full e-newsletter/social media promotion included



Exhibitor promotion package
Four levels available – see page 15

Live at-show promotion

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;



Exclusive photo booth sponsorship. A custom-built photo booth featuring a human-scale perspex magazine cover and your logo, in prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc;

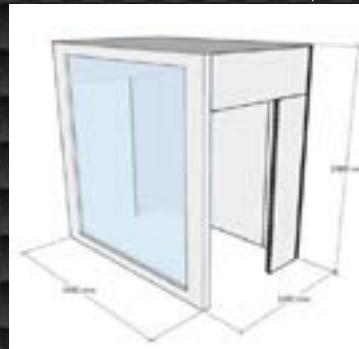
(Includes advert in showguide)





Exclusive photo booth sponsorship

New for this year, a custom-built photo booth featuring a human-scale perspex magazine cover, in prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc;



Sample booth



- Your company logo clearly visible on the perspex magazine cover, with option to include social media hashtag or handle;
- Photo booth alongside the *PMW Magazine* and PMW Expo booths, which will promote the photo opportunity to all visitors;
- A double-page advert (in first 15 pages or centerfold) promoting your company at this year's exhibition in the official event show guide;
- A push notification to all attendees via the official show guide app to come and have their photo taken;
- Social media posts via the *PMW Magazine* and PMW Expo LinkedIn company pages (15k+ followers) promoting the opportunity to have your photo taken;
- Reference to the photo booth within our pre-show marketing content;
- Inclusion of the photo booth within the official post-show report published after the event.

Packages

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Magazine advertising



Digital advertising



Exhibitor package

OPPORTUNITY	BRONZE	SILVER	GOLD	PLATINUM
Press release on website	1	1	2	2
Website feature (interview, opinion, etc)	-	-	1	2
Technical editorial	1 x 1 page	1 x 2 page	2 x 1 page	2 x 2 page
Advert	1 x half page	1 x full page	2 x half page	2 x full page
E-blast	1	1	2	2
Webinar (Silver - host and promote only)	-	-	-	1
PACKAGE DISCOUNT	POA	POA	POA	POA
Press release on website	-	1	2	3
Website feature (interview, opinion, etc)	-	-	1	2
Website junior banner	3 months	3 months	6 months	12 months
Newsletter banner	1 month	3 months	3 months	6 months
E-blast	1	1	2	3
Video interview	-	-	1	1
Webinar (Silver - host and promote only)	-	-	-	1
PACKAGE DISCOUNT	POA	POA	POA	POA
Advert in pre-show issue	Half page	Half page	Full page	Full page
200-word show news in preview	1	1	1	1
Exhibitor interview / technical article	Half page	Half page	Full page	Full page
Showguide advert	Half page	Half page	Full page	Full page
E-blast to pre-show data	-	-	1	1
Live video interview	-	1	-	1
PACKAGE DISCOUNT	POA	POA	POA	POA

Contact steve.perry@ukimediaevents.com for more info